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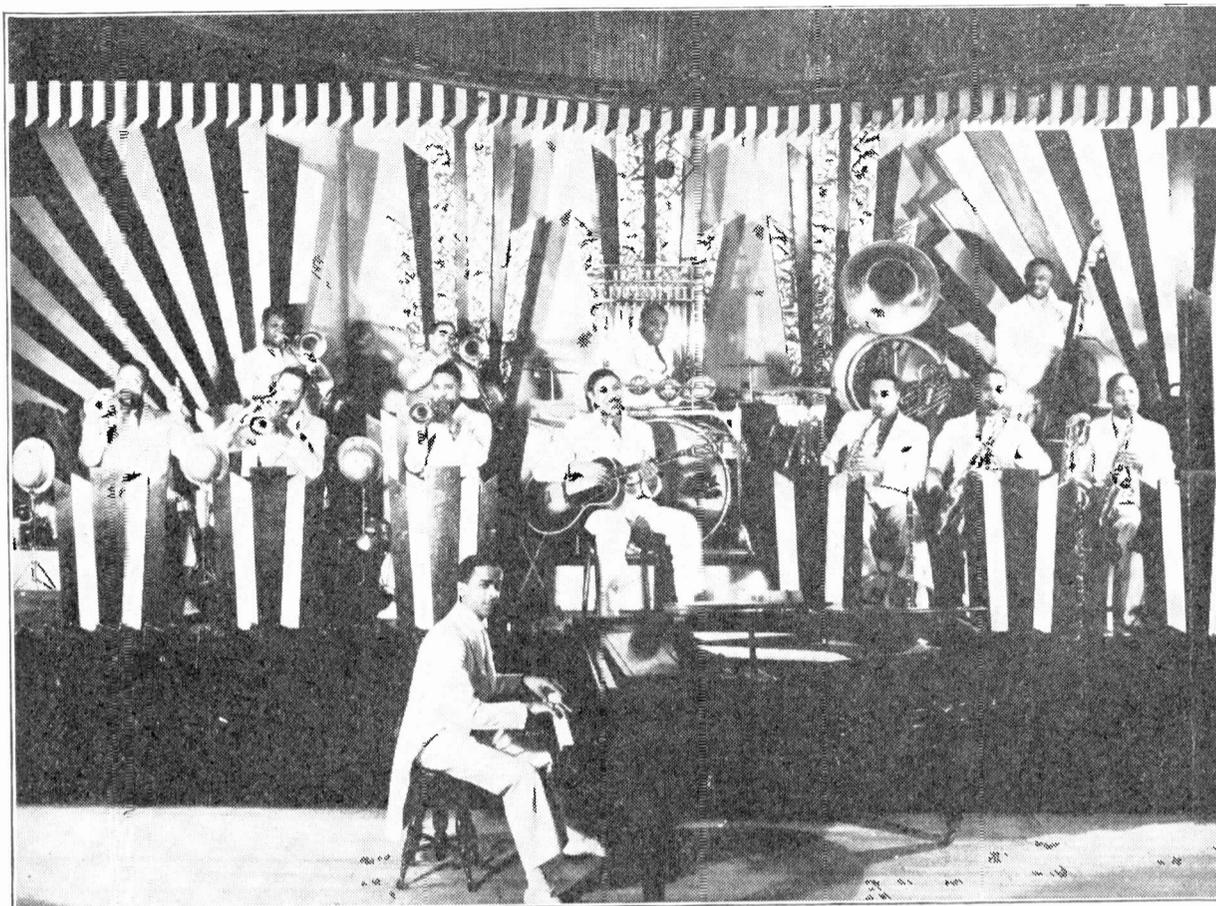
FEBRUARY 27, 1937

# The Billboard

The World's Foremost Amusement Weekly



JACK POWELL



# CLAUDE HOPKINS

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# The Billboard

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No. 9

The World's Foremost Amusement Weekly

February 27,  
1937

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## BROADWAY LEGIT HOLDS ON

### Bill Calls for U. S. at W. F.

**Congress gets \$5,000,000 measure for fed participation at 1939 expo**

WASHINGTON, Feb. 20.—M. J. Merritt, Democratic representative from New York, has proposed a bill to Congress calling for a \$5,000,000 outlay for federal participation in the New York World's Fair of 1939.

The bill calls for the formation of a commission to handle the construction of government buildings and exhibits. Commissioner would be salaried at \$10,000 a year and an assistant at \$7,500.

Another bill before Congress provides for a \$2,500,000 federal fund for government dredging of East River to Flushing Bay to provide a marine entrance to the fairgrounds.

Ground was broken this week in New York for the Administration Building of the New York Fair. Building will be 450 feet long and 180 feet wide.

Richard Whitney, chairman of the committee of 1,600 volunteer bond salesmen, announced Thursday that subscriptions to the fair bond issue have reached \$19,162,000. Goal of the drive is \$27,829,500.

### Mechanization Tackled by AFM As National Problem

**Locals give up trying to regulate recordings—pass headache on to AFM—copyright amendment maybe—AFM licensing angle—recording companies worried**

NEW YORK, Feb. 20.—Fear that mechanization of music will ruin musicians' livelihood will dominate the discussions of the American Federation of Musicians' quarterly executive board meeting at the Everglades Hotel, Miami, next week. James C. Petrillo, president of the Chicago local and leader of the movement to regulate recordings, is also a member of the executive board and is expected to ask the AFM to take action. Chicago voted a ban on recordings recently and Local 802 here voted to ask the AFM to make recordings a national issue. Local elsewhere.

The Local 802 convention delegates will appear before the board and urge immediate action to curb mechanical devices, including sound films and recordings, pointing out that mechanization continues to add to musicians' unemployment. Sam Tabak, Jack Rosenberg and Harry Suber, representing 802, will probably ask the AFM lobby for amendments to the copyright law to make illegal the commercial use of records manufactured for non-performing non-broadcasting purposes. It is possible that the AFM will avoid legislation, but, instead, attempt to license recording companies and regulate them that way.

The AFM tried, during the NRA days, (See MECHANIZATION on page 86)

### Bary Buys Draft Horses

CHICAGO, Feb. 22.—Word just received from Howard Y. Bary is that the Circus Operating Corporation has purchased 60 head of draft horses and four new General Electric light plants, which are being shipped to Peru, Ind.

### Absence of Amusement

NEW YORK, Feb. 20.—Reverend John B. Kelly, spiritual director of the Catholic Writers' Guild of America, official arbiter on relations between the Catholic Church and the stage and screen, has granted "The Eternal Road" dispensation for the Lent season. Kelly's letter to Max Reinhardt, producer of the religious spectacle, says, "All of us have prayed for a dramatic offering that would give us a good reason for attending the theater in the Lenten period, when abstinence from amusement is the order of the day. We have, thank God! found the same. . . ."

"Road" is the only Broadway production to be granted this dispensation in many years.

### 6-Year Attendance Records Show Decline Has Stopped

**Attendance past 5 seasons maintained fairly level plane—variations never exceeded one million—1935-'36 attendance 9 million—all-time high was 16 million**

NEW YORK, Feb. 20.—Broadway legit has been at a standstill during the last six years, but despite depression-dirges anticipating a final coup de grace the stage has been holding its own. Total attendance figures at New York legitimate theater productions during the past six years have shown very little variation, according to a checkup of records of New York Theater Program Corporation. Statistics of the latter organization, which supplies programs to all New York commercial theaters with the exception

of Manhattan Opera House and the Hippodrome, are not, of course, to be considered as actual attendance estimates, but rather as indications. Taken over a long period and allowing the same percentage of waste for each season, the number of playbills supplied to Broadway legit houses is perhaps the fairest method of arriving at a conclusion concerning a trend, if any, in legit attendance. Theater Program too, attempts to gauge as well as possible the number of playbills likely to be used, and in this connection keeps an employee constantly checking up on shows. Further, programs are not ordered more than one week in advance.

Record number of playbills distributed to theaters during a single season in the last 50 years was approximately 16,000,000, and harks back to the good old days of legit. When Wall Street came a cropper in 1929 the impact on show business was not felt until a few years later, after which the drop was sudden and continued along a fairly level plane. Thus, in 1930-'31, programs fell to 12,000,000; in 1931-'32, 9,000,000; in 1932-'33, 8,000,000; in 1933-'34, 8,000,000; in 1934-'35, 9,000,000, and in 1935-'36, 9,000,000. Interpretation of these figures, taken together with the number of productions, number of theaters used and the average length of run of plays over correspond—

(See BROADWAY LEGIT on page 4)

### WPA Radio Show Maybe

**Dicker to broadcast 'Living Newspaper' script—N. Y. Project's racial headache**

NEW YORK, Feb. 20.—Local Federal Theater developments this week were (1) The possibility of dramatizing *Living Newspaper* scripts for broadcasting, and (2) Increased agitation over alleged charges of racial discrimination. Concerning the first, Morris Watson, of the *Living Newspaper*, last night conferred with George Roberts, chief of the WPA radio division. Watson informed Roberts that he was welcome to use the research facilities of the *Living Newspaper* so long as the theater work of the unit was not interfered with. Thus far, however, no definite decision has been made; but should the idea become an eventuality the program might conceivably develop into opposition to the *March of Time*.

Agitation over racial discrimination was tied up by malcontents with a fight against the evils of local control. Claim is that the Captain Grower case presents local control in its worse aspects in that it implies not only race discrimination, as was evidenced in the dismissal of Negroes recently, but also dismissal of

(See WPA RADIO on page 86)

### Nebraska Legislators Faced With Heap of Showbiz Bills

LINCOLN, Neb., Feb. 22.—Moving pictures were slightly slug-nutty last Monday, the final introductory day for legislation in the Nebraska unicameral, when almost \$650,000 worth of legislation was poured onto the books aimed at the salesmen, wholesale and retail, of celluloid drama.

Senator John Comstock, Lincoln lawyer, drew first blood with a rap at the distributors, asking \$1,000 license fees from each company annually—a nick of some \$20,000 annually to Omaha's film row.

Senator Tracy Frost, St. Paul farmer,

went on a 10 per cent drive. He presented two bills, one asking 10 per cent of all gross film rental and the other 10 per cent of all admissions to the box office. Nebraska's gross income each year is about \$5,000,000, which would amount that take to around \$600,000—the money to be allocated to relief.

Senator Charles Tvrdik, an Omaha stockyards employee, wants toilets in—(See NEBRASKA LEGISLATORS page 86)

### Weadick To Direct State Fair Rodeo

MINOT, N. D., Feb. 22.—Guy Weadick, internationally known producer of Western spectacles and championship rodeos and originator and many years guiding hand of Calgary (Alta.) Stampede, has been engaged to organize and present a Pioneers' Reunion to be held here in conjunction with a stampede and rodeo as big feature of North Dakota State Fair.

He will also assist the general international committee in charge of the International Peace Celebration to be held in Pioneer Bowl on the fairgrounds, when leading government officials from the United States and Canada gather to hold services in commemoration of more than 100 years of peace between the two countries.

Weadick is already here and, together with H. L. Finke, secretary of the fair, (See WEADICK on page 86)

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# AFM-802 HIT SECURITY TAX

## Lobby for Change in Ruling; Would Shift Responsibility

**Musicians seek to avoid complicated bookkeeping—pick-up bands a headache—would pass tax to "real" employers—proposals would affect all show business**

NEW YORK, Feb. 20.—American Federation of Musicians, responding to complaints that the social security levy works a hardship on its members, particularly leaders of pick-up bands playing one-night stands, has begun lobbying for changes in the law. Main idea is to avoid the complicated bookkeeping involved and also to pass the tax on to the "real" employer, such as a hotel or tavern operator, rather than leave the responsibility with the independent contractor or band owner, where it now rests. Already Samuel T. Ansell, AFM counsel, has taken up

the problem with Washington authorities on the Bureau of Internal Revenue and the Social Security Board, but thus far he has made no headway in obtaining concessions. William Feinberg, secretary of musicians' local 802, has conferred with several band agencies regarding the old-age pension tax. The Meyer Davis office said that payment of the 3 per cent levy often meant the difference between profit and loss on an engagement. The brunt of the ruling, however, falls on the small band men who, unlike large agencies which have clerical staffs, are at a loss to adequately manage the detailed bookkeeping necessary to properly comply with the law's provisions. Feinberg, who has explained all this to the local security board here, claims he has found a precedent for placing the responsibility for the tax in the lap of the "real" employer. His argument rests on a concession the board is alleged to have made in the case of clothing manufacturers who let out work to sub-contractors. Latter beefed over paying the social security tax, the upshot being that they won permission to pass it on to the original manufacturers.

Band leaders, as independent contractors, are in much the same position, and efforts will be made to prove the analogy. But in the event this is not possible, the musicians' organizations, both the local and AFM, will endeavor to get around the complications by adding a pay-roll tax statement to the minimum wage scale covering the old-age pension and unemployment insurance taxes. Musicians' local in Providence has already done this with a levy of 5 per cent over the scale price.

Should musicians, however, be successful in amending the independent contractor ruling in such a way as to place the burden on hotel operators and other band users, the independent contractor, as he is now known, will still be in an anomalous position. He will be neither employer nor employee, and his status

### No Union, No Indorsement

HOLLYWOOD, Feb. 20.—Strong union sympathies of members of the Screen Actors' Guild came to the fore this week in a move to clamp down on film star indorsements of products not made by union labor. Guild members in the top rung are asked to investigate products before allowing their names to be used in indorsements. Possible upshot of this development may be the abolition of the practice of signing general releases permitting studio advertising heads to use players' names in commercial tieups as they see fit.

### Cochran's 1937 Plans

LONDON, Feb. 13.—Charles B. Cochran's coronation revue, *Home and Beauty*, had a splendid opening at the Adelphi Theater here last week. Show is lavishly produced, cast brilliant, settings, ensembles and music all up to Cochran standard. Binnie Hale, Nelson Keys and Gita Alpar head a strong com-

(See COCHRAN'S 1937 on page 32)

under the social security laws will be ambiguous.

According to Mrs. Anna Rosenberg, regional director, the only social security ruling handed down by the Bureau of Internal Revenue concerns independent contractors of bands, and inasmuch as this ruling applies not only to bands but to all phases of show business where the term independent contractor is involved, any change in the ruling will affect not only musicians but night clubs, vaudeville and other categories.

Feeling among musicians' organizations at present is that under the current complex system not only band leaders but also music arrangers are hard put to it to see their way clearly thru the welter of confusion.

Season	Attendance Trend	Number of Productions	Theaters Used	Average Run (Performances)	Average Attendance
1930-'31	12,000,300	226	64	60	53,098
1931-'32	9,000,000	225	63	60	40,000
1932-'33	8,000,000	212	57	59	37,735
1933-'34	8,000,000	154	50	55	51,948
1934-'35	9,000,000	189	49	60	47,619
1935-'36	9,000,000	138	46	80	65,217

Note: High mark for one season over a period of 50 years was approximately 16,000,000.

## Pitt Entertainers' Ball Is Smash; Turnaway Attendance

PITTSBURGH, Feb. 20.—Exceeding the most optimistic expectations, the Entertainers' Ball sponsored by the newly organized Entertainers' Association of Western Pennsylvania at the 211 Smithfield Street Club on Sunday was a splendid success. Over 700 persons crowded the two large ballrooms and nearly 200 others were turned away because of lack of space. The entire proceeds went into the treasury of the association, which is now conducting a membership drive.

Organization leaders deserve no little credit for the effort and time they have given this affair. It was the first one of its kind ever staged by local entertainers, and judging by the highly encouraging results it will not be the last. Nearly 200 acts and entertainers from this area attended the ball and willingly contributed their support. Orchids for the success of this event belong to the officers of the association, among them Billie Connolly, Ollie O'Toole, Syd Magidson and Amy Berlinger and, among others, to Bobby Fife, Sunny Ludwig, Slim Livingston, Freddie Meyers and Loretta Osowski. They composed the committees in charge and came thru with flying colors.

While only one show was scheduled for the affair, an extra bill was staged after midnight for the late comers. Local entertainers staged an impromptu revue, all willing to pitch in with their talents. The opening show was emceed with vim

### Herberts Leave WPA Cast

CHICAGO, Feb. 20.—Charles and Gracie Herbert, who have been featured members of the *O, Say Can You Sing?* cast for the past 10 weeks, are leaving the Federal Theater musical tonight to open at the Yacht Club here February 2. The Herberts entered the WPA cast in order that Gracie Herbert might show as a comedienne.

### BROADWAY LEGIT—

(Continued from page 3)

ing years, shows a deadlock of opposing forces of decay and revival in the local legit scene, with the edge favoring revival.

Pertinent figures setting off interplay of elements in the battle are a decline in the number of productions over the period from 1930-'31 to 1935-'36 from 226 to 138, and decline in the number of theaters used over a similar period from 64 to 46. Against this, the average length of run has increased from 60 to 80 performances. Of last two categories, the upped length of run means fewer but better plays and a keener insight on the part of producers in that there was a tendency to keep out-of-town flops off the Broadway boards. The decline in theaters must be qualified by taking into consideration the WPA Federal theater, which, tho not having many houses in the so-called Times Square area, yet has possession of what are considered Broadway legit spots, such as Daly's Theater and the Adelphi. Other former legit houses have gone to burlesque, and a good number are playing pictures.

## Screen Guild To Ask Recognition

HOLLYWOOD, Feb. 20.—In what is expected to be its most determined effort to date, the Screen Actors' Guild will seek recognition from motion picture producers as the collective bargaining representatives of stars, bit players and extras next month at the studios' basic agreement conferences in New York. Kenneth Thomson, secretary of the Guild and vice-president of the California Federation of Labor, has been appointed Guild delegate to represent the actors' group before the producer committees.

With Frank Gillmore, Actors' Equity president, Thomson will push the demand for producer recognition, for which the players' body has been laying foundations during the past year. Laurence Bellenson, attorney for the Guild, is now working out final draft of the actors' proposals.

Screen Actors' Guild was represented at the pact conference last year but failed to secure recognition.

## Equity Scores SAG Non-Joiners

NEW YORK, Feb. 20.—Having in the last few months suspended more than 30 actors for failure to join the Screen Actors' Guild, Actors' Equity, in an article in *Equity Magazine*, warns all recalcitrants of penalties and complications likely to occur in the event such an attitude is maintained.

Points brought out in the official organ of the actors' association are: (1) Due to the rate at which the Guild is gaining strength it is by no means certain that the recalcitrants can continue indefinitely to ignore it without endangering their careers in motion pictures. (2) Reinstatement will not be so simple as they appear to believe. (3) The financial penalty for suspension for cause is \$100 per year or any fraction thereof. (4) Reinstatement is further complicated by the fact that peace will have to be made with both Equity and the Guild under the Equity-Guild agreement. (5) Not until the Guild has all screen actors within its ranks will it be able to offer the service and protection the actors enjoyed under Equity membership.

### JACK POWELL (This Week's Cover Subject)

JACK POWELL, drummer specialist extraordinary, has been in the profession 21 years, but had the craving to become a drummer in his blood long before he became a professional. As a youngster he delighted in fashioning drum sticks from odd pieces of wood and leading a corps of pals thru the streets, beating a rat-a-tat on convenient objects. His first professional appearance was in an act with the Six Brown Brothers and it was while in that act that Tom Brown showed him how to apply black makeup. Later with the Jack Powell Quintet act he played vaudeville circuits all over the country.

In addition to vaudeville America's foremost drummer has appeared in leading musicals—"Laugh Parade," "Almanac" and "Hold Your Horses"—and at various night spots, including the Palmer House, Chicago, and the Savoy and Kit Cat, London.

Powell has played in several films, including a Smith and Dale short, "Hello, Teacher"; Warners' "Counterfeit," and "Here Comes Cookie." Recent stage appearances were at the State, Roxy, Paramount and Radio City Music Hall, New York. He intends to develop his night club and hotel field activities and also to prepare special material suitable for radio appearances.

In 1927 Earl Carroll put Powell in the Winter Garden in a solo act, which was extremely successful. Not long after this he played Command Performances for the King and Queen of England and more recently he entertained President Roosevelt. A successful 10-week engagement at the St. Regis Hotel, New York, was concluded February 13.

and vigor by O'Toole and included the Connecticut Flashes, dance act; Nova and Novelle, dance team; Adeline Cole, acro dancer; Kitty Karr, roller-skating stepper; Joe Allen, the human corkscrew, and Judy Bartou, songstress. The second show boasted several emcees, among them Fife, Meyers and Manning. The latter scored with a Sophie Tuckerish *Pennies From Heaven* rendition. The show was stopped cold by the talented Rhythm Sisters (Amy Berlinger and Loretta Osowski) with a fast and comely *Shoe Shine* strut. Others on the bill were Gene and Fred Kelly, dancers; Sally Blue, swing singer, and Madame Eske with Joe Kury, mentalists. Carl Gerold and his ork furnished the show and dance music.

Among those who registered their names at The Billboard desk were Syd Magidson, Harriette Buellman, Bob Clayman, Ruby Rubingoff, Bobby Fife, Freddie Meyers, Sunny Ludwig, Deacon Livingston, Judy Barton, Billy Lodge, Adeline Cole, Frankie Ryall, Arthur Botts, Doris Haggerty and Irene La Croix (the Connecticut Flashes), Arthur Durante, Loretta Osowski, Amy Berlinger, Billie Connolly, Ted, "Skip" and Lorraine Heuber; Danice Dean, Sherry Graf, the Fay Sisters, Thurman Gaudner Jr., Pat Mulligan, Mildred Segall, Sherry Lane.

Joe Allen, J. Hull Wilson Jr., Ollie O'Toole, Ethel Burke, Mae Hoffman, Betty Bing, Lois Dunn, Ralph De Genes, Clara Moore and Sister Kitt Karr, Kenneth Palmer, Mrs. Kenneth Palmer, James Flick, James Finerty, Jean Carr, Mrs. James Flick, Ruth Stevens, Leonore Levine, Kay Evans, Glen Myers, Ruth Einloth, Bett Gay, Mrs. E. C. Gray, Dorothy Dell, Conny Conway, Bobby Matthews, Dorothy Drake, Joe Kury, Pearl Eske, Eugene Kline, Jean Morry, Helen Ward, C. E. Fyle, Betty Simon, Terry Holmes; Tex, Ginger and Virginia Harrison (Texas Buckaroos); Tony Arnold, Nora Lewis, Peg Manning, Jerry Manning.

Dave DuBay, Milt Clayman, Bill Beal, Gene and Fred Kelly, Coffee Dooley, Frank Kuever, Tony Friso, Ellen Johnson, Val Varr, Dorothy Smith, Jean Fisher, Lopez and Gomez, of Charlot; Sam King, Ann Berkowitz, Bud Samuels, Virginia Hart, Joan Stolle, Jimmy Jewell, Mr. and Mrs. Frank Jarussi, Tommy Mulligan, Bill Coyle, Pat Tumulty, Helen Benedict and Jim Lanagan.

Bookers attending the ball included Peg Lanagan, Harry Thomas, Jayne Jarrell, Mande Ingersoll, Anne King, Ray Selwan, of the Marty Nelson Theatrical Enterprises, and Claire L. McLaughlin, of the Liberty Vaudeville Contracting Company.

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# Mills Launches Record Firm

**Under two labels — 200 items on catalog — out April 1—Yates a backer**

NEW YORK, Feb. 20.—Irving Mills has finally decided upon the setup of his long-contemplated recording company. He will head, as managing director, the Master Records, Inc., the joint brain-child of himself and of Herbert Yates, of the American Record Company. Yates is solely the financial partner of Mills and retains his connection with the American Records Company and in no way holds office or title in the new organization.

Mills will release under two labels, Master Records at 75 cents and Variety Records at 35 cents. He has established offices on Broadway and will use jointly with American Records, also in the same building, the newly outfitted studios there.

Bands already signed to record under the Master label are Jack Denny, Marlo Braggiotti, Ferde Grofe, Clyde Lucas and Duke Ellington. Denny, Braggiotti and Ellington have already made recordings. The Variety list includes Jan Savitt, Blue Barron, Paul Ash, Barney Rapp.

Vic Erwin, Rita Rio, Mike Riley, Red McKenzie, Jerry Blaine, Stuff Smith, Rudolf Friml, Ben Pollack, Harold Stern, Lucky Millinder, Tommy Tompkins and Raymond Scott. Savitt, Pollack, Millinder, Tompkins and Scott have made records.

Release of both Master and Variety labels is scheduled for April 1. New catalog will approximate 200 items.

## American Academy Students Present "The Sacred Flame"

NEW YORK, Feb. 20.—The senior students of the American Academy of Dramatic Arts took their courage in their hands yesterday afternoon and presented Somerset Maugham's *The Sacred Flame* as the seventh presentation in their current series of matinees. The play, while it created a stir when it was first produced and while it abounds in good acting parts of the old-fashioned type, is a creaky affair now—and its parts aren't of the sort that come easily to a group of youngsters.

The best acting jobs were done in incidental roles, with the work of Lyle Bettger, as Major Liconda, standing out. Bettger turned in as solid and effective a character portrayal as I can remember seeing at the Academy, a detailed and altogether excellent performance. Also on the right side of the ledger was Edward Kreiling, who did a quiet and mature job as Dr. Harvester, and Monte Meacham, who tried earnestly and successfully to get under the skin of Maurice, the somewhat hampered by a rather monotonous voice.

Beatrice Wolfe turned in a nice, clear-cut performance as Mrs. Tabret, though she was obviously unable to suggest the maturity and gentle wisdom so necessary to the role; Katherine Pemberton failed to get full effect from the fat part of Nurse Weyland; Elaine Carr recited her lines flatly as Stella, and Delano Finch offered nothing in particular to the role of Colin. Martha Gaylord appeared briefly as the maid. Generally good work was offered in the curtain raiser, the first act of *Broken Dishes*, with Marion Sweet, Maxine Stuart, Helen Stone, Sarah Kimmel, Richard Brennan, James Hollowell and William Bock taking part.

EUGENE BURR.



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## Bureau of New Plays Gets Eaton on Board

NEW YORK, Feb. 20.—Bureau of New Plays, screen-sponsored org whose recently awarded prizes to young writers incurred the wrath of some of the recipients and Professor Walter Pritchard Eaton, of Yale, has set up an advisory board of three which includes the prof. Latter had beefed that the terms of the contract were misrepresented to the college boys and girls working for the awards, particularly the bureau's interpretation of the terms "scholarship" and "fellowship." Usual meaning of the terms, said Eaton, indicated an outright grant of money to enable the recipient to pursue a certain course of study. Play Bureau's contract, however, tied up the writers' output for some time to come and allegedly hindered rather than helped their advancement.

With the chief member of the bureau's opposition adequately absorbed, Theresa Helburn, director, says that Eaton, together with Professors Kenneth Rowe and Frederick H. Koch, of the universities of Michigan and North Carolina, respectively, will function in an advisory capacity during the coming year. Changes already made regarding the awards of \$2,500 fellowships and \$1,250 scholarships are: (1) Should a production materialize, not the first but the second \$1,000 royalties in the case of a fellowship is to be returned. In the case of a scholarship the second and not the first \$375 is to be returned to the bureau. (2) The advisory board will decide whether or not the bureau will hold an option on a recipient's third play; that is, the play written after the tenure of the fellowship or scholarship is over.

## Equity Bonds Posted

NEW YORK, Feb. 20.—Bond has been posted with Actors' Equity for *Bumps Malone*, being done by Marty Forkins, and *Babes in Arms*, by Dwight Deere Wiman.

HOLLYWOOD, Feb. 20.—Annual ball of the Screen Actors' Guild, held February 13, grossed \$9,820, yielding a net profit of \$4,000.

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For Medicine Show under canvas. Never close, all season's work. Must be sober and reliable. Organized band and show. Tom Johnson, Kid Lally answer quick. The ghost walks here. Pay your wires. I pay mine. Tickets if I know you. Medicine Lecturers answer. Address MISS HATTIE RUDD, the former Mrs. F. H. Bee, 107 Highland Ave., Burlington, N. C.

## STOCK TICKETS

Rolls of 2,000.  
1 Roll ..... \$ .50  
5 Rolls ..... 2.00  
10 Rolls ..... 3.50  
50 Rolls ..... 15.00  
Double Coupons, Double Price.  
No. C. O. D. Orders.

## SUMMER

## AMUSEMENT PARK TICKETS

Let us quote you on any style of Ticket under the Sun. We print them to order.

THE TOLEDO TICKET COMPANY, Toledo, Ohio



WHAT AN IMPROVEMENT

## Maybelline DOES MAKE!

Eyes framed by long, dark, luxuriant lashes—two pools of loveliness! They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of romantic charm.

Maybelline is harmless, tear-proof, non-smarting. Not waxy, beady or gummy. Applies simply, smoothly, gives a natural appearance. Tends to make lashes curl. More than ten million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c stores.

TODAY—discover this thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!



## ③—THREE POINT—③ SUCTION ROOFLESS

Featherweight—No Gagging—Natural Taste—Holds Better. Singers, Speakers, like the extra tongue room, clearer mouth. All forms false teeth—by mail—as low as \$6.75. 60 Day Trial.

The Hod Laboratories, 461 Krause Bldg., Tampa, Fla.

We Trust You—Monthly Payments.

## ONTARIO HOTEL

Well-Known Theatrical House

\$1.00 Up Daily

\$5.00 Up Weekly

620 No. State Street, Chicago, Ill.

# CAPITAL TALK JUST TALK

## Investigation "Scares" Weak; Little Real Action Foreseen

Only Wheeler's newspaper bill figured as strong legislative candidate—Congress apathetic to radio o. o.—transmitter sales stuff a washout

WASHINGTON, Feb. 20.—With blasts from Representatives Connery and Wigglesworth and Senator Wheeler exciting only mild interest, except in the broadcast trade, broadcasting need have no serious fears as to disruptive action on Capitol Hill. Unless sponsors of measures so far introduced succeed in stirring up more of a lust for blood among membership, all indications are that radio biz will be found continuing on present course at conclusion of this session. Altho there has been no day-to-day wordage on floor of either chamber, the usual sign of ready-to-strike attitude, chances for some sort of network structure probe are reasonably good. Attitude toward airing is merely one of apathy rather than opposition.

Conversation with various legislators shows that they expect investigation talk. An industry as large and important as radio now is must expect it. Chain broadcasting is acknowledged as the best possible method so long as radio is to remain commercial. Furthermore, the emergence of Mutual will tend to weaken any monopoly claim. It is advanced here.

Connery resolution calling for investigation of alleged monopolistic practices should experience little trouble once it comes up for action before Rules Committee, but feeling is that Connery and Wigglesworth would have to make very good shows to get further recognition. Active support has not made itself felt as yet, but vigorous opposition to a probe is rare on the Hill.

Armed with opinion of Hampson Gary, FCC general counsel, that such legislation "should meet the constitutional requirements" altho "the matter is not free from doubt," Wheeler Bill to prohibit newspaper ownership of stations seems possessed of more chance of being reported out by committee than H. R. 3892, a similar measure introduced in the House by Representative Wearin, of Iowa. Wheeler is chairman of Interstate Commerce Committee in Senate. House ICC has hands full with interstate carrier legislation.

Attempt of Wigglesworth to bait FCC on House floor with station transfer data did not garner much reaction. Commish nabobs have declined to comment on str, deciding that agency's conduct does not need defending now, with several members of Congress expressing view that excess payments for outlets did not appear to be dirty work calling for prying.

Other bills of interest to industry are H. R. 3140, by Representative Culklin, of New York, banning liquor ads over air, which will probably be abandoned in favor of similar measure, H. R. 4738, introduced as a companion to S. 1369, by Capper, of Kansas, "to prohibit the transportation in interstate commerce of advertisements of alcoholic beverages." Radio is provided for in section four of these latter bills. Representative Celler's (N. Y.) plan for huge governmentally-owned and operated station here seems doomed to committee death, but, if hearings are finally held, NBC and CBS can be counted upon to stick in oars, since the propaganda outlet would interfere with their use of high frequency clear channels.

### Kreuger Beer Stays

NEW YORK, Feb. 20.—Kreuger Beer series on NBC has been renewed, new ticket effective last week. Show, according to some published reports, had been due for a windup.

Talent remains the same with Ray Block Orchestra, Martin Block on the sales spiels, Jerry Cooper and Sally Singer, vocalists. Agency is the Biow Company.

Ford dealers, in the Dearborn division, are using Al Pearce as emcee on an amateur show on the stations of the Michigan network. Pearce will work in a different city and station each week, network supplemented by WSPD, Toledo. N. W. Ayer is the agency.

## Program Changes On MBS' Own Lines

NEW YORK, Feb. 20.—Saving about \$1,000 a month, according to estimates, Mutual Broadcasting System is now using its own inter-station lines on its program corrections and general station information. Before this was initiated this week MBS used teletypes between stations.

New arrangement has the network lines cleared for this purpose at 4 o'clock in the afternoons. From the MBS New York office, Rita McCusker, who handles program detail for the network under Adolph Opfinger, program co-ordinator, reads the changes, etc., for the next three days to all stations, monitored in for this purpose.

Time is saved as well, with the stations enabled to make their program corrections available to newspapers faster than the previous method.

### Hock Shop Series

NEW YORK, Feb. 20.—Provident Loan Society, hock shop, begins a 26-week program March 16 over WOR. "Uncle" organization will have Albert Mitchell answering questions on all topics three evenings weekly.

McCann-Erickson is the agency.

### De Lima Quits CBS Coast Post

HOLLYWOOD, Feb. 20.—Pete de Lima has resigned as head of the artists' bureau for Columbia Broadcasting here. Understood that network may discontinue the office.

Harmon Alexander is writing the new wax series Teddy Bergman will make for Bigelow-Sanford Carpet Company dealers, to be distributed March 1. There are to be 26 platters made, these supplementing another service series for the same firm.

## Levy Freres Deny Backing of Move for New Philly Station

PHILADELPHIA, Feb. 20.—Local radio row is bothered with a mystery of its own. Possibility that another radio station will enter the local field to muddle the already muddled radio picture has every biggie talking in circles while doing a snoop for their own information. Just who is and what is the Philadelphia Radio Broadcasting Company, having applied to the FCC for permit to operate a 1,000-watt full-time station on 1570 kilocycles in Philadelphia, is the topic over teacups. Even grapevine sources admit their line has hit a short-circuit.

This is one time that two doubles up and the answer isn't four. While all fingers point to the Levy Freres, denials from WCAU are emphatic. However, this fact remains. Before Doc and Ike Levy turned KYW back to the NBC they operated the station as the Philadelphia Broadcasting Company. KYW officials aver that the Levys retain all rights to that title, while WCAU returns with the

### Oops!

DURHAM, N. C., Feb. 20.—WDNC here has sent out a press release telling of some of the boners pulled by station announcers. Included are, "Buy your shoes at these low prices; they won't last long" (Tom Murray); "They bring on regularity" (wax faux pas), and "This is WDNC in Saranac Lake" (Bob Stratton).

## Norge Sets Wax Name Campaign

NEW YORK, Feb. 20.—Biggest name splash by the transcription route to be made in a long time by an advertiser is the series just closed for by Norge refrigerators. Ad agency for the account is Cramer-Krasselt, with Rockwell-O'Keefe selling the talent.

Included among the names to do shots for the chill box are Annette Hanshaw, Barry McKinley, Ray Noble and orchestra, Victor Young and orchestra, Aunt Jemima (Tess Gardella), Louis Armstrong, Cliff Edwards, Josephine Tuminia, Connie Boswell, Mills Brothers, Tim Ryan and Irene Noblette.

Decca is grinding the platters, which will run for 39 weeks, quarter-hour weekly. Station list is now being made up.

### Ohio Stations Have Own "Day" at G. L. Expo

CLEVELAND, Feb. 20.—United Broadcasting Company will have its own "day" at the Great Lakes Exposition. More than 100 acts from WHK-WJAY, Cleveland; WHKC, Columbus, and WKBN, Youngstown, will broadcast and entertain from the exposition's radioland. Majority of web's programs will originate from the exhibition stage and acts will be shortwaved or piped to stations.

Larry Roller, special features director, is also arranging to have names guest-star for the occasion.

A tieup has been arranged between WHK-WJAY and the exposition for a local spelling bee which will start March 1 and run until the exhibition opens in the spring. Best spellers to get prizes.

### Rolls Razor Using Transcription Shows

NEW YORK, Feb. 20.—Rolls Razor will use a transcription campaign set thru Kimball, Hubbard & Powell, station list now in process of compilation.

Talent was placed by James Stirton, of the NBC Artists' Service, and includes Glen Darwin, Jean Ellington, Doris Hare, Three Marshalls and Al and Lee Reiser. Decca cutting the sides.

## 802 Insistent On Benefit Pay

Charge advertising on broadcasting was "sponging" on misery

NEW YORK, Feb. 20.—Finding no excuse for "sponging at the expense of misery," the executive board of Local 802, American Federation, will forward, either today or Tuesday (23), a bill to the Columbia Broadcasting System for musicians participating in the huge Red Cross benefit broadcast from the Radio City Music Hall February 11. Shortly before the broadcast when the union heard that William Wrigley Jr. Company was sponsoring the broadcast for \$25,000 the musicians advised the benefit committee that its members would have to be paid for their work, because the program was being used as an advertising proposition for Wrigley's.

Meanwhile Fred Willis, of CBS, said yesterday that, while that network had guaranteed payment, the benefit committee would meet Tuesday to consider the situation. Willis then had received no word from Local 802 as to whether a decision had been made concerning musicians' payments. Committee had requested that the executive board of the local reconsider the problem at its weekly meeting Thursday (18). Discussion at the board meeting decided definitely that payment must be made.

A spokesman for the musicians said that body's action was based on the theory that "Wrigley's had capitalized on the misery of flood sufferers, contributing \$25,000 to the Red Cross and getting \$100,000 worth of advertising and publicity." Broadcast was carried by the three major networks and many independent stations. CBS had, in selling Wrigley the broadcast idea, said that musicians would not have to be paid. Willis said this was due to an honest mistake, apparently the musicians not having been told originally that there was to be a sponsor for the show. If the program had been broadcast without a commercial musician, with the rest of the talent, would have cuffed their services.

### Withycomb Ups WFIL News Coverage Plans

PHILADELPHIA, Feb. 20.—Don Withycomb, WFIL general manager, hypotes the station's news bureau, bringing it up to par with a city editor's desk. Uses INS and UP news services, and ticker tape is being stored in a morgue. He figures on morgue coming in handy for station's dramatic group in doing a show on outstanding events. A direct line is being drawn from the control room to the news room, with a press button enabling scoops to cut in on sustainers. Plan is to put the dispatches on the air this way before they are fully printed out on the teletype machines, cutting the air with the sound of a high-speed oscillator Morse coding, "Here is a WFIL news flash."

Also plan to add a sustaining news period in the midafternoon, already having five sponsored periods, Tydol carrying four and a solo for Adams Clothes.

### More MBS Stations

NEW YORK, Feb. 20.—Fred Weber, general manager of Mutual, leaves early next week for Texas and possibly Oklahoma. Expected that he will contact some of the Southern stations with a view to adding to the MBS station list.

### Jersey Radio Court Ban

TRENTON, N. J., Feb. 20.—Bill introduced last week by Senator Hendrickson in State Legislature would prohibit broadcast devices in or near New Jersey courtrooms. Also includes a ban on newspaper and newsreel cameramen, figured on preventing a repetition of the Hauptmann trial mixup.

# CUTTHROAT PROGRAMMING

## "Adult" Sketches Tops in Daytime

NEW YORK, Feb. 20.—Results of a survey covering over 161,000 radio homes in 38 large cities have been compiled by the Co-Operative Analysis of Broadcasting. CAB is jointly conducted by sponsors, networks and agencies. Analysis of a summer audience, May to September, 1936, was made and more than 800 hours of commercial web broadcasting time were included. Study included more than 160 sponsored programs and these productions were analyzed according to type, income levels, section of the country and the length of the broadcast.

Highlights of the study include that, for this period, adult serial sketches were the most popular daytime entertainment and one-half of the sponsored programs were of this type.

Trend toward lighter entertainment with a falling off in the serious-type programs is confirmed in the summer period. A decline of approximately 15 per cent in the number of both day and night programs in the summer, as compared with the winter, was revealed by the study. But the average daytime production lost only about one-seventh of its listeners in the hot months while the evening spots held only about three-quarters of their winter audience.

Vacations of top-ranking entertainers such as Jack Benny and Fred Allen during the summer season permitted some lower ranking productions to win a place in the summer leaders' score board, but substantially the summer leaders were the same as the popular winter programs.

## "Follow the Moon" Authors' Turnover

NEW YORK, Feb. 20.—Scripting job on the Jergens-Woodbury daytime serial on NBC, *Follow the Moon*, is developing into being one of this season's major headaches. Half a dozen or so writers have tried their hands at it since the show started a month or so ago, with none yet being able to satisfy all concerned.

Before the script took the air, with Nick Dawson and Elsie Hitz as leads, Adela Rogers St. John worked on it. Then Tom Curtin, who has written several successful air series, was given the spot. Curtin, in turn, gave way to Burr Cook, who likewise has some successful serials in his past. Cook also was taken off the job, as was Edith Meiser, another name writer. Valentine Davies tried his hand at it with similar results.

Two more scripters worked on the show last week, with switches too fast to get billings.

## CBS Buys House For Coast Shows

HOLLYWOOD, Feb. 20.—Desperately in need of another local remote spot from which to broadcast the Milton Berle-Community Sing show, Columbia Broadcast made an outright purchase late this week of the Studio Theater when a deal for rental of the house hit a snag. The Berle show broadcasts from there beginning tomorrow. Network has been cramped for rehearsal and broadcast space to accommodate its big shows, despite long-term leases on the Music Box and Ebell theaters.

Moving into the Studio Theater in addition to the Gillette show will be the Joe Penner troupe the afternoon of February 28, currently broadcasting from a downtown house, and the Jolson-Rinso period. Lack of broadcast space has been felt for some time here. New theater will be known as Columbia Radio Playhouse and seats 1,100. Formerly a legit spot, house will be given overhauling.

## McCullough Has Schneider Unit

HARTFORD, Conn., Feb. 20.—F. N. McCullough, who formerly piloted Otto Gray and his Oklahoma Cowboys, radio-stage attraction, is now managing Doc Schneider's Texans, at present playing theaters in this section and a regular feature over Station WTIC here.

## Wanna Be an Actor?

NEW YORK, Feb. 20.—Nature's Friend, a bird food offered in the same category as a turkey dinner for men, is spotting announcements on WMCA. Quickies are believed to be the shortest programs on which a performer takes credit, with Anice Ives making the announcements and giving herself billing at the end.

## Texas Stations Oppose New Laws

LONGVIEW, Tex., Feb. 20.—Texas Broadcasters' Association, advising all State stations that it will not take any immediate formal action on copyright matters, has suggested that each station consider the problem in its own way. Also advanced that they should contact their congressional representatives, giving views on proposed copyright legislation.

Legislation of interest to the radio industry now pending or proposed before the Texas Legislature, are the Rural Electric Bill, providing that all technicians employed in stations be members of the Master Union Electricians; House Bill number 36, making it unlawful for dentists to advertise their services thru the radio, and House Bill number 27, providing for a 5 per cent levy on all beer sold but not manufactured in the State.

Association opposes all the above-mentioned bills, the Rural Electric Bill on the ground that the Federal Communications Commission has jurisdiction over all radio stations; House Bill number 36 on the ground that a radio station is open to all kinds of advertising approved by the FCC or Federal Trade Commission, and House Bill 27 because it would prevent stations from securing advertising from out-of-State beer firms.

Next meeting of Association of Broadcasters may be held in San Antonio next summer.

## Indorsers Must Act for Luckies

NEW YORK, Feb. 20.—Lucky Strike *Hit Parade* film guest indorsers will also do bits for the folks, starting Wednesday. Policy of having names appear to plug the smokes was started a few weeks ago, but agency reaction has been that the fans felt gyped in merely hearing the visitors boost the cigarets and not doing a song and dance.

New idea means names will entertain and then do indorsement bits, either directly or thru an interview. In addition to holding fans it is hoped that the new setup will get better listings in the dailies.

Only indorsers in show business will be asked to entertain or speak. Indorsers in other fields, such as politicians, will not be requested to do a radio stint.

## N. Y. Station's Press Deals Mean Plugs in Seven Sheets

NEW YORK, Feb. 20.—WHN has tieups with seven different publications with a combined circulation of 1,094,000. Mags and rags get a cuffo spot on the WHN kilocycle in return for a boost on their pages. Latest deal is with *The Chief*, civil service weekly with a 70,000 circulation. A member of *The Chief's* staff will give prospective firemen tips on coming exams. Follow-up programs will give hints and coaching to applicants for other civil service jobs.

Other tieups are with the *New York World-Telegram*, Scripps-Howard daily, with a circulation of 402,000; *New York Woman*, an 80,000 weekly; *Current History*, a highbrow monthly reaching 50,000; *New York University's Washington Square Bulletin*, with a 45,000 student circulation; *Table Topics*, 72,000 circulation, and Loew's *Movie-Goer*, which reaches 375,000. Loew's owns WHN.

Variety of readers reached thru the diverse mediums with which station has

## Losses In Audience Charted In Six Months' Survey Study

*Favorite listening times also shown—shifting spots also cuts into names' audiences—Lucky Strike, Lux, Ford, lead in sponsor identifications*

NEW YORK, Feb. 20.—Effect on programs of strong opposition by way of competition is graphically shown in a six months' summary of program standards gathered by Clark-Hooper, Inc., research organization. Radio trade had figured that some programs, such as *Showboat*, *Do You Want To Be an Actor?* and others had been cut into severely by competition. Just how they were affected is now shown. C.-H. survey covers only basic network areas in which three chain outlets are operating and only evening programs are tabulated. By sticking to the basic areas, it is felt an average is obtainable, rather than to involve the differing competition in other cities, where opposed programs are altogether different.

## Aldrich Goes But Knows Not Where

NEW YORK, Feb. 20.—Mickey Aldrich, of the Columbia Broadcasting System Artists' Bureau, turned in his resignation this week. Ralph Wonders, head of the department, resigned the week before.

Aldrich said he was joining Wonders. But he said when asked he didn't know what Wonders was going to do or where. Wonders is now vacationing down south.

Trade expects Wonders will land on the Coast in the agency field.

## Gas Co. Uses Radio in Philadelphia Rate Row

PHILADELPHIA, Feb. 20.—In the throes of a battle with Mayor S. Davis Wilson over gas rates for household consumers, Philadelphia Gas Company makes a good-will gesture by buying radio time on WDAS to acquaint citizens with the various cuffo services provided by the company. Takes an hour weekly but splits it four ways to reach English, Polish, Italian and Jewish audiences.

Beatrice Cole Wagner, home service director of the gas company, spiels recipe stuff on the native tongue show, with a give-away for those who can't write down the ingredients in time. Station's foreign-language announcers handle the other shots.

## Whiteman's Symph Show

INDIANAPOLIS, Feb. 20.—Interviewed when here recently, Paul Whiteman intimated he would be back on the air shortly. Jazz dean said he'd have a symphonic combination behind him, but wouldn't give any further details.

NEW YORK, Feb. 20.—Iowa Soap Company has placed three-a-week 15-minute programs on six Midwestern stations. Understood that lather stanza will go on about 20 more stations. Briggs & Varley, New York, are the agency.

Summary also shows listeners' favorite listening times of day, and seasonal time preferences of listeners. These statistics are based on returns to phone calls made under the coincidental method (when the programs are on the air), with Clark-Hooper making 1,000,000 phone calls during the year.

November is charted as the best listening month, with more than 30 per cent at home listening, of the last six months of the year. December is slightly below November, with October, September, August and July in that order, July down to about 20 per cent. Percentage showing people at home but not listening remains fairly constant in all months except July and August. Sunday, with Wednesday next, is the favorite tuning-in day, with Monday, Tuesday and Thursday a fraction below Wednesday and about even with one another. Friday tapers off, with Saturday the weak sister. From 9 to 9:30 p.m. leads with the largest listening audience in the July to December period, the preceding half hour running second. Periods between 9:30 and 10 and 8 and 8:30 follow in audience preference.

## Opposition

Numerous programs show what their rivals did to their standing. Shell Oil dropped off for its second half as soon as the *Lucky Strike Hit Parade* went on, showing a 25 per cent drop in listening audience rating. *Showboat* was another to take it on the chin, with the Bowes' amateurs taking two-thirds of the coffee show customers on its first program. How shows rate against differing opposition is brought out in Ed Wynn's shifting of time and sponsors. With Plymouth, the comedian had a fairly good standing, opposed by the Camel series, then a weak sister. On a shift to Saturday and Spud cigarets, Wynn dropped off considerably, even the Sealtest didn't do as well. Talent changes also bear on standings. When Fred Allen went off for the summer, Stoopnagle and Budd replacing, audience for that hour and sponsor, Bristol, Myers, showed a falling off. Jack Benny, with Tim and Irene filling in, reflects a similar change in audience pull. Chase & Sanborn audience shows successive drops, first when the amateurs were replaced by *Good Will Court* and in turn when *Court* was replaced by *Do You Want To Be an Actor?* Bowes, at one time, had what is probably the highest audience standing of any radio program.

## Sponsors

Survey also shows value of programs in proportion to sponsor identifications by those called on the phone. *Lucky Strike* programs are leading the pack, on an average, with exceptionally strong recognition. Bowes placed well in this classification while selling coffee; his auto identification, with the audience size off but slightly, is off much more. A. & P. Gypsies, who went off after 11 years, had a good percentage in this department, as had the Jello, Fitch shampoo and Philip Morris series. *Lux Radio Theater* is close on the heels of *Luckies* in this bracket, with *Showboat* doing pretty well.

Moral might be drawn from the sponsor identification on the Ford program. This advertiser uses the least time of any account on radio to plug or name his product. Yet both series, the symphony (See *CUTTHROAT* on page 9)

Thank you VARIETY!



WHN advertisers are showing results and increased sales in the complete metropolitan area because of . . .

METRO-GOLDWYN-MAYER

The vast talent resources of this star-studded studio are at the disposal of WHN clients.

LOEW'S THEATRES

The showmanship experience of this great chain of theatres is another "plus" at the command of WHN clients.

W H N

1540 BROADWAY NEW YORK CITY Station of the Stars

VARIETY NEW YORK CITY list of radio stations: 1. WHN, 2. WMCA, 3. WNEW, WBNX, WQXR, 4. WOR, 5. WEVD, WNYC, 6. WINS, 7. WLWL, 8. WOV, WFAB.

Accuse Station Manager In WJBW Transmitter Fire

Charles Carlson named in Southern Broadcasting's suit —claim he also locked out operator and is guilty of other "dire" movements

NEW ORLEANS, Feb. 20.—Accusing the lessor of WJBW of damaging interference with operation of the station, including such moves as attempts to burn the transmitter, locking up the station so that the present operator could not gain entrance on more than one occasion and other "unnatural" acts, the Southern Broadcasting Corporation, of New Orleans, filed suit in Civil District Court Wednesday seeking to enjoin Charles C. Carlson from further interference.

'March of Time' On 5-Time Basis

NEW YORK, Feb. 20.—Reactions claimed to be unsatisfactory have led publishers of Time magazine to place a time order with CBS for five times a week quarter-hour evening spot for the mag's program March of Time, it is said. Show is now a half-hour, once weekly.

Before this present series, Time was a five-a-week affair for some time, changed from its original form on the air of the once-a-week stanza. Claim now advanced is that having the show on across the boards has led listeners to become accustomed to that presentation, the new program, as a result, not satisfying.

Batten, Barton, Durstine & Osborne the agency.

FDAA Loses Suit Against RCA Patent

PHILADELPHIA, Feb. 20.—In a unanimous decision, three judges sitting in the U. S. Circuit Court of Appeals in Philadelphia upheld last week the dismissal of a suit against the Radio Corporation of America filed by F. D. A. Andrea, Inc., of Woodside, N. Y., radio manufacturers, declaring that the federal courts had no power to compel a "monopolistic" patent pool syndicate to issue a license to a manufacturer.

Andrea sought an order compelling RCA to grant the corporation a license under all its patents, charging violations of the Sherman and Clayton anti-trust laws because of an alleged complete monopoly of many necessary patents for radio receiving sets. Suit was appealed from the dismissal of Federal Judge John P. Nields at Wilmington, Del.

Advertiser Convention

NEW YORK, Feb. 20.—Advertising Federation of America will convene in New York, June 20 to 23, at the Hotel Pennsylvania. A dozen or more affiliated groups will also hold their conventions at the same time. At the conclusion of the American conventions, several ad men will sail for Paris to attend the annual convention of the Continental Advertising Association, July 5 to 10.

Seek Radio Ad Censor in Penna.

HARRISBURG, Pa., Feb. 20.—Honesty-in-advertising law, which has placed restrictions on newspapers and periodicals for the past 24 years, would be amended to include radio advertising in a bill offered in the House of Representatives by Representative Anthony J. Gerard, of Allegheny. Law would make it a misdemeanor to make or disseminate "false or misleading statements concerning any merchandise, securities or services."

An amendment to the original bill would exempt "any owner, publisher, printer, agent or employee of a newspaper or other publication or periodical, or owner or operator of a radio broadcasting station, who, in good faith and without knowledge of any false, deceptive or misleading statements or assertions, publishes or broadcasts or causes to be published or broadcast such misleading advertisement or advertising."

Yale Football Games Shift Sponsors; Socony at \$35,000

NEW HAVEN, Feb. 20.—John Shepara, head of the Yankee Network, closed a deal this week thru which his chain will have the exclusive broadcasting rights of the 1937 Yale football games from the Bowl here. The Yale Athletic Association authorities wouldn't divulge the amount to be paid for the privilege, but it is believed that the figures are higher than last year's deal with Mutual. Twenty-five thousand dollars was the amount named last year for the broadcast privileges. Socony-Vacuum Company is the sponsor, with the Yale contract made direct with the Yankee Network. Atlantic Refining Company, thru N. W. Ayer agency, had the radio rights last year.

November 13. So that a wide national coverage will be given, short wave will be used in addition to the regular airing.

NEW YORK, Feb. 20.—Confirming that its client would not have the Yale football games this season as they did last year, N. W. Ayer ad agency also states that the advertiser, Atlantic Refining Company, would not enter into any competitive bidding on football rights. Atlantic, paying \$25,000 last year, had the first commercial spels ever to go on a Yale game, and collected considerable publicity that way. This year, with Socony bidding at a high pace, Atlantic apparently feels the games do not rate an overboard budget. Instead, the gas company is spreading its expenditures over more colleges. Cost quoted to Socony at \$35,000.

Petition alleges that Carlson forced the station to broadcast political attacks and remarks made by a Maurice Gatlin, local political figure, and in addition, says that Carlson changed all locks in the transmitter room and set fire to the transmitter.

Robert Louis Sanders, president of the corporation, alleges that his firm was organized on May 1, 1936, to carry out a contract signed a week or so sooner whereby the Southern Broadcast Corporation was to operate WJBW, an indie with 100 watts on 1,200 k. c., for a period of five years. Carlson, to be employed as operating manager, was to receive \$200 a month plus royalties and in addition the lessee spent \$12,000 and much time before broadcasts began, the petition adds. Sanders also said that under the contract Carlson was not to interfere with operation of the station.

After things ran smoothly for two months, Carlson allegedly started persistent dire movements to interfere with the station. On July 15, 1936, the petition says, the corporation, thru its president, formally objected to the presence of Gatlin, who was allowed 45 minutes a week under contract, because "he used vile names and made unreasonable statements against potential business friends of the station." Gatlin was also accused of having used vile language in violation of FCC rules. When Gatlin was refused time on the air, Carlson is said to have rushed to the station and took possession "by manual force."

Petition adds that when the Southern corporation engaged an expert in the radio business, George Blumenstock, now vice-president and general manager of WJBW, Carlson objected to a "Jew's presence on the staff." He then, the petition says, cut off power, interfered with mail deliveries and had the telephone service cut.

On January 27, 1937, Carlson is said to have changed the locks to the transmitter and for each succeeding day up to date of filing of suit "forcibly stayed in possession of the station." On February 12, Sanders alleges, Carlson did "something to the transmitter that caused the equipment to catch fire and force the station from the air." The Southern Corporation was then forced to accept use of WBNO, wave-sharer, on eight hours daily instead of 16 allowed WJBW.

Ewing, WDSU, Buys Gulfport Station

NEW ORLEANS, Feb. 20.—P. K. Ewing, commercial manager of WDSU, says he has bought outright Station WGCM, Gulfport, Miss., and intends to install new equipment and erect vertical antenna. Station operates on 1210 band with 250 watts. Less than a month ago Ewing also announced purchase of franchise for erection of a station at Grenada, Miss. Franchise was formerly given to WFMN at Greenville, Miss., where equipment burned and band bought for Grenada without permission fulfilled.

Formerly a newspaper man, Ewing is a pioneer in the radio field. He intends to continue with WDSU, owned by Joseph Uhalt, and put son, P. K. Ewing Jr., in charge of the Mississippi stations.

Writers Sue Recorders

LOS ANGELES, Feb. 20.—Suit for \$5,600 against Associated Cinema Studios, Inc., transcription firm, has been filed by Thomas C. Smith and Charles Knight, writers, claiming they contracted to do 130 episodes of a radio serial for the firm, but that after they completed 65, for which they were paid \$1,300, the defendants broke the agreement.

ROY Dramatic Baritone YOUR STATIONS BEST BET ON YOUR NEXT PROGRAM GOBEY

TITO GUIZAR Appearing Nightly MAISONNETTE RUSSE, New York.

EDDIE PAUL Musical Director ROXY THEATRE, N. Y.

Cigar Rollers Split WIND Hoss Races

NEW YORK, Feb. 20.—Hoss races broadcast by WIND, Gary, Ind., will have split sponsors. Footwork of the nags will be broadcast six days a week, with Webster Cigars and Penn Tobacco Company taking three days each. Track events will be aired for 40 weeks. Joseph J. Weed, rep., placed the accounts.

**Philly Dailies on Merry Go Round for Air Gossips**

PHILADELPHIA, Feb. 20.—Rate at which local papers are lining up radio personalities to promote circulation with chatter columning, hard to figure who's going to be left to read the stuff. Boake Carter is doing a newsy stint for *The Evening Ledger*, stuff being peddled by the Public Ledger Syndicate as a corner to fill the groove left by the late Arthur Brisbane.

Pat Stanton, general manager at WDAS, does his daily bit for *The Irish Press*. Harold Davis, program manager at the same station, uses a Billy Penn Jr. byline for snoop stuff in *Radio Press*, local fan weekly. Same rag has space rotating each week among radio row's biggies, bylines already carrying Allan Scott, WCAU newscaster; Ben Gimbel, WIP prevy, and Powers Gouraud, WCAU drama critic.

**Chevy Takes Spots; Wax Series Pending**

NEW YORK, Feb. 20.—Altho word is still to be forthcoming concerning a resumption of the widespread Chevrolet transcription series, canceled because of the recent auto strike, auto company is starting a short announcement campaign next week.

Spot breaks are being placed on a station list of 84, three announcements per day on each. Campbell-Ewald is placing the business out of the New York office.

Chevy's discs were on 350 stations using Rubinfoff and his orchestra with vocalists.

**Mild Winter Cancels D., L. & W. Coal Series**

NEW YORK, Feb. 20.—Because of the mild winter that's closing, D., L. & W. coal company has canceled its transcription campaign. Figuring coal sales will be cut by the warm spell and with sales slack because of the mildness of the past few weeks, coal distributors sent thru cancellations to its station list.

Talent on the series consisted of Jackie Cooper, kid film player, with weekly guest stars. Agency is Ruthrauff & Ryan. In New York, WOR got the business.

**Report Drug Bill**

WASHINGTON, Feb. 20.—Pure Food and Drug Bill (S. 5) was favorably reported to Senate this week by Chairman Copeland (D., N. Y.) of Senate Commerce Committee. Provision relating to advertising vests power in U. S. District Courts to grant temporary or permanent injunctions against false or misleading representations as to safety, purity, curative value, etc., of any food, drug, device or cosmetic.

**CUTTHROAT**

(Continued from page 7)

and Fred Waring programs, had high scores, far above proportion to be expected when commercial plugs are compared.

Interesting note is that programs produced by Blackett-Sample-Hummert, leading time-buying agency, place weakly thruout, with but one exception, regardless of what opposition programs are.

Clark-Hooper do not rate programs in the same manner used by the Co-Operative Analysis of Broadcasting, but state circumstances of competition affecting programs.

**GRACE & SCOTTY**  
WEAF Red RADIO CITY WJZ Blue  
Coast to Coast  
Dir. SAM L. ROSS,  
NBC Artists' Bureau.

**WINDOW CARDS**

14x22, 22x28 paper and cardboard posters, one sheets heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.  
BOWER SHOW PRINT 125 W. 31ST ST. NEW YORK, N.Y. FOWLER, IND.

**Air Briefs**  
New York

**ADMIRACION** Shampoo auditioned Bunny Berrigan and his orchestra and Tim Ryan and Irene Noblette for a Coast-to-Coast Mutual setup last week. . . . Radio trade was tickled plenty with news of Jap Gude's new station relations job for Columbia. Press staff threw him a party at the end of his tenure, with Don Higgins getting a welcome as the new press department boss. . . . Ellen Davis has quit NBC for a job on *Variety*. . . . Art Paul and Mac Benoff, gagmen who write several syndicated cartoon strips, are being handled for radio by Frank Cooper, of Curtis & Allen. . . . Peggy Roos, now with the Biow company, shifting from Phil Lord. . . . Josepn Stopak and Mario Cozzi renewed by Allegheny steel.

Jackie Coogan's option has been renewed. He is still in the critical stage of being tested for radio. . . . With the ladies. . . . Ethel Barrymore drops her usual stage-play sketch to use a dramatization of a *Pictorial Review* magazine story instead. One shot, Alice Frost back on the *Big Sister* show after an operation. . . . Margot Sloane, new to

WNEW, is doing a feminine *Make-Believe Ballroom* but using live talent.

Federal Council of Churches of Christ in America reports that there is a growing tendency for stations, both web and local, to give time for religious broadcasts rather than to sell it. Stations, particularly those outside of largest cities, have found that selling time to certain sects often arouses bad feeling and is apt to be unfair to some groups.

Switching the Jack Pearl show from Monday to Friday with some station changes has been a headache job. Several of the stations will get c. t.'s but will be a week behind the stations with the live show. In some cases it will be necessary to skip a week to get the line-up set. . . . Berne Wilkins now assistant sales manager of WNEW, while Ed Smith, formerly with Phillips H. Lord, replaces Paul Rafael as continuity writer. . . . Jack Muller, West Coast producer for Benton & Bowles, in New York to produce. . . . Arthur Pryor Jr., B., B., D. & O. radio chief, to the South on a combo biz and vacash trip. Due back in early March.

**Chicago**

**BOB ELSON**, WGN sports announcer, left for New York this week to discuss plans for his baseball broadcasts this summer. . . . He will work under new sponsorship, according to reports, and a cigaret company will foot the bills instead of the drug concern which has been sponsoring the airings. . . . Ed Aleshire, of the H. W. Kastor & Sons agency, will leave for Hollywood around March 1 in connection with the switching of the Jimmy Fidler program to the Procter & Gamble people. . . . WGN has adopted a new slogan and is now known as "WGN, the Voice of the People." . . . Jack Fulton and Franklyn MacCormack, of the CBS *Poetic Melodies*, are planning a series of vaudeville appearances. . . . Joan Drake, of Joan and her Escorts, may leave the singing combination for Hollywood. . . . The Hooster Hot-Shots, heard on the National Barn Dance and Uncle Ezra programs, will fly to the cinema capital about March 1 to appear in a Paramount picture with Bob Burns. . . . They expect to be away from Chicago for 10 days. . . . Buckingham Gunn, production man with the J. Walter Thompson agency, and Janet Fargo, of CBS, are planning a permanent hookup. . . . Kay Kyser, whose orchestra is heard over WGN, is mourning the loss of his father, P. B. Kyser, at Rocky Mount, N. C. . . . A. Meyerhof, of Neiser-Meyerhof, is on the Pacific Coast combining pleasure with getting the new Wrigley show started on the Pacific network. . . . Much speculation prevails here concern-

ing the new Sinclair Oil Company show, scheduled for April 7 over CBS.

**TOM DUNLOP**, WJJD engineer, is in the hospital with an infected jaw following a tooth extraction. . . . J. Oren Weaver, a member of the WBBM news staff for several months, became news editor of the station last week. . . . Nelson Shawn, radio head of Neiser-Meyerhof, just back from Fargo, N. D., where he inaugurated a new *Man on the Street* program over WDAY. . . . Robert Wade McElwain has been added to the WLS commercial staff. . . . Bess Johnson, of Stack-Goble, casting a new kitchen products show for the networks. . . . Bess Flynn has sold her *We Are Four* show to Libby's (pork and beans) to start over the Mutual network March 1. . . . David Gothard, of the *Helena Trent* cast, is still busy denying the rumor that he is going to Hollywood to wed an ex-Chicago radio actress, but his friends want to know about all those long-distance calls. . . . Movie scouts are interested in Louise Fitch, who plays the lead in the *Mortimer Gooch* sketches. . . . Paul Luther, WBBM announcer, leaves next week for a short stay with friends in Wisconsin. . . . Effective February 21, Joseph Gallicchio became conductor of the Edison Symphony Orchestra, over which he will preside until the return of Morgan L. Eastman from his vacation. . . . Dick Chindblom, assistant program director of WBBM, celebrates a birthday February 26.

**From All Around**

**WEST COAST ITEMS**—J. Donald Wilson, California announcer, has changed his name to Wilson Donald to avoid being confused with Don Wilson, network speller. . . . Richard Joy has been added to the KNX announcing staff. . . . Clarence Muse, Negro actor, is writing a filmusical on speculation. . . . Perry Charles, former WHN, New York press agent, now writing MGM shorts. . . . Jess Oppenheimer is writing material for the Frank Morgan-Dodge electrics. . . . Ed Lowry building and selling houses on the side. . . . Mayfield Kaylor, production manager, and Ray Appleby, program director, have switched jobs at KEHE. . . . Audrey Mays, former magazine cover model, is writing continuity for KRKD. She was formerly with KTSA, San Antonio. . . . Bob Edgren has landed a sponsor for his sports series on KEHE. Olixir Gasoline is b. r.-ing. . . . Alun Williams is the newest WIP alumnus to join WMCA. Leaves Philadelphia Monday (22) for an announcing post at the New York station. . . . Collins Driggs, organist at WDRC, Hartford, Conn., is back on the job again after a

long illness. . . . Ray Narratt, new announcer at WDRC, Hartford, Conn., brings to the station 18 different dialects practiced in vaudeville and stock, as well as microphone, writing and production experience with WBNX, New York, and WIBO, Chicago. . . . A new series, *Half Hours of Drama*, is on WELI, New Haven, Conn., under the direction of Arthur Geto, of the Yale Dramatic School. . . . Byron Snowden, formerly announcer at WELI, New Haven, Conn., is now production man with the Ruthrauff & Ryan advertising agency in New York. . . . Joe Ripley, announcer at WTIC, Hartford, Conn., who was injured in an auto accident some time ago, is slowly recuperating. Jack Stephens, sports announcer of WMAS, Springfield, is substituting for him. . . . Ralph Kanna, announcer at WELI, New Haven, Conn., has resigned, and has been succeeded by Eddie Lush, who formerly announced at the same station years ago. . . . A large neon sign with letters 10 feet high has been ordered by WDRC, Hartford, Conn., to place on its penthouse studio location atop the Hartford-Connecticut Trust Building.

**Promotion Shorts**

**NEW** monthly publication dealing with station sales promotion will be published in March by Adrian Flanter Associates. Flanter firm has a promotion service for stations. Called *Promotion*, the pamphlet will deal with new practices, stunts, etc., in the field. First issue will have an article by Al Rose, sales promotion manager of WMCA, New York. Flanter is the former sales promotion boss for World Broadcasting and Brunswick.

Believed to be the first study of its kind in radio, WBNX, New York, has just released a foreign language survey of the New York area. Listings include foreign populations by nationalities, percentages, etc. Foreign language radio homes are also shown. Brochure was compiled and prepared by Leon Goldstein, of the station.

Movie tickets, 100 pairs weekly on the giveaway, has proved a tonic for both listening response and participation by sponsors on WFIL's *Classified News of the Air*, a four times daily stint using spots and recorded music. Seven participants double this week to give the shot 14 sponsors. Newcomers include Dawn Do-Nuts, thru Harkens Agency; J. Frank & Sons, soft drinks, thru E. A. Brickley Agency; Wanamaker & Brown, clothiers, thru Mathason Agency; Lich- tey's Jewelers and Circus Gardens Skating Rink, thru Frank Wellman Agency, and Square Deal Furniture Company and J. Stromeier & Company, syrups, thru Gallagher & Moyer Agency.

Merchandising department at WFIL, Philadelphia, and advertising department of William Montgomery Company, newest co-op sponsor on the Mutual *Coffee Club*, have planned an extensive promotional campaign to exploit Montco Food Products, coffee in glass jars and the net show. Station planting newspaper ads, space derived from a time swap with papers, plugging show and using tease copy on a nation-wide contest. Sponsor's newspaper ads feature products and station call letters as a reminder to listen. One hundred and fifty thousand window streamers will blanket grocery stores in the WFIL coverage area. Every letter and invoice coming out of the Montgomery Company will carry a gummed label giving a station and program plug. Copy on program will also flood the company's house organ, which has a distribution of 35,000.

Pat Stanton, general manager of WDAS, Philadelphia, packed 1,800 persons into a hall last month at a quarter a throw to view a six-reel travelog movie he made during a summer jaunt thru Ireland. Repeating the performance on March 3, but this time participating sponsors on station's *Four Provinces Irish Hour* are going to reap benefits of the rush for tickets. No label or box-top giveaway. For every dollar's worth of merchandise bought in the sponsored stores, customer gets a ducat to the showing on the house.

E. Katz Special Advertising Agency has issued an analysis of the 1935 census of retail sales. Cities of upwards of 10,000 and all counties are included in the summary with breakdowns of sales in different fields and population and total retail sales as per cent of U. S.

**DES MOINES, Ia., Feb. 20.**—WHO, Des Moines, is now getting up its second annual *WHO Iowa Barn Dance Frolic* souvenir book. Will be 32 pages, contain 150 photographs, and with originally designed cover and format. Publication is in charge of Woody Woods, public relations director for WHO.

**DES MOINES, Feb. 20.**—Station KROC, Rochester, Minn., has joined the Corn Belt wireless network originated by WHO. The network now has 10 affiliates.

**Buffalo Shop Gives Clubs Cuffo Talent**

**BUFFALO, Feb. 20.**—Buffalo eateries have been getting cuffo talent from WCR's *Golden Rule Hour*, sponsored by a children's shop. Account will also give a kid's fashion show February 27.

Fashion show will consist of youngsters modeling their togs with Sigmund Smith as emcee, studio orchestra and Mary Lou Moore; Eddie Mancuso, of Shea's Buffalo, and Viola Fitzpatrick furnishing the song and dance end of the production.

# Program Reviews

EST Unless Otherwise Indicated

## "Nine o'Clock Revue"

Reviewed Sunday, 9-9:30 p.m. Style—Orchestra and vocalists. Sponsor—F. & M. Schaefer Brewing Company. Station—WOR.

A half hour of enjoyment which uses the man-about-town theme to swing the mike spotlight on the talent. Leo Reisman Ork, which gave up the network Philip Morris cigaret program for this suds stanza, turns in a well-balanced, sweet-flowing account of itself.

Fred Uttal, man-about-town; Arlene Francis; Ray Heatherton, baritone; the Symphonettes trio and guest Eve Symington contributed to a nicely paced, varied production. Uttal and Miss Francis put over the idea of taxiing and visiting hotels (Waldorf-Astoria, where Reisman is in person playing) and night-clubbing about town. Songs included Heatherton vocalizing *Summer Night* and the bandmen with the *Blue Danube* and *Love and Learn*. Miss Symington gave a sophisticated, vocally lavish rendition of *Going Down the Road*. Each week a new guest.

Selling spiels fore and aft were jake, but sales chatter during the program cut into the continuity. B. H.

## Patricia Cook

Reviewed Monday, 7:30-7:45 p.m. Style—Life-scene monologs. Sustaining on WICC, Bridgeport, Conn. (Yankee Network).

This is the first of a series of weekly sketch monologs by Patricia Cook, a young actress of ability from Greenwich, Conn. Miss Cook's portrayals lean to the human side of people in a small New England town, their contacts with neighbors and their trials and tribulations. Sketch this evening was titled *Hard To Get* and is credited to Mary Parker. Concerns the flirtation of a vivacious siren with the gas-station attendant, who was very shy, and how she finally won him over.

Miss Cook has a pleasing voice with nicely modulated tones, and she ably demonstrated her ability to hold interest for the entire period. She invites listeners to submit sketches for her to do on the air. Kenneth Rapleff, of the station, handled introductions. S. A. L.

## "The Briarhoppers"

Reviewed Tuesday, 4-5 p.m. Style—Hillbilly. Sponsor—Drug Trade Products. Station—WBT (Charlotte, N. C.).

The Briarhoppers have put on a one-hour show every day for the past 10 months and their popularity is still increasing. Fan mail and studio visitors give show such rating that Drug Trade allows downright derogatory remarks to be made about its products by Charles Crutchfield, announcer for the hour spot.

Johnny McAllister, "Dad" of the Briarhopper outfit, leads the show thru good repertoire of mountain, rustic and modern songs, and between numbers the air is filled with his squeaky-voiced replies to ad lib. remarks by other members of the troupe.

Two criticisms on the show are that there are too many commercial plugs and too much Crutchfield monolog. Plugging, however, is somewhat offset by the humorous manner in which it is done. Audience appears to like monologing by Crutchfield.

Considering the daily hour of enter-

## Worst of the Week

NEW YORK, Feb. 20.—This "Worst of the Week" award goes to the commercial announcement deemed rating this dubious distinction on programs caught by The Billboard staff men. It's a tossup this week, since either the Lifebuoy-Rinso commercials on CBS or The Modern Living magazine on MBS plugs can be considered in that category. Rather than argue about it the award is split. This week's gift is a mud replica of the fur-lined cup recently exhibited at the surrealist art affair.

Boys can fight it out for the cup and saucer, with the winner getting a spoon thrown in.

tainment they provide, the Briarhoppers are extraordinary, for in a section where hillbillies are standard diet for radio audiences McAllister and his show have come to be dessert for a growing number of fans. C. C.

## "Laugh Parade"

Reviewed Friday, 7:30-8 p.m. Style—Amateur humorists. Sustaining on WMCA (Intercty network).

Harry Hershfield's attempt to unearth and develop both new comedians and gag writers is laudable, but the first program only emphasized the dearth of fresh funny men. Actual tickler of the production was the substitution, in place of the gong, of a hen laying an egg. On more than one occasion it seemed as tho the bird became bored and forgot her mission in life.

Donald Flamm, WMCA prez, introduced Hershfield, who in turn presented the prospective entertainers, and later on James Madison, author of Madison's Budget, who spoke for a few moments and then told one which he honestly admitted was at least 25 years old. He is to be commended for his honesty. More than one entertainer, both on this spot and other programs, should offer thanks to Madison.

Roster of amateur wits included both comedians as such and originators of material. Several talked in ordinary conversational tones and showed lack of personality, while others employed various dialects, but with a distinctively inferior delivery. A team of double talkers did no better.

Flamm has a neat idea here but one that will take much fine screening to separate the wheat from the chaff. There is a growing demand for comedy and many think they are funny. Here is a test tube for them. B. H.

# Current Program Comment

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

WHAT with the moron market for Hollywood film chatter remaining a constant one, if not growing, it's easy to understand why the weekly gab dished out by JIMMIE FIDLER holds its audience. Fidler rates well in the Coast colony spy classification and usually manages to serve up a palatable dish of unvital information. But the film fans listen, and that's all that's needed. Late spot presently assigned Fidler by Luden's on NBC probably misses out on a sizable audience—the kids—who go for the stuff in a big way.

The clicking telegraph key, as on WALTER WINCHELL'S program, is used thru-out, Fidler keeping to the newspaper idea, giving reviews and an "editorial" on each program. One good thing about Fidler is that he's frank in his opinions and doesn't gush over the film players as most pix gossips do. He shifts soon from Luden's to a shampoo account, Drene.

AL JOLSON series has added one of the soapy semi-sickening sentimental sketches Jolson does so well and that large pieces of the audience like. It's an admission of defeat, in that the program can't get to the comedy standard originally intended for it. LIONEL STANDER, who worked on radio with FRED ALLEN before he went into films, also has joined the show and does okeha, altho not helped much by lines. His delivery is plenty punchy and different.

The ARNOLD JOHNSON Ork and RAY KNIGHT, Feen-a-Mint show on Mutual Sundays, has changed since its premiere and for the better. JOHNSON'S Ork is okeha as before, but the KNIGHT end of the show needed the touching up and got it. Still to remember KNIGHT'S delirious *Cuckoo Hour* is to expect more. His shooting squad idea is good, yet it still lacks sharpness. Tying up the squad with current news might give it this sharper effect.

SID SCHWARTZ'S Listener Speaks,

## "Treasure Island"

Reviewed Sunday, 8:15-8:30 p.m. PST. Style—Narrator and singing. Sponsor—Owl Drug Company. Station—KPO and Coast Red NBC network.

Altho the Golden Gate International Exposition is still two years away, interest in it has already reached such a point on the Pacific Coast that a large business firm has decided to use it as the theme of a weekly quarter-hour show. Owl Drug Company is the backer, and the show is *Treasure Island*, designed to call attention to the exposition.

Cliff Engle is the central figure in the program, which he prepares and delivers. He is known as "The Voice of the Exposition." To break the monotony of what would otherwise be an ordinary quarter-hour talk the producers use an unaccompanied and excellent male quartet, spotted for short songs in two or three places.

On this program Engle devoted his time to a discussion of London's Crystal Palace and the fire that destroyed it; a brief resume of past Pacific Coast expositions, and a short interview with Colonel J. Franklin Bell, executive vice-president of the exposition.

Advertising very brief and most acceptable. Account handled by D'Evelyn & Wadsworth. P. K.

## Al Pearce and His Gang

Reviewed Tuesday evening, 9-9:30. Style—Variety show. Sponsor—Ford Motor Company. Station—WABC (CBS network).

Al Pearce's melange is not as enjoyable as it has been in the past. Pearce, as heretofore, is a genial host, but the material being used by some of his guests isn't forte enough to get by consistently. Arlene Harris is usually the best of the lot, and shows considerable cleverness in her chatty concoctions. The house-to-house timid salesman should be limited to a twice-monthly shot, rather than a steady diet. Tizzie Lish should be relegated to a spot no times no month. Nick Lucas' tenor crooning, to become a steady fixture on the program, is all right. Charlie Althoff, another guest, so-so.

Orchestra, conducted by Larry Marsh,

## Trend Bites Man

NEW YORK, Feb. 20.—Not much trouble guessing radio's latest program trend, what with three reviews published in the February 20 issue of The Billboard, each coming from a different city and each, with similar ideas, bearing the same title, "For Men Only."

WLW, Cincinnati; KFWB, Los Angeles, and WWSW, Pittsburgh, were the stations. Cincy broadcaster has had this program on for some months.

lacks distinction and quality. Walter Gross and Milton Kraus, Marsh's pianists, gave a good account of themselves in a brief spot.

Ford commercials are usually the best in the broadcast trade. On this program they didn't measure up to standard. J. F.

## Jack and Jill

Reviewed Tuesday, 5:15-5:30 p.m. Style—Songs and patter. Sustaining on WFIL (Philadelphia).

One of these boy and girl acts, reminiscent of the deuce spot when vaudeville had the Palace Theater as the shooting star, which sneaks out of the store shelf from time to time and finds its way on a program listing. This one has Jack Steck and Florence Bendon chanting tunes in thirds and fifths.

Instead of plugging the waits with he-and-she jokes, this duo prefaces the tunes with four-line verses. Tossup whether a four-bar vamp by the piano accompanist wouldn't do as well. Voices do justice to the melodies. On twice weekly on the house's time; will have to do until something better turns up. ORO.

## "Music for Moderns"

Reviewed Monday, 10:30-11 p.m. Style—Orchestra and voices. Sustaining on KYW (Philadelphia) and NBC Red.

This weekly session serves as a show-off piece for the house band. Sixteen tooters all told, with Jan Savitt waving the wand, toot symphonized syncopation. Plus a threesome of chanters, disposition makes a smooth spread.

Music is top row and decidedly of net caliber. Modern angle in title is hard to appreciate, since the pop catalog dominates this program. Station can't seem to get out of its habit of choosing fancy titles that tell what the program ain't. ORO.

## Petticoat Philosopher

Reviewed Tuesday, 11:45-12 noon. Style—News commentator. Sponsor—Gold 'n' Rich Cheese Company. Station—WFIL, Philadelphia (MBS network).

Here is one member of the femme species that strikes a responsive chord when editorializing the news. Isabel Manning Hewson deserves serious attention for this twice-weekly chat. Mood for mood, she matches the male soap-boxer on the narrating with a voice and technique adapted to mike news spelling.

Ubiquitous contest, calling for a short letter why you like the product, plus a label to prove you really tried it, gives weekly a \$50 food order or the cash, 10 10-buck prizes, with 25 rating a sample of the cheese. ORO.

## "Current History"

Reviewed Wednesday, 8:30-9 p.m. Style—Current events. Sustaining on WHN (New York).

This stanza is a tieup between *Current History* magazine and WHN. Magazine gets the spot and station gets a mention in the publication. Opening program revealed that a show of this nature can possess fairly general appeal to those who are interested in current affairs and not seem stiff or highbrow or, on the other hand, talk down to the listeners.

M. E. Tracy, mag editor, introduced a Columbia student and questioned him about the customs of his native Iraq. After this opener eight college students—four from Columbia, four from New York University—were introduced. They were asked questions bearing on the Constitution and other headline topics. A buzz indicated when the answer was wrong, and in this case the correct answer was announced. Score was kept and winners received books which received a considerable buildup.

Free offer of the current issue of the publication was made to all who sent in questions. B. H.

# COPS MAD AT NUT STUNTS

## Penn Cafes On the Spot

Show, liquor, restaurant bills in legislature—small club shows may be banned

HARRISBURG, Pa., Feb. 20.—Pennsylvania niteries face stringent State regulation on three fronts, as legislative bills to affect amusements, liquor control and restaurant licensing have been introduced in the General Assembly. Small spots with short shows would be banned entirely by proposed legislation.

House Bill No. 779, introduced by Representatives O'Brien and Donohoe, would restrict amusement permits to spots with not less than 1,000 square feet of floor space and up the present annual permit fee of \$25 to \$500.

Permits would not be issued to places within 300 feet of a school, hospital, church or other religious institution. Licensees would be permitted use of a radio, piano or mechanical music device without any permit when there is no dancing, theatricals, floor shows or moving picture exhibitions.

House Bill No. 419 proposing an annual State license fee on all restaurants of \$10 in cities, \$5 elsewhere.

Headaches for night club operators are also seen in the administration-sponsored bill to amend State liquor laws.

## Wally Johl Big Hit At the Jug, St. Louis

ST. LOUIS, Feb. 20.—Wally Johl Jr., baritone, is in his seventh successive week at The Jug, Coronado Hotel night spot. He originally was signed for four weeks but was signed for four more weeks, with chances that his contract will be further extended. He has proved a terrific hit at The Jug.

Johl is the young West Coast baritone who Mrs. Thornton Murdock, New York director and talent scout, discovered singing in a St. Louis niterly last December. Mrs. Murdock plans on taking Johl to the East after his engagement here.

## 3 New Clubs in St. John

ST. JOHN, N. B., Feb. 20.—Three cabarets have been established in and near here the past month. First it was the Trading Post at the Fairville end of the St. John-Fairville Bridge. Kenneth Grass is proprietor. Supplying the music once weekly is Bruce Holder's Orchestra. At South Bay, five miles north of St. John, is the Castle. Dances are held thrice weekly, with Ken Jones Orchestra furnishing the music. W. Johnston is manager.

The Checker Club Cabaret is the third, being in the Elks' Club building in the city proper. Johnny Murchison is manager, and his Commodores Ork is supplying music two nights weekly. At each of the clubs there is a floor show nightly.

## Beasley's New Toronto Spot

TORONTO, Feb. 20.—New night spot is planned here by Bill Beasley, owner of Club Esquire. Called the Hide-a-Way, it will be located just off the main stem. Plans call for a balcony at street level overlooking main room, which will be underground, accommodating about 200. A small colored orchestra will be used. Spot is to be a key club, membership fee \$10, which will be credited to a member's account.

## New Club in Alexandria

ALEXANDRIA, La., Feb. 20.—Newest night club in Central Louisiana is Club Powell, with Dick Mills Ork and floor show. New spot is four miles south of this city and is operated by Wilmer Powell and Olive (Pete) Clay.

## Something to Worry About

WASHINGTON, Feb. 20.—Maryland Club Gardens, suburban niterly near here, has instituted films as part of entertainment. Short subjects are run off several times each evening.

## New Orleans Shows Still Up

NEW ORLEANS, Feb. 20.—Surprising even the more optimistic, the after-carnival letup in night clubbing has failed to come about and the half dozen "respectable" spots in downtown and suburban area are finding business is humming.

Seymour Weiss at the Blue Room has brought in Carl Ravel and orchestra from the West Coast and a new floor show, replacing the Will Osborne show that proved such a hit that engagement was extended over Mardi Gras season. Aug Schellang's Band remains in the Fountain Terrace Room.

Chez Patee, biggest suburban spot, brings out homecoming week, with "Wingy" Manonne's Band, Lulu Bates and Margaret Lewis featured.

Cotton Club, renovated, has brought in Joe Capraro and ork and a floor show headed by Johnny Saba, Margareta and Parquita Morice, Rita Eagan, and Wilson and Quaid.

## Ray Noble Drops Bandmen

NEW YORK, Feb. 20.—Ray Noble and his entire band, with one exception, Bill Hardy, have come to the parting of the ways. The two-week notice he served on them comes due at the termination of their present run in Toronto February 28. Disbanding was the result of salary disagreements between leader and crew. Noble will leave for the Coast soon, presumably to organize new band.

## Moss Buys Salicci Puppets

NEW YORK, Feb. 22.—The International Casino is now tentatively set to open August 15, with Joe Moss already giving out the first contract to Salicci Puppets. Act, agented by the Simon office, has been given a 10-week guarantee and two options of 10 weeks each.

## Sandler-Wimbish Office; Whalen Joins Wimbish

NEW YORK, Feb. 20.—Phil Sandler, talent booker, and Paul Wimbish, band booker, will move into larger joint quarters Thursday in the RKO Building. The two bookers will work entirely independent of one another. Frank Whalen, formerly with Consolidated Radio Artists, has joined Wimbish.

## New Club in Jackson

JACKSON, Miss., Feb. 20.—Bungalow Club, located on the Jackson-Canton highway, opened Saturday under a new operator. Harold Nelson and orchestra booked for a fortnight. Bands and floor shows will be changed about every two weeks.

## "Time" Explains Swing, From Dixieland to Newest Hot Boys

NEW YORK, Feb. 20.—*March of Time*, monthly dramatized newsreel, unveiled its latest release this week at a preview, one of the three episodes being titled *Birth of Swing*. Other two dramatizations are *Enemies of Alcohol* and *Father of All Turks*.

*Time's* swing melange is a thoroughly unsatisfactory piece of work, sketchy and brief. It tells the story, after a fashion, of the Original Dixieland Jazz Band, hopping back to New Orleans 20 years ago to show the outfit playing in a Southern cafe. Max Hart, agent, is mentioned as discovering them for Victor

## Wild Press Agent Ideas Keep N. Y. Police Dept. Overworked

P. D. licenses 1,300 cabarets in New York—record number—10 per cent flop each year—only 200 spots in 1931—strict rules enforced only on complaint

NEW YORK, Feb. 20.—Screwy publicity stunts pulled by local night clubs the last two weeks have aroused the police department into tightening up of its surveillance over local niteries. As a result press agents are running back under cover and for a while at least it appears that wild publicity releases and stunts will be kept down to a minimum. Police department has great power over cabarets and can put a night spot out of business after a hearing. The Club Ball, involved in the sit-down stunt, and the Club Queen Mary, which sent out a fake press release, both were up for hearings and have been let off with a warning.

## Acts Must Have Music, or Else

PITTSBURGH, Feb. 20.—Local musicians' union is enlisting the co-operation of the bookers' association in urging all acts to carry their own orchestrations. Letters to this effect will be posted in the offices of local bookers, and a similar message will be dispatched to the Entertainers' Association of Western Pennsylvania.

Clair Meeder, president of the musicians' union, points out that many acts do not carry any music, expecting the musicians to play a good show with faked orchestrations. He adds that one of the union's by-laws permits a musician to refuse to play for any act that does not carry its music.

## Los Angeles Club Folds

LOS ANGELES, Feb. 20.—Beverly Blue Room, one of the town's newer night spots, has folded. Place had been operating at a loss and recently tried to stimulate trade by booking Ben Pollack's Orchestra. Understood all club help was paid off.

## Hollywood Clubs To Reopen

HOLLYWOOD, Feb. 20.—Club Seville, elaborate night club building, untenanted for about a year, may be reopened as an ultra-exclusive membership club by Billy Wilkerson, operator of the Trocadero and Vendome. Seville was constructed more than a year ago in opposition to the Troc.

## Ann Pennington at Sharon

SHARON, Pa., Feb. 20.—Ann Pennington opened an engagement at the Grey Wolf Tavern here this week. Booked by Joe Hiller, of Pittsburgh.

## New Detroit Agency

DETROIT, Feb. 20.—A new organization to produce for night clubs opened offices in the Francis Palms Building this week. Jacob M. Gross, former operator of the Capitol Theater, Toledo, and for years with the former Kunsky-Trendle Theater organization here, is head of the enterprise.

As it is, the P. D.'s cabaret licensing department has its hands full keeping track of the more than 1,300 licensed spots. When the licensing of cabarets was thrust upon the police department in 1931 less than 200 spots were on record. Since then the total has multiplied sevenfold. A factor in this rapid increase is the fact that hotel rooms where entertainment is offered were placed in 1934 in the cabaret category. Rooms and restaurants where there is wired music or a radio only go unlicensed unless dancing is permitted. Then they are classed as cabarets. If "manual" entertainment (musical or variety) is offered, even if only a piano, a spot becomes a cabaret and must be licensed.

The \$150 annual fee charged has not discouraged the increasing number of night spot operators. According to Lieut. Thomas McLaughlin, in charge of the licensing bureau, altho only 10 per cent of all cabarets fail to live thru one year of existence, many do not continue after that one season. Only 140 more applications for licenses were made last year than the actual number granted. These 140 were turned down mainly because the location was ill-chosen.

Press-agent stunts are a new source of headaches for the police. Up to the complaint hearing sessions held by second deputy commissioner every Monday at the second precinct headquarters have been taken up almost entirely by charges against violations of drinking after hours, gambling, clip joints, etc., lodged mostly by the plain-clothes inspectors making periodic checkups. Otherwise night spots lead a pretty legitimate, law-abiding existence. None of the prohibition era atmosphere now prevails. Lieutenant McLaughlin claims that gangsters, racketeers and promoters are pretty well weeded out of the field.

Among rules and regulations which the police have set down but which

(See COPS MAD on page 13)

## New Maine Tax Looms

AUGUSTA, Me., Feb. 20.—Tax measure designed to produce \$3,600,000 yearly and including a 10 per cent tariff on amusements, giggle water, beer, tobacco, snuff, soft drinks, playing cards and like items unclassified as necessities has been introduced into the Maine Legislature by Representative Herbert J. Mosher.

## Detroit Ballroom Adds Gals

DETROIT, Feb. 20.—Trianon Ballroom has adopted policy of providing hostesses for guests. Manager is Jack Broder. New policy has gone over well, resulting in alterations to accommodate a larger number of dancers. Milt Bernie's Orchestra is current.

## More Cleveland Clubs

CLEVELAND, Feb. 20.—Cooks and waiters' union here has increased its membership from 80 in 1929 to 700 now. Growth of night spots accredited for much of the membership increase.

## Von Thenen in Hospital

CHICAGO, Feb. 20.—Frank Von Thenen, operator of the Von Thenen Cafe, popular neighborhood spot, is confined in Ravenswood Hospital here preparatory to an operation.

# ZEB CARVER

and his Country Cousins  
Comedy, Music, Singing, Dancing  
Rep.: TOM KENNEDY, 1270 6th Ave, N. Y. C.

# BERT LYNN

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

# gar'ron bennett

INTERPRETERS OF MODERN BALLROOM DANCING.  
—DON HUGHIE MARVIN—  
**RAYE, PRINCE & CLARK**  
CLUB ESQUIRE, Toronto, Canada.  
Songs and Dances Well Seasoned.  
Mgt. CHAS. V. YATES, 1560 BROADWAY

# Oliver White

PRINCESS OF RHYTHM

Address Communications care The Billboard, 1564 Broadway, New York, N. Y.

# DAWN and DARROW

DANCERS OF DISTINCTION,  
Dir.: MARK LEDDY, 1270 6th Ave., New York.

Amusing Songs and Dialogue By

# JANE FARRAR

1523 LOCUST CLUB, Philadelphia, Pa.

# TANIA and KIRSOFF

European Dance Artists  
Presenting  
★ DANCE OF THE FORBIDDEN NECKLACE ★  
★ HERMAN CITRON, RKO Bldg., N. Y. ★

# VINCENT LOPEZ

and his orchestra  
★ playing indefinitely at the HOTEL ASTOR, NEW YORK. ★

# MIACO

PRINCE OF MAGIC  
★ Currently ★  
★ ST. MORITZ, N. Y. ★  
★ Per. Dir.: KEN LATER. ★

# CARL ROSINI

master magician

BEWARE BOOKERS and AGENTS  
... other mystifiers are trading  
on the name and reputation of  
The Original CARL ROSINI.  
Dir.: MUSIC CORP. OF AMERICA

# Night Club Reviews

## Paradise Restaurant, N. Y.

The new *Paradise Spring Parade*, which follows the smash winter revue here, is a lively, eye-filling and engaging show. Instead of stressing sock novelty turns, as the last one did, the new show plays up the girls and production numbers.

Georgie Hale has laid out six sweet production numbers; a couple of announcement numbers, using four girls each, and then slipped in a few good acts. Of the acts the comedy turn of Barto and Mann and the dance team of Florence and Alvarez dominate. Dewey Barto's fast stepping and marvelous timing in his comedy acrobatic work with the gawky, eccentric George Mann make the team a sock here. They constitute the only real comedy in the entire 70-minute show and naturally the customers howled at their zany antics. Mann, incidentally, is better than ever.

Florence and Alvarez radiate a sureness and poise not often possessed by dance teams. Florence is an excellent dancer, besides being a very attractive brunet, while Alvarez makes a skillful and handsome partner. They work strenuously but never lose their smoothness, dancing their way thru three punchy numbers and going off to a solid hand.

Irene Beasley is the featured singer and follows the successful run of Virginia Verrill. Miss Beasley's handling of pop numbers is disappointing, her excellent sense of rhythm and Southern accent being marred by a casual, cold and surface rendition. However, she really impressed in the finale when she sang *Half of Me* in nifty swingy style.

The opening has Johnny Russell, a high baritone, warbling *Gee But You're Swell* (by Charlie Tobias and Abel Baer) and the 16 showgirls parading in sexy costumes. Then comes *Swing for Sale* (by Sammy Cahn and Saul Chaplin), sung in pleasant voice by Julie Jenner, backed by the 16 fresh little chorines. Next production number has Russell crooning *Serenade in the Night* (by C. A. Bixio, B. Cherubini and Jimmy Kennedy) and Miss Jenner leading the ensemble, this time garbed in plume costumes, and some of them carrying live parrots, too.

Russell also sings a ditty by Peter De Rose and Bud Green called *Deep Purple*, introducing the gorgeous nude Janis Andre in an interesting dance climaxed by her riding a white pony on a treadmill. A flash effect. The ensemble also works in an amusing funny-papers (See NIGHT CLUB on page 73)

## Club Yumuri, New York

This is the fourth month of Club Yumuri's tenancy of the basement premises once known as the Frivolity and later Betty's Hi Hat. Club has been growing steadily as a magnet for pleasure seekers looking for the Latin touch and atmosphere, and today seems definitely established. No covert, and minimum of \$1.50 applies only on Saturday. The owners and managers are Frank Gonzales and Julius Morales, not previously identified with night spots or show biz.

Yumuri is decorated to represent a Cuban patio and idea is faithfully carried out thruout. Band that plays for the show and for part of the dancing consists of seven pieces and is led by Eliseo Grenet, touted as Cuba's most famous composer. Grenet plays most of his own rumbas and is gradually becoming established as tunesmith here, with Edward B. Marks as his publisher. Possesses a most pleasing personality, manifested while he leads from piano position. The Latins in the band are better than average musicians. Relief band consists of six pieces and is heavy on strings, too.

On Saturday night caught there was capacity (250) at the dinner show and slightly less than full house at the supper interlude. Show policy is two on week days and dependent on biz for the extra late show on week-ends.

Consuelo Moreno, attractive and fiery disease, who was introduced to this town at El Chico, is the fem feature. Miss Moreno did three numbers and two encores, accounted for not only by charm and voice but preponderance of Latins in audience. Felipe de Flores, Mexican baritone, who has been starred in Latin

pix, also went over with a wallop. De Flores makes several costume changes. His delivery is excellent and Latin handsomeness makes him a possibility for films. The zip and bang of this show lies in the rumba and voodoo maneuvers of a Negro dance team, Rene and Estela. These Latinized darkies have got something. Theirs is a routine that excites and is chock-full of novelty. There's a spot for them on Broadway. On the night caught an untried gal of statuette proportions tried her hand with varying success as m. c., but reviewer was informed that De Flores is being groomed for this assignment. Also on the floor as a guest was Don Gilberto, tenor. Sugar.

## Italian Gardens, Pittsburgh

No cover or minimum fee here. Operators claim they are making money, crowds on hand nightly with spending money. Popular food and liquor prices prevail.

Club gives local talent a break, using four and five acts weekly. Current bill, repeated thrice nightly, is pleasantly emceed by the attractive Dorothy Wenzel. She works in a gent's full dress suit and her introductions are brief and clever. In addition, she is spotted in a well-trained song and dance drunk act that is a pushover in this nitery. In her eighth week of an indefinite engagement.

Betty and Billy Johnson, talented and youthful dance team, open with *The Piccolino*, displaying some engaging rhythm strutting. Return with a waltz medley that boasts of some fine ballroom work and close with a musical comedy number typical of the Gay '90s. Youngsters are hard workers and promise to build into a standard dance act.

Marsha Day, a shapely blonde, is spotted in three versatile dance turns. Opening with a soft-shoe routine that is simple yet pleasing. Her high spot is a novelty hoop offering in which she does a tap turn, using the hoop for a jumping rope. Her closing bit is a gay blade comedy number in which she works with the Johnsons.

Phil Lowry, personable tenor, scored with several classics and pop tunes. Warbled *Oh, Sweet Mystery of Life*; *Make Believe* and *O Sole Mio* among others. Possesses a fine voice that will net more returns when joined with a little more showmanship.

Billy Dale's Band, five-piece outfit, furnishes the dance and show music. Instrumentation: Billy Dale, lead, trumpet; Victor Pupa, drummer; Harry Wigg, piano; Bunny Brown, sax, and Jim Dittilo, sax. Orchestra plays a show in fine fashion and dishes out infectious swing music despite the limited volume. Sam Honigberg.

## 21 Club, Philadelphia

Just as most collitch boys inhabit frat houses they can never hope to duplicate in after years, Bif Belfel has provided gadder-about with an intimate night nook situated in a home that few could ever hope to call their own, even with the help of the FHA. This residence, belonging at one time to a Philadelphia first, is deep in the heart of the intimate belt.

Belfel was more recently associated with his brother Ike in the operation of the 1523 Club, on the same (Locust) street, and then decided to stake it out on his own. And as greeter-plenipotentiary, 21 Club has been a quickie click. Spot reeks of class, general atmosphere being too forbidding for the average night-outer.

Ground floor is roomy, cheerful looking and architecturally imposing, with a bar in the rear for lone eagles. But in spite of its class layout, smart boite divertissement is brushed aside for the mill run pattern that has stereotyped entertainment in the local intimate spots. With Tommy Monroe doing the announcing, it's a steady parade of femme warblers, popping pops when the spirit commands. Lineup on this trip included Ann Rush, Mary Lee, Nancy Barry, Sally LaMarr and the Warwick Sisters.

Strolling combo (push-box, bull and scratch fiddle) makes the music. Spot also boasts an organ, Richard Bach pushing the pedals. Lunches and dinners are peddled, starting at fifty and a dollar respectively.

but no show with eats, excepting on Saturdays. Cocktail sessions in the afts have Bach grinding the organ. Tariffs, in general, as ultra as the aura of the den. Oro.

## The Crisis, New York

This is one of the many smaller spots dotting the Greenwich Village section. Claiming it is the site of the home in which Thomas Paine died, the intimate bar on the ground floor is bedecked with paintings of the Revolutionary War. A few tables and a piano make up the room, which has also a tiny dance floor. A larger room upstairs, visited by strolling entertainers, and two balconies complete the layout.

Current entertainment, offered in casual and very informal style, comprises Gypsy Irma, accordionist-singer; Johnny Makula, violinist; Martha Meyers, singer; June Hastings, singer; Alita Varella, singer and maracas player, and a male pianist.

Miss Varella, an attractive brunet, offers Mexican ditties in engaging manner, while Miss Meyers, another brunet, displays a vigorous voice that could be trained into something first-rate. Miss Irma and Makula make a strolling combo, playing requests in capable manner and also join the excellent pianist for sessions of pleasant musical interludes. Miss Varella often joins them with the maracas, giving the spot a sweet four-piece combo.

Spot is comfortable, intimate and gay. Entertainment fits the atmosphere perfectly. Food is fair and liquor okeh. Dinner is \$1.25. Location is easily accessible. Paul Denis.

## Additional Night Club Reviews Appear on Page 19

# Grace Morgan

MUSICAL SATIRES

Now Appearing  
WEYLIN HOTEL, N. Y.

# COLLETTE and BARRY

Musical Comedy Dancers

Currently At the Mayfair Room, Blackstone Hotel, Chicago.



# JANIS ANDRE

Sensational Interpretive DANCER  
2nd Consecutive Season  
**PARADISE RESTAURANT,**  
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"Janis Andre is the slim, exciting young beauty currently featured at the Paradise."  
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Dir. WILL WEBER  
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# YVETTE

AND HER  
**ORIGINAL MUFF DANCE**  
Direction SLIGH & TYRRELL,  
140 N. Dearborn Street Chicago.

# Club Chatter

## New York City:

GRACE MORGAN, singer, is currently playing a return engagement at the Weylin Hotel. . . . MARIE ALMONTE has been held over at the Le Mirage. . . . ARTHUR KAY, radio mimic and voice specialist of Terrytunes and Max Fleischer cartoon shorts, supplies the impersonations to Sue Hastings' Marionettes at the Rainbow Room. . . . RICHARDS AND MONNETTE, dance team, are back in New York and appearing at Leon and Eddie's. . . . COLLETTE AND GALLE opened at Chin Lee's February 15. . . . WALLACE AND LAMAE are appearing at the Rotesand Restaurant. Show includes Paulette and Una, Vera Harrison and Gus Lanz's Orchestra. Booked by Zack Ross.

VIC HYDE, current at the Mirador, has been auditioned by Paramount and will be screen tested. . . . RUTH DENNING opened at the Park Central Hotel February 21. Booked by F. & M.

## Chicago:

CHARLES AND GRACIE HERBERT return to night clubs February 24 when they open at the Yacht Club. . . . MARION WILKINS and Jack Walters, the Olympic Trio, Lila Carmen and Al Bernie are in the new Congress Casino show, opening February 26. Congress Casino puts in a lower price policy on the same date. . . . TITO CORAL, Bartell-Hurst Foursome, Four Vespers, Carl Simpson's Marionettes, June and Adele Parrish and June Taylor comprise the new Palmer House show, opening February 26.

CHARLES AND HELEN STONE, Mickey King and Alphonse Berg open at the Edgewater Beach Hotel February 26. . . . Lady Leona, astrologer and mentalist, is set at Colosimo's Cafe for an indefinite stay.

ROMO VINCENT has left the Blackhawk Cafe and entrained for Hollywood to work for Universal. . . . KARL

MARX, clown, continues his antics at the College Inn in the Hotel Sherman. He's been there since last October. . . . CHRIS CORNALLA, another joey who opened there last fall, has just closed. . . . THE FOUR CLOVERS will play a return at the Edgewater Beach Hotel, opening June 1. Indefinite run.

## Here and There:

ZESTRO AND WELLS, ballroom team; Betty Castle, acrobatic dancer, and Joy Heyworth, warbler, are current features at Berghoff Garden, Fort Wayne, Ind., where Billy Cullen is emcee and in charge of the floor show and band. Earl Gardner Ork is playing the spot. . . . N. J. SPILLSON, owner of Berghoff Garden, and wife, Cleo Andre, singer, have left for a month's vacation in Miami. Mayor Baals of Fort Wayne accompanied them. . . . BELL AND GREY, dancers, now playing club and theater dates in the Middle West, will head for the East early in March.

JIMMY DALEY, Buffalo booker, is putting out his own monthly magazine to introduce and exploit his attractions.

DICK AND EVELYN BARCLAY, dance team, are appearing at the Hotel Philadelphian, Philly. . . . FRANK PERRY is now in his sixth week at Club Tuxedo, Philly. . . . VIC PUREE and the Grey Sisters opened in Wheeling, W. Va., after closing at the Moose Club, Erie, Pa. . . . BOBBE LARUE has been at the Ballyhoo Club, Columbus, O., for the past 12 weeks. Show includes Billy Pinnell, Lena Rivers, Giggles, Bobby Bell and La Verna Bows. . . . ZIG AND ZAG, strolling duo, have completed their sixth week at the Radisson Hotel, Minneapolis. . . .

CHARLES CARSON, of the Carsons, comedy jugglers, has just left the Grant Hospital, Chicago, after a major operation. . . . FELICIA AND DELREY are back for the third time at the Grey Wolf Tavern, Sharon, Pa.

CARL AND FAITH SIMPSON, current at the Arcadia International, Philadelphia, will open at the Palmer House, Chicago, February 26. . . . BORDINE AND CAROLE closed a four-week stand at the Monte Carlo Supper Club, New York, February 14, and on the following day began a fortnight's stay at the Rendezvous on Long Island. . . . BOBBY EVANS, singer, is at his home in Delawanna, N. J., after spending five weeks in the hospital to regain his sight following a serious case of make-up poisoning.

DIANE AND DEL CAMPO opened at the Philadelphian, Philly, February 18 for an indefinite engagement. . . . FOUR QUEENS OF RHYTHM opened at the Blue Moon Gardens, Milwaukee, February 22. Booked by Sligh & Tyrrell office. . . . BILLY REEVES, now in his sixth month at the Wonder Bar, Port Huron, Mich., is no longer connected with the Kern Dancing School there. . . . NICE, FLORIA AND LUBOW opened at the Yacht Club, Chicago, February 10. Team went to the Midwest for an intended short stay recently but got set for a long run. . . . THREE RYANS have signed with Jan Garber's Band for an indefinite engagement. . . . HARRIS AND SHORE have opened at the Nicollet Hotel, Minneapolis, for an indefinite run. . . . GUS VAN is playing the Bal Tabarin, San Francisco.

CONRAD, HENRY AND STARR, Gene Walker, Judith Dean and Edith Griffith are set for the new show at the Hi-Hat Club, Chicago. . . . HASKEL, magician, is in the Fairmont Hotel after six weeks at the Mark Hopkins, longest run for an attraction there in five years. Set by Thomas Lee Artists' Bureau. . . . THE DEMARCOS in Peacock Court, Hotel Mark Hopkins, for two weeks at a reported \$1,650 weekly. Will leave for London for the Coronation season.

HASKEL, magician, is in the Fairmont Hotel after six weeks at the Mark Hopkins, longest run for an attraction there in five years. Set by Thomas Lee Artists' Bureau. . . . THE DEMARCOS in Peacock Court, Hotel Mark Hopkins, for two weeks at a reported \$1,650 weekly. Will leave for London for the Coronation season.

## COPS MAD

(Continued from page 11)  
they enforce with a half-closed eye and a grain of salt is that concerning "mixing" which states "female entertainers and other female employees of licensed cabarets at no time shall be permitted to mingle or sit with patrons and guests."

Another is that which states "no licensed cabaret shall employ or permit to remain therein any person acting in the capacity of hostess, companion or dancing partner, whether upon salary, commission or at sufferance."

A third ruling that is flagrantly overlooked is one which demands that "an

accurate record of the names and addresses of all employees of cabarets, also the name of the person or agency thru whom or by which the current entertainment was furnished, shall be kept by the management and shall at all times be accessible to the police. A duplicate of such record shall be filed with the commanding officer of the police precinct in which the licensed premises is situated."

The clause on homosexuals is a touchy one. Altho the police really try to clamp the lid on entertainment or rendezvous of that type, they admit it's a difficult thing to actually pin that classification on any person or place. The regulation reads: "No homosexualist

or person pretending to be such shall be employed as singer, dancer, waiter, attendant or in any capacity, nor shall any homosexualist or person pretending to be such be permitted to make a rendezvous of or remain in the premises."

All of the above rules, plus one or two others, are enforced only when brought to the notice of the police by way of complaints. If any form of entertainment or conduct of a cabaret is deemed "objectionable" by a number of complainants, then, and only then, is the matter investigated. Otherwise the police are willing to suffer the fracture of a few rules if everybody else is satisfied.

HENRI GINÉ      RUTH DEQUINCEY      BASIL LEWIS

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NOW AT  
**FRENCH CASINO**  
Miami Beach, Florida

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appearing in  
**CLIFFORD C. FISCHER'S**  
**FOLIES MONTMARTRE**

★  
**ROBERT and HELEN WILLIAMS**  
with  
**"RED DUST"**  
appearing  
**FEB. 27th**  
at White House, Washington,  
D. C., for  
**President Roosevelt**



Theodore and Dorina  
Now Appearing  
**HOLLYWOOD RESTAURANT,**  
New York

★ **ARTHUR KAY** ★  
RADIO MIMIC,  
Currently  
**RAINBOW ROOM** ★  
Radio City, New York.  
"Puppet Follies of 1937," ★

★ **COLLETTE AND GALLE** ★  
"Distinctive Swing Dancers," ★  
Now Appearing ★  
★ **CHIN LEE'S**, Broadway, N. Y. ★  
★ Address ★  
★ Care of The Billboard, New York. ★

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**DUVAL**  
*"The Magician Who Imitates No One and Has No Imitators"*

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**LOEW'S STATE THEATRE and RITZ-CARLTON HOTEL,**  
New York, week February 18th      Next week, Ritz-Carlton Hotel  
Management: **LEDDY AND SMITH**



After 39 Weeks at Coconut Grove, L. A.  
**EDDIE LEBARON**  
With His Orchestra  
NOW 16TH WEEK  
**WALDORF-ASTORIA HOTEL, N. Y.**  
(Sert and Empire Rooms and Cocktail Lounge)  
Management Music Corporation of America

**RAY and TRENT**

NINTH WEEK  
**PALMER HOUSE,**  
CHICAGO

EAST: **LEDDY & SMITH**  
WEST: **MAX TURNER**

announcing the opening of  
NEW and LARGER OFFICES ★ ★ ★  
**PHIL SANDLER** NATIONAL ENTERTAINMENT CIRCUIT  
Suite 2412 RKO Building, 1270 Sixth Avenue, New York, N. Y.

# Orchestra Notes

Featuring the Mound City Blue Blowers.

**RED MCKENZIE**  
AND HIS ORCHESTRA

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Now Red McKenzie Club, W. 52d St., N. Y.

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**HARRY RESER**  
AND HIS ORCHESTRA

ON TOUR

Exclusive Management  
CONSOLIDATED RADIO ARTISTS, INC.

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IRVING  
**AARONSON**  
AND HIS COMMANDERS

Musical Director WHN

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

44th Week GLORIA PALAST, N. Y.

**DICK DIXON**  
The Romantic Tenor,  
And His Ambassadors.

Per. Rep. HARRY MOSS.

Exc. Mgt. Consolidated Radio Artists, Inc.

THE ONE AND ONLY

**JIMMIE LUNCEFORD**  
AND HIS ORCHESTRA

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*the new King of Syncopation*

BEGINNING  
TOUR OF EUROPE

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MARIO

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**BRAGGIOTTI**  
and his orchestra  
Distinctive Dance Music  
Mgt. CONSOLIDATED RADIO ARTISTS.

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**JACK POWELL**

Tappin' torrid tempos at Week Feb 19.  
Palace, Chicago, Dir. LEDDY & SMITH.  
1270 Sixth Ave., New York.

**DON MARIO**  
and his ORCHESTRA  
SWING CLUB, N. Y. C.  
Per. Mgt. PAUL WIMBISH,  
R. K. O. Bldg., New York City.

**DON REDMAN**  
AND HIS ORCHESTRA  
ON TOUR.  
CENTURY ORCHESTRA CORPORATION,  
1619 Broadway, New York.

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

LLOYD SNYDER and ork, who followed the Frank and Milt Britton combo into the Olmos Club, San Antonio, January 29, are being held over there indefinitely. MCA made the booking. Virginia Lee and Eddie Doyce are featured warblers.

HOWARD BUNTS, whose orchestra is playing at the Vendome Garden, Detroit night spot, plans to return to producing other colored orchestras this spring.

The question of whether it is more difficult for an opera star to sing before a mike than it is for a blues singer has often been debated. Some say that the blues singer, since she is unequipped with the talents and range of an opera star, has to work harder for her effects. Others claim that it helps her since it can transmit the personality and tonal quirks of a voice which are its charms. Carmella Ponselle, opera star, takes an extreme stand and claims that blues singers will eventually kill vocal art since they depend upon the microphone rather than on lungs.

DUKE OLIVER and band made their first New York appearance at the Alhambra Ballroom February 21. Band has been playing New England. Manoel A. Lomba is manager.

JAN RUBINI and his 17-piece band have been signed by 20th Century-Fox for the film *Cafe Metropole*.

LEAH RAY, former singer with Phil Harris' Ork, has been placed under term contract at 20th Century-Fox.

JO BOUILLON'S BAND is at the Saint Marcel-Pathe, and Fred Adison and band are at the Bobino in Paris.

WIT THOMA and band are current at the Amarillo Hotel, Amarillo, Tex., after a long run at the St. Francis Hotel, Monroe, La. Jackie Allen is still featured singer.

BOB FOSTER is playing in and around Memphis with Nate Evans and his ork prior to returning to the road with a new outfit of his own.

BILL HOGAN and Seger Ellis are the two latest conscripts to the CRA roster. Ellis has organized his own band.

We are told that in and around Toronto, comedy and novelty acts are so scarce that those who reside there are worked to death and have a hard time going over with each succeeding time, no matter how often they renew their material or revise their routines. What a fertile and lucrative field for some enterprising agent who could work out some kind of reciprocal talent exchange over the line!

DEAN HUDSON and his Florida Clubmen are out of the San Carlos Hotel, Pensacola, Fla., and after a series of one-nighters are to open at the Tanttilla Gardens, Richmond, Va., February 26.

ALBERT KAVELIN has taken his band on a two-week tour of college dances prior to opening at the Cosmopolitan, Denver, next week.

HARRY COLLINS and band closed a 12-week run at the Club Oasis, Sioux City, February 17 and returns to the Gladstone Hotel, Casper, Wyo., March 2.

JACK WRIGHT, singing emcee, is forming his own original "all-twin" orchestra.

REGGIE CHILDS' contract at the Commodore Perry Hotel, Toledo, O., has been extended to March 24. He'll then go out for four weeks, but returns to the same spot.

Exploding the hitherto unchallenged theory that American jazz had its origin in the tribal chants and rituals of the African jungle, members of the American Anthropological Association have traced certain characteristics to the Indians and believe that as many Indian rhythms as Negro have been incorporated into modern jazz.

BOB CROSBY'S band opens at the Congress Casino, Chicago, February 26, succeeding Gus Arnheim.

JOE SAUNDER'S band returns to the Blackhawk Cafe, Chicago, April 13, succeeding Red Norvo.

CHARLES AGNEW'S Orchestra replaces Jimmy Garrett's Band at the Casino Parisien, Chicago, February 23.

HAPPY FELTON fills in the week at the Arcadia International House, Philadelphia, to bring in Ted Lewis February 25.

CLIFF ODENHALL, who formerly directed the Del Regis Band from the piano bench, is doing a solo turn at the Embassy Club, Philadelphia.

JIMMY CURCIO is now at the

Chateau, while Rol Parker rolls down to the College Inn and Al Allen follows Billy Stein at the Club Morocco, all in Philly.

The Singapore Swimming Club has set its foot down against having its dance music provided by the two military bands in the colony. Members complained that the bands did not know how to play dance music and that fox-trots, waltzes and tangos all sounded like military marches. They preferred to fall back on a gramophone pickup.

LITTLE JACK SMITH augments the Pocono Manor Inn house stringsters for week-end parties at this Pennsylvania Pocono Mountains spot.

HAL KLEIN and his Boys move to George's Grill, Camden, N. J.

ANDY MILLER is set at the Hill Top Inn, Hainesport, N. J.

OBSERVATIONS, dedicated to a chatter column in *The Philadelphia Daily News*, has already attracted attention, altho lyrics still remain to be written. Penned by Joe Frassetto, Philly ork leader, and Finley Shugard, his bull fiddler.

PAUL JACKSON and band have switched from the Kibly Klub to the Old Mill Tavern, Jackson, Mich. He reports that people in Central Michigan are swing crazy.

JERRY GILBERT'S combo is holding forth at the Gulf Hotel, Biloxi, Miss. Outfit claims a new style of rhythm and airs over WGCM.

THOMAS TIMOTHY, musician of Woodside, Long Island, N. Y., has filed a petition for bankruptcy.

DON FRANCISCO and his tango band will return to the Bal Tabarin Cafe, San Francisco, early in March and will be co-featured with Herb Saman's Orchestra.

RAN WILDE has been signed by Rockwell-O'Keefe's S. F. representative. Wilde will remain at the Deauville Club for at least a couple of months.

DEL COURTNEY, who left the Oakland Athens Club for a San Diego engagement, has been succeeded there by Bob Beal's Band.

CARL RAVEL Orchestra opened at the Roosevelt Hotel, New Orleans, succeeding Will Osborne, February 18. Latter went into Hotel Adolphus, Dallas. Osborne's crew will make several records in Dallas by Decca.

TONY ALMERICO'S Orchestra opened at Prima's Shim Sham Club, New Orleans.

OLIVER NAYLOR and 12-piece band have been held a second week at the Rex Club, Birmingham.

Jay Freeman, baton swinger at the Paradise, New York, would have you believe that the lyrics have become sophisticated, dancers and music haven't changed much in the last 15 years. Out-of-town visitors still demand that music be played as loud and fast as possible, and young people ask for the melodic romantic numbers. Still he goes on to say that one thing that is never heard at this cabaret is a waltz.

DICK MILLS and orchestra are at Powell's Club, Alexandria, La., opening that new place on February 13.

TED DE LEON and his Texas Ramblers are holding forth at the Dutch Mill, Natchez, Miss.

HARRY KING BARTH is playing bass with the Original Dixieland Jazz Band, now with the Ken Murray unit.

GLEN GRAY will desert sax playing to confine himself to baton wielding. Requests to make himself distinguishable from rest of band necessitated move.

BOB CROSBY goes into the Congress, Chicago, February 26, replacing Gus Arnheim.

ART SHAW opened at the Meadowbrook, Cedar Grove, N. J., February 17.

CHARLES CESSANOR and band going into their 64th week at the Castle Terrace, Columbus, O.

## Montreal Clubs Want U. S. \$\$\$

MONTREAL, Feb. 20.—Urging restaurant and cabaret owners to preserve the atmosphere of Old Quebec and bid for the American tourist trade, Premier Maurice Duplessis promised restaurateurs at their annual banquet in the Mount Royal Hotel that the provincial government would give them full support.

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Hon. Joseph Bilodeau pleaded for an effort by restaurant and cabaret owners to give visitors what they sought, a typically French-Canadian atmosphere.

# Music News in New York City

Dave Rubinoff is preparing a new series of violin solos and piano accompaniment for Mills Music. First will be *Sophisticated Lady*, with *Star Dust* to follow. Mills expects to build the series into one of the major items in its present catalog.

Joe White, who occasionally takes out time to write a new song, has just placed *A Kiss at Twilight*. Lyric by Frank E. Miller.

After an absence of almost eight months Charlotte Arren and Johnny Broderick are returning to America March 1. Johnny writes that his song, *And So It Ends*, was introduced in Germany while the pair appeared at the Scala, Berlin.

E. B. Marks, of Marks Music, is home again after celebrating his 43d year as a music publisher with a Florida trip. Mrs. Marks accompanied him.

Harold Raymond, of Superior Music, is again at his desk following a trip to South America. Raymond dotes on flying and would rather take a plane than ride a train or auto. Traveled

close to 18,000 miles. Says the sheet music business is thriving in that part of the world, with many of the "hot" American numbers having the call.

Joe Davis has taken over from Harms, Inc., *You're Number 1 in My Hit Parade*. Joe is going after it, as he thinks it has all the essentials that make a hit. Willard Robinson wrote it.

A new song emporium is Major Music Company. Among the numbers which the organization is already centering on is a waltz, *Coronation*. *Fooled* and *Words Fail Me*, also in the catalog, are promising.

Jack Redmond and Lee David have signed to write for Exclusive Music. Meaning that that firm will have first rights to all songs they turn out.

E. H. Morris, of the Music Publishers' Holding Company, reports flourishing

conditions as far as the Warner music subsidiaries are concerned. Morris has just registered almost a month's absence from New York, with stopovers in Chicago and Los Angeles.

Another new composition which is expected to find acclaim has been taken over by Robbins Music. Terri Josefovits, pianist, is the creator. Title is *Bagatelle*.

Jack Mills has closed a deal which will give him representation in pictures. He will publish the score of *With Love and Kisses*, a Melody picture. Songs include *The Trouble With Me Is You*, *Sittin' on the Edge of My Chair*, *Right Back Where I Started* and another bearing the caption of the film. They are the joint efforts of Pinky Tomlin and Toby Wing.

Annual show of the Professional Music Men, Inc., has been set for the Alvin Theater, New York, April 11.

B. B.

## Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks. WJZ and WEAJ (NBC) and WABC (CBS) from Friday, February 12, thru Thursday, February 18, and also, for comparative purposes, from Friday, February 5, thru Thursday, February 11. Ratings are based on the number of combined network plugs for each song.

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

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

This census is collated and compiled by The Billboard staff from data supplied exclusively to The Billboard by the Accurate Reporting Service. Rating of tunes is based on actual and systematic listening, whereas other compilations extant are made from station logs, which cannot possibly be as accurate for this purpose. This difference in method makes The Billboard census the only one of its kind.

Position	Title	Publisher	Feb. 12-18		Feb. 5-11	
			Net Plugs	Ind. Plugs	Net Plugs	Ind. Plugs
1.	This Year's Kisses (F)	Berlin	30	20	29	17
2.	May I Have the Next Romance With You? (F)	Feist	27	20	21	18
3.	Goodnight, My Love (F)	Robbins	26	30	23	26
4.	With Plenty of Money and You (F)	Harms	25	21	24	33
5.	Trust in Me	Ager, Yellen	24	26	16	21
6.	On a Little Bamboo Bridge	Morris	24	6	23	2
6.	Night Is Young and You're So Beautiful (M)	Words & Music	22	17	28	20
6.	I've Got My Love To Keep Me Warm (F)	Berlin	22	8	18	12
7.	When My Dreamboat Comes Home	Witmark	20	21	17	13
8.	Love and Learn (F)	Chappell	19	24	21	18
9.	Serenade in the Night	Mills	18	17	14	20
9.	When the Poppies Bloom Again	Shapiro, Bernstein	18	15	16	12
9.	Slumming on Park Avenue (F)	Berlin	18	12	13	10
9.	He Ain't Got Rhythm (F)	Berlin	18	12	13	8
9.	Boo Hoo	Shapiro, Bernstein	18	9	17	14
10.	There's Something in the Air (F)	Robbins	17	21	35	25
10.	You're Laughing at Me (F)	Berlin	17	20	14	15
10.	Please Keep Me in Your Dreams	Famous	17	8	14	10
11.	Pennies From Heaven (F)	Select	16	18	17	25
11.	Gee, But You're Swell (F)	Remick	16	16	20	24
11.	I Can't Lose That Longing for You	Donaldson	16	14	17	9
12.	Floating on a Bubble (F)	Santly-Joy	15	14	12	9
12.	The Mood That I'm In	Broadway	15	5	16	2
13.	Gonna Goo, The	Crawford	14	23	7	23
13.	Summer Night (F)	Remick	14	19	14	21
13.	Swing High, Swing Low (F)	Famous	14	15	15	7
13.	Smoke Dreams (F)	Robbins	14	6	13	10
14.	Twinkle, Twinkle, Little Star (F)	Popular	12	13	13	12
14.	If My Heart Could Only Talk	Sherman Clay	12	12	17	13
14.	It's De Lovely (M)	Chappell	12	12	9	12
14.	I'm Riding High (M)	Chappell	12	9	9	10
14.	Rainbow on the River (F)	Feist	12	8	14	9
14.	Little Old Lady (M)	Chappell	12	7	12	19
14.	So Do I (F)	Select	12	3	12	9
15.	I'm in a Dancing Mood (M)	Crawford	11	8	18	17
15.	Moonlight and Shadows (F)	Popular	11	7	9	8
15.	Cafe Continental	Harms	11	5	11	3
16.	My Last Affair	Chappell	10	18	5	19
16.	One, Two, Button Your Shoe (F)	Select	10	14	11	13
16.	I've Got You Under My Skin (F)	Chappell	10	12	12	13
16.	I Adore You (F)	Famous	10	12	11	12
16.	One in a Million (F)	Hollywood	10	9	16	6
16.	Under Your Spell (F)	Movietone	10	9	8	3
16.	Head Over Heels in Love (F)	Feist	10	5	8	4
17.	What Will I Tell My Heart?	Crawford	9	12	8	6
17.	You Do the Darndest Things, Baby (F)	Movietone	9	7	13	16
17.	Gazing at a Blazing Fire	Marks	9	7	7	10
17.	Who's That Knocking at My Heart? (F)	Famous	9	7	7	2
17.	Timber	Shapiro, Bernstein	9	6	8	6
17.	There's Frost on the Moon	Berlin	9	3	11	11
18.	Now (M)	Chappell	8	6	10	13
18.	I Can't Break the Habit of You	Davis	8	6	3	9
18.	Trouble Don't Like Music	Harms	8	2	8	4
19.	Mr. Ghost Goes to Town	Exclusive	7	15	12	16
19.	Oh, Say, Can You Swing?	Marks	7	13	15	13
19.	Gone (F)	Feist	7	9	4	7
19.	Seal It With a Kiss (F)	Chappell	7	5	3	2
19.	Where the Lazy River Goes By (F)	Robbins	7	2	7	3
19.	I'll Never Tell You I Love You	Mills	7	1	2	0
20.	In the Chapel in the Moonlight	Shapiro, Bernstein	6	12	14	10
20.	Big Boy Blue	Schuster	6	12	2	5
20.	Easy To Love (F)	Chappell	6	10	9	11
20.	Oh Gee, Oh Gosh, Oh Golly	Mills	6	3	1	0
20.	Way Down Yonder in New Orleans	Shapiro, Bernstein	6	1	2	3
20.	I Love You From Coast to Coast	Berlin	6	0	1	3

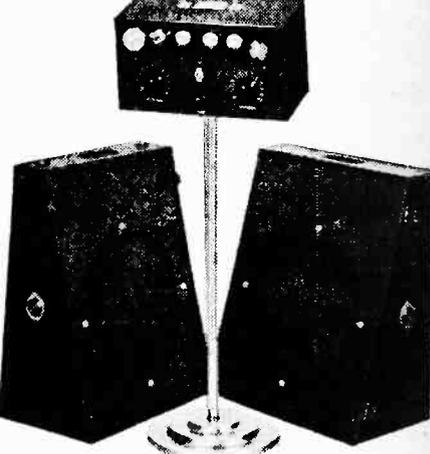
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## Sheet-Music Leaders

(Week ending February 20)

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

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

1. When My Dream Boat Comes Home (Witmark) (1)
2. Goodnight, My Love (Robins) (2)
3. In the Chapel in the Moonlight (Shapiro) (3)
4. With Plenty of Money and You (Harms) (5)
5. Pennies from Heaven (Select) (4)
6. Trust in Me (Ager) (7)
7. This Year's Kisses (Berlin) (11)
8. Moonlight and Shadows (Popular) (8)
9. Rainbow on the River (Feist) (6)
10. Serenade in the Night (Mills) (10)
11. The Night Is Young and You Are So Beautiful (Words and Music) (9)
12. Little Old Lady (Chappell)
13. I've Got My Love To Keep Me Warm (Berlin)
14. You're Laughing at Me (Berlin)
15. There's Something in the Air (Robins) (12)

PHONOGRAPH RECORD best sellers will be found on page 79.

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# English Acts Again Rise Up Against Importations

**English performer group decries increase of permits to foreign acts—plan meeting for discussion of a proposed quota—alien acts lifeblood of English vaude**

LONDON, Feb. 15.—At the recent annual meeting of the Variety Artistes Federation the membership keenly discussed the matter of a proposed quota governing an international exchange of artists. A. V. Drewe, secretary of the organization, disclosed that the number of permits issued by the British Ministry of Labor to foreign performers has steadily increased during the last three years. In 1934, 1,581 permits were issued to foreign acts for English vaude, and in 1936 the permits increased to 2,047 (1,675 for vaude and concerts and 372 for circus). There were 83 present at the meeting, and of this number only two were accredited headliners; three others could be termed international artists; 17 work steadily in English vaude and the remainder have retired, either by compulsion or choice.

The following resolution was passed at the meeting: "That in view of the closing of Continental engagement markets in such countries as Germany, Hungary, Italy and Russia by the imposing of financial restrictions, etc., and the further non-engagement of British Variety, circus and cabaret artists in the United States and the unsatisfactory regulating of the international engagement spheres by the Ministry of Labor, from which government department the general council and executive committee of the VAF submits it can obtain very little adjustment of the situation by the regulating of the appearance of alien artists in Great Britain on a quota basis, the Ministry issuing permits ad lib. where foreign artists' salaries are considered normal or above normal, a special general meeting of the VAF be convened for the purpose of giving the profession an opportunity of reviewing and discussing the position, particularly as there has been a considerable yearly increase in the number of Ministry of Labor permits granted." The meeting is scheduled to take place February 28.

It is only by the continuous influx of American and Continental acts of sufficient drawing power and entertainment value that vaude is still a force in England. Less than a dozen new English headline attractions have been unearthed in the last 10 years. Outside of dance bands, which make occasional appearances in vaude, there are not more than 15 English acts that can command a salary of over \$500 a week. The greatest shortage in British vaude is women singles and there are no more than three who can headline an average bill. Cabaret field is even in a worse position as very few English acts are suitable to this type of entertainment. The circus field is in a similar position.

Many an American act has been induced to take out a road show to play local and provincial theaters, using English acts in their support. Many of the theaters played have been unable to show vaude owing to the lack of suitable attractions. Some of the shows have been sponsored by the National Vaudeville Corporation, closely allied with the VAF.

When a new act, whatever its nationality, opens in England it is immediately canvassed by a representative of the VAF to become a member, with the result that many foreign acts hold membership in the organization.

## Pittsburgh Stanley Shows Back March 5

PITTSBURGH, Feb. 22.—Stanley Theater here is scheduled to resume with stage shows March 5 following a little better than a month of a straight picture diet. Combo policy is slated to be a steady one and not the occasional playing of attractions.

It was originally intended to get the stage shows started this Friday, but a show could not be booked in time. Warner and Loew continue their same partnership arrangement in the booking of the house.

## Dancer Sues for \$25,000

LOS ANGELES, Feb. 20.—Emily Ruelas, Fanchon & Marco dancer, has filed suit for \$25,000 and undetermined costs for injuries assertedly sustained while appearing with a unit at the Paramount Theater here November 28.

## Bookers Feel Act Export

**Seek to lure American acts back home—shortage reason for repeat dates**

NEW YORK, Feb. 20.—With upwards of 200 American acts currently appearing in Europe, bookers here are beginning to feel the shortage of standard acts and specialties. Situation in the States is made more glaring by the necessity of repeating acts in theaters or playing acts out of opposition theaters. The bookers are getting after the agents to try to lure the acts back to their shores, willing to guarantee four or more weeks.

The Wiere Brothers are being urged to return here, the inducement being about six weeks entered into under a commitment by Paramount and Warner. Paramount is also bringing back Tommy Martin, Rosemary Dering and Arren and Broderick, all three to open next month on the same show at the Metropolitan, Boston.

Naturally in buying American acts for Europe only the best are bought, European bookers making trips here frequently to catch the acts. Europe has

## Chicago State-Lake To Continue Policy

CHICAGO, Feb. 22.—McVickers Theater, which has been dark for 15 months, reopens Thursday with a double-feature film policy. House was recently leased from the Chicago Board of Education by the Comet Amusement Company which is a 50-50 partnership between Balaban & Katz and Jones, Linick & Schaefer.

Officers of the new company are John Balaban, president; Walter Immerman, vice-president; Johnny Jones, treasurer, and Aaron Jones Jr., secretary. House will be operated by Jones, Linick & Schaefer under the supervision of Johnny Jones, assisted by Walter Moore.

Installation of a picture policy at the McVickers eliminates the possibility of the State-Lake policy of stage shows and pictures being transferred to this house. Deal is being worked out between Jones, Linick & Schaefer and Balaban & Katz, present owners of the State-Lake building, whereby the present policy will probably be continued for several months.

## Oklahoma City Gets Flesh

OKLAHOMA CITY, Feb. 22.—After several years' absence vaude returns here at Warner Theater, operated by Standard Theaters, this Friday. The Warner is the old Orpheum, for many years a flesh house, which has been used lately for overflow Bank Night crowds for downtown houses controlled by Standard and for road shows booked by Francis Potter Hauser. With announcement of new policy for this house, the Capitol flicker house closed for sublease to women's dress shop.

more to offer the acts, especially England, with the acts getting anywhere from four to eight-week guarantees and some of them remaining over there as long as three and four years.

The local bookers have been quick to admit that the number of American acts in Europe is one of the reasons why they are forced to repeat acts and disregard opposition angles. Acts have repeated at theaters within a month and played out of opposition houses in the same time period. Bookers no longer hold to the year limit in repeating or playing acts that appeared in the town. In town here some acts have played the Paramount, Roxy, State and Music Hall within a year, worked all four spots in that time and with a couple of night spots also thrown in.

# Vaudeville Notes

DAVE APOLLON has gone the Kentucky colons one better and has been made a Texas Ranger by Governor James V. Allred. . . . Nat Nazarro is scheduled to leave for the Coast in a few weeks in advance of Buck and Bubbles, who have some picture deals in the making. . . . Clyde Hager is back in New York from Europe and is due to leave for the Coast soon. . . . The Three Georges have joined the Phil Bloom-Dave Bines unit, *Slums of Paris*. . . . The Duffins have had their European dates pushed back, this time slated to open May 7 in Birmingham, Eng., for six weeks in the Provinces and then following with the Palladium and Savoy, London. . . . Dave Idzal, trustee of the Fox, Detroit, was in New York last week to line up some shows. . . . Al Samuels, formerly of the Samuels Brothers, is now doing a comedy dance act with Olive Andree and appearing abroad. Opened on the French Riviera and followed with dates in Italy and are current at the Corso, Zurich, Switzerland. The month of March they will work the Ronocker, Vienna, and then to England.

WEST COAST ITEMS—Garner, Wolfe and Hakens have been signed for a spot in Republic's *Hit Parade*. Also added to the cast are Rita Laroy and Galanti Leonardo, dance team. . . . Joe Marks is working radio, appearing with Ed Lowry on *Sing Time* on the Coast, succeeding Harry Savoy, who signed for the Eddie Cantor show. Marks was slated for Australia in a Connors & Paull revue. . . . Joe Daniels, in Seattle, is looking for standard acts for his theater and night spot dates in Washington, Oregon and British Columbia. . . . Joe Phillips suffering nervous breakdown at Cedars of Lebanon, Los Angeles. . . . C. B. Maddock, vaude producer, wintering

in Hollywood. . . . Pinky Tomlin leaving for New York and Florida on personal-appearance dates.

MOGUL opened at Shea's, Buffalo, Thursday for two weeks. Joaquin Garay goes into the house this Friday to work in the pit. . . . Louise Massey filled in Sunday for Annie, Judy and Zeke at the Metropolitan, Boston. . . . Estelle Taylor will open at the Trocadero, Hollywood, this Sunday night, with Dudley Wilkerson still at the piano for her. . . . Emile Boreo, Nicholas Brothers and Louis Dreyfus, latter a theater owner in Europe, arrived in New York last week on the Ile de France. . . . Milton Frome and Joan Lee, after 21 weeks in Philadelphia, sailed Saturday on the Prince David for a 14-day cruise.

SYD CHATTON, imitator, was held over for a second week at the Golden Gate, San Francisco. Handled by Wilt Gunzendorfer, of the Thomas Lee office. . . . Willy Costello, who appeared in the pix *Smashing the Vice Trust*, made a personal appearance at the Liberty, San Francisco, with the showing of the pix. . . . James Temple, mentalist, has been booked by Famous Players to appear in Toronto neighborhood houses as a lobby attraction. Contract calls for 10 weeks definite and longer if act clicks. McClure office made the deal. . . . *King's Scandals* unit opens at the Riverside Theater, Milwaukee, March 5, following engagement at the Oriental, Chicago.

HAP HAZARD joined the Mitchell & Durant *Greenwich Village Scandals* at the Lyric, Indianapolis, last week. Molly O'Day, wife of Jack Durant, of the unit, appeared on the Lyric stage the last four days. . . . Nora Lewis, Pittsburgh dancer

## MCA Units for Clubs, Houses

**College Inn and Arcadia shows to play vaude—plan other unit building also**

NEW YORK, Feb. 20.—Supply of units for vaude will be strengthened by a plan of Music Corporation of America to start producing night club floor shows and put them out as vaude units following club engagements. Plan calls for the College Inn floor shows in Chicago to take care of the West, and the Arcadia, Philadelphia, floor shows to look after the East. Other night spots will be offered MCA-produced floor shows. In addition, the local office also plans building units primarily for vaude houses.

Floor-show productions built by MCA are being used at the College Inn under the "Crazy Show" name, with Bill Stein intending to put the units into Western houses following their club dates. He will probably put one out in a few weeks. The Arcadia, Philadelphia, will get its MCA-produced floor show in four weeks, and following a four-week run at the club it will be made into a vaude unit, production numbers and all.

With MCA having a couple of hundred acts signed up, the producing of night club floor shows is a necessity to keep the acts working. Making these floor shows into vaude units is another source of revenue for the office. To take care of its contracted acts MCA is making a practice of demanding that it book complete shows when selling its bands to theaters, with the bookers agreeing to it as long as they can approve the selection of acts.

The idea of building units primarily for theaters is occasioned by the recent addition of Phil Bloom to the MCA staff. Bloom has produced several units in association with Dave Bines and has one currently working, *Slums of Paris*.

## Detroit's Price Boost

DETROIT, Feb. 20.—Sunday matinee prices have been boosted by major first-run houses, including the Fox, Michigan and United Artists. Fox and Michigan both use stage shows. Present boost consists of setting the 65-cent evening rate in effect at 1 o'clock instead of 5 on Sundays. The later hour for the price boost had meant that a box-office jam occurred after 4 o'clock.

## Cumberland, Md., Goes Flesh

CUMBERLAND, Md., Feb. 20.—The Maryland Theater here, operated by Grace Fisher, takes on a vaude policy, starting tomorrow night. The vaude will run from Sunday midnight thru Wednesday, the shows being booked by the Dow office in New York. Estelle Taylor will headline the opening bill.

and one of the organizers of the Entertainers' Association of Western Pennsylvania, has quit the profession to devote more time to her dance teaching assignments in the Smoky City area. . . . Rialto Theater, Beaver Falls, Pa., boasts of having a doorman who has been with the house continuously for 35 years. James H. Carson came on the door in 1902 when the theater was known as the Lyceum and played road-show attractions. . . . Eddie (Bumps) Minetti, veteran comedian, was in Pittsburgh last week looking for a partner. He plans to revive his former Minetti and Darling act. He recently closed with Jimmy Stanton's *Round the World Revue*.

DON CUMMINGS, forced to leave Mitchell & Durant's *Greenwich Village Scandals* at the close of its Cincinnati engagement due to his being under contract to appear at the Chicago Theater, Chicago, expects to rejoin the show in Minneapolis. . . . Maurice and Vincent, who have been touring Europe under the management of Reeves & Lamport, London agents, played the State-Lake Theater, Chicago, last week.

. . . Arthur Boran, mimic-comedian, opens Friday (26) at Fay's Theater, Philadelphia, booked by the CBS Artists' Bureau. This is Boran's second engagement at that house in three months. . . .

**Loew's State, New York**

(Reviewed Thursday Evening, Feb. 18)

Garbo's loving Bob Taylor in *Camille* this week at the State, and the long celluloid burnup that she does for him is cutting in on the house's attention to vaude. The stage show is trimmed to four acts and only 43 minutes. An adequate show that reaches terrific heights with the last two acts, the closer providing a smash. Has two headliners, Wini Shaw and Buck and Bubbles. It's a question as to whether *Camille* is a b-o. picture for the State, and this fourth of the five shows opening day wasn't capacity, altho it usually is. The first two acts were sort of on the spot following a pix of this type.

Duval opens and does a honey of a magic act, altho it's slow-moving, the 11 minutes seeming much longer. The sleight-of-hand Duval is a smart and smooth worker, a mixed team lending a hand. He pulls endless yards of silk out of a small tube and does hand tricks with silks that Cardini does with cigarets.

Wini Shaw, with a picture buildup, is number two, just getting over in that spot and nothing more. That white gown of hers is no beauty enhancer and, in fact, it worked against her on appearance. Her singing voice is just okeh, handling *Delovely*, *Pennies From Heaven* and *The Lady in Red*, the last an encore.

Buck and Bubbles are still doing the same old act. Funny, yes, but they'd be better off by giving it new touches. Also, Bubbles goes overboard on singing attempts, whereas he doesn't give enough time to his hoofing, which is by far his greater talent. Buck still the amusing half-pint. Audience showed their like for the team by a rousing reception at the bows.

*Kitchen Pirates* give the bill its real punch in the closing frame, the adagio quartet being the Stuart Morgan Dancers, one of the finest acts of its kind. The main catcher, Morgan, is nothing short of sensational for his handling of the cute blond flier. Other two boys are expert catchers and throwers also, but can't compare to Morgan. On the whole, the act is one daring adagio trick after another, faultlessly executed and timed beautifully. SIDNEY HARRIS.

**Chicago, Chicago**

(Reviewed Saturday Afternoon, Feb. 20)

Borrah Minevitch and his Harmonica Rascals, fresh from motion picture triumphs, are the box-office draw this week. Also on the stage bill is a cleverly concocted production number in three scenes entitled *Music Americana*, with compositions of Cole Porter, George Gershwin and Vincent Youmans featured.

First scene of the *Music Americana* was the Cole Porter section and had the Frank Bennett Singers, a double mixed octet, grouped on steps as they sang such songs as *Anything Goes*, *Old-Fashioned Garden* and others. The Evans Girls were seen to advantage in a variety of dance steps to other Porter tunes, and Holton Spurr did an eccentric bouncing routine and a pantomimic

satire of a man on a golf course, done in slow motion.

Second portion featured the songs of George Gershwin done on a battery of white pianos, with pianists composed of Irma Lyon, Ruthe Farley, Stanley Stebbins, Rudolph Wagner and Jerry Marlowe. Tunes were *Strike Up the Band*, *The Man I Love* and *Rhapsody in Blue*, among others. Big hand.

Borrah Minevitch and his Harmonica Rascals were interpolated here in order to make stage changes. The combination of the boys in a variety of costumes, with Minevitch attired in his usual checked coat and derby, working before a forest drop looked like a production nightmare from the front, but that didn't stop them from making a big hit with their harmonica playing. Some of the comedy business is nicely worked out, but on the whole there seems to be a little too much horseplay in the proceedings.

Last part of the music production was tunes of Vincent Youmans done by the Bennett Singers and embellished with the Evans Dancers.

F. LANGDON MORGAN.

**Radio City Music Hall, N. Y.**

(Reviewed Thursday Evening, Feb. 18)

Titled *Nutcracker Suite*, stage show this week is tasteful, beautifully produced and possesses a quantity of solid talent. Preceding piece is the symphony's rendition of Offenbach's overture to *Orpheus*, touching off the classic mood of the entire show.

Opening number is *Dance of the Mirtilons* by the Rockettes, a striking turn matched in its precision and setting by the closing turn, *Waltz of the Flowers*, performed by the entire company, including the Corps de Ballet. For nicety of execution and faultless timing the girls are unmatched.

*Chinese Dance*, by Nicholas Daks, Alma Lee and Alice Young, is an Oriental interpretative dance lasting just about two minutes. In this short time it registers impressively as a novelty likely to click anywhere, particularly top spots.

Marion and Erma take the honors in *Arabian Chant*, lavish production number with a striking desert scene set. Team does a slow, graceful acro-adagio turn, the difficult contortions showing up excellently owing to the slow tempo. Appearance here is its first in America and duo should have no trouble being spotted in classy productions. Background of the Music Hall glee club aids the general desert camp effect and furnishes appropriate chants.

*Trepak (Russian Dance)* is a six-minute splash of color and dancing redolent of the gayer aspects of Russia. Production and costumes have verve and dash, the pace never lags and the troupe goes off to fine applause. Included are Hilda Eckler, Maxine Williams, Serge Abagoff, Nicholas Vetoshkin, Leon Fokine, Val Romanoff, William Allen, Rudy Mallinoff, Wasil Wania and A. Brovsky.

Pix, *When You're in Love* (Columbia). House well-filled last show opening day. PAUL ACKERMAN.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, Feb. 19)

Current bill is either one of those budget shows that crop up from time to time, or perhaps the house has hit a snag in its policy of continuously feeding the marquee with names. Next week promises the Four Yacht Club Boys and Barney Rapp. This week it gives five tried-and-true acts of standard vaudeville. Makes for a good, clean, healthy show that is tops for family trade in the nabs but a bit under par for downtowners. In the least, this is one week when the Earle footlights flash unblushed because of off-color material.

Lineup has three turns that have proved their fodder at fairs and expositions. Coming indoors is a happy omen for both the audience and the trade. Opening, midturn and shut hold the Unique Walkmirs, Balabanow Revue and Cilly Feindt and her Horses in that order.

Walkmirs, man and two girls, are indeed unique; sensational, to say the least. Gals do their perch stuff, while male member holds the props. First on his shoulder balancing one maid and then propping the pole on his forehead while both girls spin the handle bars.

Balabanows, four females and a duo of males, present their familiar flash of mixing terps with accordion pushes. Cilly Feindt, billed as the "princess from Paris," delights all between the

ages of 4 and 84 as she puts her two horses thru their dance-trot routines. Acts all well received.

Duce has the Radio Ramblers (Sid Rice, Irving Lane and Sammy Vine). Lads burly their stock mimes of ether and flicker folk. Stuff is too familiar to be too funny but work hard enough to get the customers off their hands.

Next-to-shut gives Harry Burns in a wop-dialect comedy turn, with Virginia Sully, Helen Lockwood and Tony De Luca on the assisting end. Even if he doesn't register a guffaw 100 per cent rates a salaam for never resorting to blue. Gang here liked it.

Running time about an hour. Pix is *The Holy Terror* (20th Century-Fox), a *March of Time* issue splitting billing with the feature. Biz fair. ORO.

**Metropolitan, Boston**

(Reviewed Thursday Afternoon, Feb. 18)

Judy Canova, Sister Annie and Brother Zeke, of Shep Fields' *Rippling Rhythm Revue* aired over NBC, top the bill this week. Patrons liked the trio of hillbilly cutups. Annie went to town with the *St. Louis Blues* on the flats and sharps. Zeke miked a few tunes, and Judy, the fem Bob Burns, read a letter of comicalities and endeavored to show signs of tap terp. The 25-minute session was okeh.

Opening of *Swing Time Revue* shows the Rhythmettes (12) and the Modernaires (6) in *Rhythm of the Latin*, with the male sextet warbling *Sombrero*. Carlton Emmy and his Madwags is one of the most intelligent dog acts ever seen on Hub boards. Canines are quick on the cues, are alert, have nice control, and in many instances show comedy sense. Donatella Brothers and Carmen shine with their musical antics. Boys finger the concertina, while Carmen is an excellent control dancer. Their father is on with the shepherd's horn, and a little later mother comes on for swell tambourine work.

The Leslies are hot stuff on tap delineation and the house went for them. Male third of this team clicked nicely with a solo to *Noia*. Dance interpretation of *Hold That Tiger* was sock. Bang was their tapping on stools, pedestals, and leap-frogging. Rex Weber, who made *Brother, Can You Spare a Dime?* pop, piped it impressively dramatic. Weber, out with droopy plus-fours, doesn't take long to get the customers on his side. With immovable lips, the songs of *If I Love Again* and *Write Myself a Letter*, in part, issue forth in clarity. The press agents remind you that it's a vocal illusion and not ventriloquism.

The Rhythmettes and the Modernaires combine for a kaleidoscopic symphony of light and color, a pip of a production, swaying and rhythmic, to *I've Got You Under My Skin* and *What Is This Thing Called Love?* Modernaires are on a specially built upstage affair faking kettle drum poundings. These lads throuth the show are simply supers with phony guitars and the like. The Royal Uyenos, mixed Jap tumblers and acros, click easy with fast-moving routines. One Jap walks up 12 stairs on his head. Francis Lyons, local pickup, takes care

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of backstage vocal chores during the show and he's okeh.

A better than average Met show produced by Leo Morgan, needed to bolster the picture fare. *The Green Light* (Warner). Biz good.

SIDNEY J. PAINE.

## Oriental, Chicago

(Reviewed Friday Evening, Feb. 19)

Belle Baker, making her first local appearance in over three years, heads the current bill and is proving one of the biggest hits booked into this house in ages. Still possessing the same excellent singing voice that made her a headliner years ago, the audiences this week do not seem to get enough of her work, altho she is generous with numbers.

Occupying the next-to-closing spot, she came on to a hand and started with *It's De-Lovely*, following with a wop dialect song that had 'em laughing loud and hard. A cycle of old songs, such as *Alabama Bound*, *Down on the Farm*, *All of Me*, *Blue Skies*, *After You've Gone* and others, brought back memories of the two-a-day and were put over with great showmanship. Another comedy number, *Ginsberg of Scotland Yard*; *Pennies From Heaven*, a few stories, and *Good Night, My Love* made her a show-stopper. Very heavy applause.

Saul Grauman and Company, four women and a man, preceding Miss Baker, also were a sock hit. Sunny Ray and Kay George did a tap routine and challenge stuff; Kay Hoevel did a tap acrobatic with splits and cartwheels, and Ray and George were back with a fencing number before Grauman introduced his musical stairs, on which he and the four girls played tunes on bells as they danced on the steps. An effective radium routine combined with the silver glittered equipment makes the novelty a swell flash. An easy hit.

The Hild Girls opened the show with

an attractively costumed number and were followed by Al Libby and Betty with a good array of cycling tricks. Al Bottorff, a youngster attired in white, showed great talent and technique on the xylophone and did some fine malleting in the deuce spot to good applause. Ken and Roy Paige filled the next niche with knockabout comedy and eccentric dancing and were well liked, and Frank Libuse and Company had them howling with clowning and nut comedy in the closing spot.

F. LANGDON MORGAN.

## Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Feb. 17)

Al Shayne's *Rhapsody in Blue Revue*, running 49 minutes, shared honors with two flickers, *Legion of Terror* and the *Three Mesquiteers*. Bert Van Dewen emceed the bill, and the Blue Ramblers Band, augmented by house musicians, worked in full stage and served as a background for most of the numbers. Show ran smoothly and, while not of socko proportions, pleased the local fans. Music makers were dressed in blue jackets and would have made a better appearance if they did not appear quite so listless. The band is scarcely fair but managed to furnish what music was needed for this production.

Andreelita, Spanish-appearing girl, opened in an attractive golden hula-hula costume. She did a variation of a carnival cootch, but neatly. Al Shayne, working in one, soloed several numbers, including *Sing, Baby, Sing*; *Good Night, My Love*, and *With Plenty of Money and You*. His voice is not rich but it is robust and he knows to sell a number to good advantage. Took a nice hand here.

A mixed skating team, the Two Kays, worked on a platform and displayed some clever roller-skate acrobatics but need greater poise. More adept showmanship would have sold this act to better palm petting from the fans. Iris Stuart followed. She was garbed in a sailor's uniform and did some comedy hoofing which met with lukewarm reception.

Two lovely blondes, Watkins twins, did a hoofing turn and earned warm response. One number in particular, with ankles cuffed together, went over neatly.

Andreelita and Art Bongor, senorita and hillbilly, teamed together to mutual advantage. They worked hard for comedy effects and achieved them. The girl, dressed in a fetching orange gown, did some fancy hip tossing, while Bongor displayed his musical technique in playing a balloon, musical saw, bicycle pump and a hose which had a flute attached to it.

Emsee Van Dewen, who makes a nice appearance, wasted whatever comedy talent he possesses by his delivery of several offensive bathroom lines. He did a bit of rather ordinary hoofing on a set of stairs to a limited hand.

Seven Sensational Jordons, acrobatic turn, consisting of six men and a woman, did several routines. Act, which ran five minutes, was highlighted by a jump from a ladder to a teeterboard which sent the man on the other side to an elevated chair. Act possesses punch but would benefit decidedly by a bit more zip in the first two minutes. Jordons received the strongest hand on the bill.

Venita St. Claire, adagio dancer, was out due to a strained back.

BENN HALL.

## 125th Street Apollo, N. Y.

(Reviewed Friday Evening, February 19)

Clarence Robinson's current revue here, starring Lucky Millinder and his Mills Blue Rhythm Band and the Nicholas Kids, runs an enjoyable 65 minutes and offers a well-rounded bill of fare despite a top-heaviness in singing talent.

Following the opening flash, Cora La Redd, with dynamic personality and infectious grin, sings and trucks her way to a good hand. Barrington Guy, baritone, pleases with a lusty rendition of *My Caravan of Love*, which preceded an Arabian production number executed by the line in colorful costumes and with peppy precision. Setting also served to introduce the Liaseed Troupe of Arabs, who astounded with their fast and furious tumbling and acro work. A series of pyramid building was highlighted by the understander upholding the remaining 10 members of the troupe. Act was good for solid applause.

Mae Alix failed to convince entirely and had to be satisfied with lukewarm returns. Her ballads and blues num-

bers lacked fervor and her Zazz-Zu-Zazz offering worked no charm. It might also be suggested that Miss Alix restrict herself to mike singing.

Comedy scenes and blackouts were done to perfect satisfaction, as usual, by the dependable triumvirate of Mason, Hawley and Brooks and assisted by Vivian Harris.

Nicholas Kids had no trouble tying up the show with their expert dancing, personality and the hi-de-no-ing of Hal, the small one. The big fellow has developed into quite a showman, practically overshadowing the cuteness of the smaller brother. Introduction of their mother was all that was needed to thoroly win over the customers.

Lucky Millinder and his band worked the entire show and were accorded the expected reception. Not quite as hot and blasty as some of the other bands that show here weekly, they satisfied nevertheless the itchiest nut of "jam" in the house. Solo bits by Billy Kyle at the piano and by "Cousin" on the trumpet were well received. Band first did two numbers, *Prelude to a Star* and a medley of Southern airs, and was followed by Julia Holloway, making her first appearance on stage, singing *Good Night, My Love* in a clear but nasal voice that seemed to please and was recalled to do *My Last Affair*. Chuck Richards, featured vocalist of the band, got off a brace of tunes in a rich baritone of excellent quality and dramatic in its delivery. Band wound up with *Ride, Red, Ride*. Millinder has a gracious stage personality.

House was well filled for dinner show. Film fare was *Woman Wise*.

GEORGE COLSON.

## Earle, Washington, D. C.

(Reviewed Friday Evening, February 19)

Only 45 minutes long, but best all round stage bill in some time at Earle this week. Program moves along at brisk pace, fare is varied, and participants know their business. Roscoe Ates in "name" spot, screen item *Green Light* (WB), with good biz at supper show opening day.

*Variety Gambols*, swift acroterp turn, has opening niche with group a natural for warm-up position. Three women, four men in succession of neatly done tumbles and flying dive items that score well, but they do so much so quickly that house is hand or two behind. Work up to use of camouflaged net for bouncing flips that are tops in timing. Company offers acro that is far easier to take than most.

Socko dog act. Helen and Robert Williams with Red Dust, next on, girl's sock chore being entrance with chow as neck-piece. After few minutes of hoke, Williams announces limber work as canine's forte. Dog bent into all position on table, holding them, then yanks and tosses which demonstrate relaxing talent and muscle control that is little short of amazing, one-leg balance on man's raised hand being best. Williams begins to jump rope, pup joining in after protracted hind-leg walking for smash finish.

Feature hole finds stuttering screen comic, Roscoe Ates, with Marguerite Fely as foil. Enters alone for several gags which go okeh, after which gal on for several more, then away. Ates finishing with fiddle nonsense which rings in ork. All fair enough. Hand is good, apparently on recognition from flicker performances.

*Song Writers on Parade* closes bill, Charles Tobias, Al Sherman, Murray Mencher, Gerald Marks and Walter Samuels, Tobias emceeding with others at four grands in line across stage. Each takes spot and mike to play and sing (Tobias vocals for Sherman) their best efforts, audience responding generously. Tobias gives out on his own numbers as final, other boys working ivories, with close on his latest, *Gee, You're Swell*. An ace line-up, with every piece in each of medleys a hit, and house recognizes them all with hand.

CHRIS MATHISEN.

## Paramount, New York

(Reviewed Wednesday Evening, Feb. 17)

The number one band of the recent house poll here, Guy Lombardo and his Royal Canadians, is the current attraction, sharing top position with the *John Meade's Woman* picture. In for two weeks and it looks like it will be good box-office, this fifth show opening day playing close to capacity. Stage show runs 43 minutes and is good entertainment, tho nothing of the bang-up variety. As quiet a band as Lombardo shows conclusive proof of the need for specialty acts with this policy, the three specialties

doing much to give the show a lift, especially with the sock provided by Rufe Davis. Lot of other items sandwiched between the pix and stage show, comprising three shorts, the newsreel and Don Baker's organ accompaniment for an audience songfest, an usher doubling at a vocal solo.

Lombardo's 12 men are clad in red jackets, and the instrumental lineup comprises two pianos, drums, guitar and eight horns, taking in tuba, saxes, trumpets and trombones. The sweetest music this side of heaven, yes, but Lombardo wasn't wise in his selection of songs. Playing a tune like *Liebestraum* without any fiddles in the lineup doesn't jell, nor does *St. Louis Blues* with muted horns and sweet syncopation. However, the band is the last word when handling the Irving Berlin tunes from *On the Avenue*. It's honey sweet, the type of music that pours romance into your soul or wants to make you glide around a dance floor as tho you were on air.

Lombardo music in a theater for any long stretch of time would be tiresome, but luckily the three specialty acts are spotted wisely to perk up the going. Not so forte on accompanying acts, off on Burton's Pierce's second number and not giving much blues value to Virginia Verrill's songs. Lombardo even muffed some of the announcements. House liked the band, tho, giving it a big hand coming and going, but the biggest hand went to Rufe Davis.

Pierce, doubling from the Hotel Biltmore, does two tap numbers, apparently styling his work along Paul Draper-Fred Astaire lines. A lot of leaps and covering a lot of stage space. Miss Verrill has a pleasant singing voice, deep and throaty, her forte being blues. She should stick to that type of song and not try any ballads that call for falsetto notes. Davis is a big hit with his barnyard delivery and what's more outstanding mimicry talent. He didn't have any trouble in getting over with the folks and he had difficulty in taking his leave. A lot of charm in this lad's performance, charm that's built around showmanship. Teri Josefovits, concert pianist, is at the grand piano in the music room of the mezzanine lounge every evening from 7 to 9:30.

SIDNEY HARRIS.

## Roosevelt, Pittsburgh

(Reviewed Tuesday Evening, Feb. 16)

Larry Steele's *Harlem Swing Express*, new unit which is to cover the tri-State area around here, opens with a swift musical imitation of a speeding locomotive. The 10-piece band on stage continues to run a high temperature for the opening spec, in which a shapely chorus, the featured comedian and a dancer are spotted. A nice routine, bolstered with hard work that is typical of colored performers. Steele remains on the stage thruout the show, emceeding the affair in an engaging manner.

Lorenzo Robinson, dramatic baritone, scores with his Dewey Washington ver- (See VAUDEVILLE REVIEWS page 23)

## Century, Baltimore, Back to Pix Policy

BALTIMORE, Feb. 20.—Loew's Century Theater here shelved its stage shows and reverted to a straight picture policy Friday. Flesh exited after a two-week return. Operating department of the circuit claims that vaude is not out of the house altogether, that an attraction will be played whenever a picture needs it.

The two weeks of a combo policy were heavy losers, the feature pictures being weak on both weeks. Town's biggest play is being given the Hippodrome, independently operated by Issy Rappaport.

## Ritzes for N. Y. No Deal

NEW YORK, Feb. 20.—Ritz Brothers are not likely to make a personal appearance here, deals flopping for both the State and Roxy for the week of March 5. State went to as high as \$6,000 for the trio and the Roxy boosted its ante to \$7,000. Latter price was okeh with the Ritzes, but the demand by the latter for an A picture was not okeh with the Roxy.

## Waring To Play Kansas City

KANSAS CITY, Feb. 22.—The Mainstreet Theater here continues to get occasional stage shows, the Fred Waring Ork being booked for the house week of March 19. Band plays this town on its way to the Coast, where it is scheduled to open March 31 at the Golden Gate, San Francisco.

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# Reviews of Acts and Bands

## Bob Clayman and Orchestra

Reviewed at the Gold Room, Roosevelt Hotel, Pittsburgh. Style—Dance band.

Instrumentation: Piano, Ross Hall; bass, Jack Krostyn; drums, Tommy Noll; guitar, Dave Gifford; trumpet, Sally La Perche; trombone and vocalists, Milt Clayman; fiddles, Henry Silverman, Eddie Simon and Harry Singer; saxes, Jimmy Rudge, Bob Alles and Gene Snyder. Arrangers are Bill Snyder, Hall, Eddie Beck and Chester Biven.

Outfit recently concluded a successful engagement in Atlantic City and has gone a long way in establishing a name for itself as a swing band of the light string variety. While La Perche, an expert trumpeter, is featured in several numbers each session, the three fiddles soften the blatant pop tunes and furnish a captivating mellowness that is a treat to dancers. Clayman is proving himself a very capable leader, piloting his boys in veteran fashion.

Originally booked in for Saturday nights only, band is now playing also on Fridays, and to great business.

S. H.

## The Parisian Divorcees

Reviewed at Plaza Cafe, Pittsburgh. Setting—Floor show. Style—Dancing. Time—Six minutes.

A very unusual turn is furnished by these five shapely beauties, who can well compete with colored dancers in speed and feverish routines. Girls form the fastest stepping chorus seen here in a long time and keep things going at lightning pace.

At this club they were sandwiched in between acts, doing three members. Open with a clever cowboy number, in which fast strutting is mingled with some teasing among front-table customers. Return for some neat trucking and close with a sock version of *Nakasakt*. Went over big.

S. H.

## Julie Jenner

Reviewed at the Paradise Restaurant, New York. Style—Singing and dancing.

Miss Jenner, a young and pretty brunette, is a former chorine now working her way into specialty roles. Leads the chorus numbers here and makes a nice impression.

A shapely and attractive girl, she leads the dances with the proper vim and charm and in the singing portions reveals a pleasing low voice. Sang *Swing for Sale* here and handled it nicely.

On looks alone she rates a picture test.

P. D.

## Johnny Russell

Reviewed at the Paradise Restaurant, New York. Style—Singing.

Russell is a young singer who has several spots here and who also breaks the ice by introducing the opening number, current show lacking an emcee.

Russell has a pleasant baritone voice that is at its best in the upper tones. When dropping too low it becomes uncertain, as tho he wasn't sure of himself. He should correct this unevenness as it detracts from the more pleasant quality of his vocalizing.

Has the appearance and seemed to make an okeh impression here.

P. D.

## Hix and His Sizzling Six

Reviewed at Apollo Theater, New York. Setting—Full stage. Style—Novelty band. Time—Fourteen minutes.

A seven-piece outfit of drums, piano, clarinet, guitar, bass, trombone and trumpet (Hix) that is eager to earn a reputation as a hot, swingy jam band. Started off here rather unimpressively, but by end of act had warmed up considerably and gotten under audience's skin with contagious rhythm output and ingratiating manner of dispensing same. The group is only mediocre in co-operation and harmony as a unit, but individually each man is a hot instrumentalist, particularly the clarinetist and the drummer. Latter has also a way of grimacing that works in very effectively with the attempts of the band. Hix leads with the trumpet, offering hot hooks, and does all his announcing in

that confidential "hope you're going to like it" manner. His vocalizing is ordinary, assaying a tricky delivery in a hushed, mouth-close-to-the-mike technique. Offered four numbers, *With Plenty of Money and You*, *Sweet Sue*, a special arrangement of *Old Man River* and *Marie*.

G. C.

## Tanya

Reviewed at Apollo Theater, New York. Setting—Full stage. Style—Acrobatic and contortion. Time—Five minutes.

Colored miss, working with little more than nothing on and endowed with better-than-usual figure for one doing that kind of work, offers remarkable slow-motion acro and contortion stuff. She is one of the limberest double-jointers seen in some time, selling her routine acro work with studied effortlessness and tying herself up in amazing contortions that are at once ludicrous as well as seemingly impossible. Went very well when caught.

G. C.

## Alto Oates

Reviewed at Apollo Theater, New York. Setting—Full stage. Style—Singing. Time—Six minutes.

Dynamic colored blues singer, shouting, with expert and telling effect, torrid numbers that took the audience's fancy pronto.

She has no voice to speak of and hardly is the picture of pulchritude, but the way this gal handled her lyrics and delivery worked wonders that no sight appeal could have done. Sang two numbers and an encore, *Harmony Man* being her best.

G. C.

## Jessie James

Reviewed at Apollo Theater, New York. Setting—Full stage. Style—Whistling and dancing. Time—Four minutes.

Colored fellow, small in size, getting about on crutches, being paralyzed from the hips down with only partial use of one leg, opens with whistling exhibition

that incorporates the imitations of trillings of various singing birds. This bit is uncannily realistic and beautiful as well as novel.

Last half of act is taken up by a tap-dancing bit accomplished by the tapping of his one usable foot and the thumping of his crutches. He is constantly on the move during the entire dance and performs miracles in agility and retaining of time and rhythm. Worked to a thunderous hand when caught.

G. C.

## Art Bongor

Reviewed at Folly Theater, Brooklyn, N. Y. Style—Comedy and musical. Setting—Full stage. Time—Ten minutes.

Bongor, doing hillbilly comedy, had Andreelite, dark, Spanish-type gal, to work with him for part of his act and a band, Blue Ramblers, was in the background. He makes a rube appearance, with a flowing tie and corny lid, and possesses a personality that enables him to deliver this type comedy. In addition to gagging and comical fiddling and soloing, he played a variety of strange musical instruments, including a balloon, a flute attached to a hose, a bicycle pump and the ever-present musical saw. While not an act in the socko division, Bongor entertained the cash customers here and took a nice hand.

B. H.

## Irene Beasley

Reviewed at the Paradise Restaurant, New York. Style—Singing.

Miss Beasley, who has built up a rep in radio and vaude, was quite a disappointment when caught here.

Holding the featured singing spot in the big floor show, she failed to sell herself, running thru her lyrics as tho she were in a terrible hurry and naturally failing to get the most out of them. Backed by her own male pianist, she offered *Until the Real Thing Comes Along*, *With Plenty of Money and You* and *Pennies From Heaven*. A tall blonde with a bit of Southern accent, she sings in casual, quick and surface manner

which can hardly compel attention in a noisy cabaret.

It wasn't until she returned to lead the finale number, in which she warbled Peter De Rose and Sam Lewis' ditty, *Half of Me*, that she really made a solid impression. Then she used her keen sense of rhythm and vigorous, almost masculine, personality to best effect.

P. D.

## Richard and Carson

Reviewed at the Paradise Restaurant, New York. Style—Dancing. Time—Four minutes.

Here's a young and nice-looking mixed team that does better-than-average tap dancing. Girl is a vivid and attractive brunet, the team looking excellent in smartly tailored costumes, plus hat and cane.

Opened here with a tap-strut and cane-twirling number that includes a few slick one-leg-frontover-and-twists by the girl. Then they offer a novelty number in which they tap over two rows of miniature hurdles, strutting off to a good hand.

Ought to have no trouble getting by in any floor show.

P. D.

## Janis Andre

Reviewed at the Paradise Restaurant, New York. Style—Nude dancing.

Possessor of a beautiful body, Miss Andre can also display it to excellent advantage. She is a reddish-haired young girl of firm, sculptural proportions who can show her figure in graceful manner.

Unlike most nude dancers in night clubs today who can do little more than flutter around, Miss Andre is able to give her *Lady Godiva in Park Avenue* number a definite quality thru her ability to dance. Uses her arms and hands to fullest advantage. The dance, incidentally, ends with her mounting a white pony on a treadmill, which is a flashy and effective bit in the show here.

Is also featured in the *Gloomy Sunday* number in the last performance, this one being a holdover from the previous show.

P. D.

## Additional Night Club Reviews

### Flamingo Club, Orlando, Fla.

The Flamingo is a ritzy rendezvous for the best people around Joe Tinker's home town. Sam and Julia Warren have run it the past seven years. Julia, still young and beautiful and an exquisite terpsichorean in her own right, knows how to balance her floor shows for best results.

Opens with Anita Conrad, pint-sized acrobat, doing a honey of an acro waltz. Technically and gracefully okeh.

Vincent Haydock went over with a rush in a knockout fast tap. Works at lightning speed and rattles off an unbelievable wad of taps with ease.

Billie Fargo, striking brunette, furnishes warbling divertissement with a pleasing rendition of *Trees*, encoring with *Night and Day*.

Helene and Raoul, extremely personable ballroom team, rated appreciative applause with a sophisticated routine to *Stomp'n' at the Savoy*. Smart wardrobe, combined with youth and attractiveness, makes this one of the most promising of the younger ballroom couples.

Closing the fiesta come Miss Conrad and Haydock in a rhythmic tap which netted enthusiastic palm patting. Seemed to be well liked here.

Hal Barber, emcee, does a swell job on the gabbing assignment, his informal manner and natural wit making the customers feel at home, while his soft-shoe rhythm numbers and Astairish style earned him a well-deserved hand.

Fred Auwater's seven-piece ork, a swingy outfit, plays nice stuff. The folks liked the old but always popular novelty *Sweet Sue* played on bottles. Al Wilson and George Vogt, ork boys, plug between dances with nice vocalizations.

Seats around 300 and full house on

Saturday night when show was caught.

W. H. C.

### Blue Fountain Room, Chi

This room, located in the LaSalle Hotel, is one of the prettiest dining spots in the city. Of Neo-Classic architecture, it is decorated in blue, white and ivory, with statuettes in lighted niches in the walls. The salmon-colored leather chairs form a pleasing contrast and the room is lighted by pink lantern-effect ceiling lights. At one end is a large cocktail bar. Cuisine, of high standard, is reasonably priced and excellent service prevails. The small floor show was just recently installed.

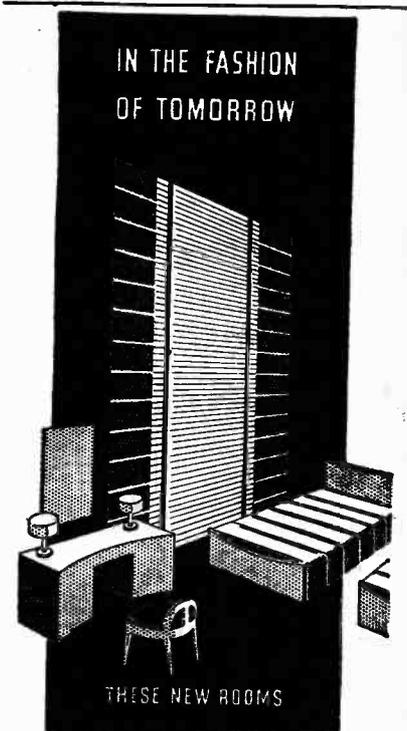
The King's Jesters, six men and Marjorie Whitney, vocal soloist, occupy the band stand. Long favorites of Chicago diners, they continue to entertain royally with novelty arrangements, vocal ensembles and some clever special lyrics. One of their best is the *Fanny* song. During the show Miss Whitney soloed with *Stardust*, and George Howard, Jesters' drummer, introduced the acts.

Wayne and Lorraine, man and woman, opened the show. Neatly attired in white costumes, they did a fast tap number to *It Don't Mean a Thing with acrobatics*, following with another fast routine to *I Can't Give You Anything But Love, Baby*, leaving the floor to a very good hand.

Fanchon and Fanchon defied the laws of gravity with unusual feats of balancing. The girl in the act mixed contortion work with her balancing. Among the tricks was a split while doing a hand balance, a marvelous backbend and a one-leg balance on top of the man's head. Big hand.

An added attraction among the tables is Margaret Arrow, numerologist.

F. Langdon Morgan,



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CHICAGO

## OUT-OF-TOWN OPENINGS

### "Satan's in the Pantry"

(Washington)

By Theodore Tiller II. Staged by S. Wesley McKee with set by Hugo Inden. Presented at the King-Smith Studio Playhouse for a week's run beginning February 14.

Cast: Helen Shields, Arthur Rhodes, Ann Garrett, Anne Ives, Mabel Owens Wilcox, Mary Lou Taylor, Halford Davis, Gordon Backus Jr., Harry Schonrank, Alonzo Hauser, Murray Sheehan, Whitney Atchley and Theodore Tiller II.

With New York showing allegedly in view, youthful local playwright unveils thoroughly slap-happy study of a thoroughly slap-happy family, Papa's biz (ice skates, skis, etc.) is deep in warm-weather slump, so shekels from novel-writing sideline will be beaucoup welcome. Wife's cousin and 32-year-old still-unwedded daughter come for surprise visit, disrupting household; last two chapters of that important manuscript are lost; big brother elopes with little brother's gal, and final curtain follows finding of missing stanzas in those mattresses that were sent away for reconditioning.

Tiller doesn't get around to thinking about plot until second act is well under way, and then leaves it to shift for itself, with very little shifting to be done. Only merit of opus is inexhaustible succession of hilarious lines. Fast and furious dialog, with author letting bit of action creep in now and then, possibly as relief. Humor is sparkling and omnipresent, Tiller impressing as a naive Coward. Two sweet character roles in piece, lady of the house and maid-of-all-work. Unsophisticated but completely funny lineage gives it fair chance.

Top-flight local cast, several boasting pro stints, handle chores ably all along line. Mathisen.

### "The Meal Ticket"

(Philadelphia)

A new comedy in three acts and four scenes by Herman J. Mankiewicz, presented by Richard Myers and Richard Aldrich, staged by Harry Wagstaff Gribble, settings by John Root, at the Erlanger Theater, for 10 days starting February 17.

Jean Casto, Peggy French, Ralph Morehouse, Joseph Greenwald, Raymond Roe, Charles King, James Larmore, Leona Fowers, Ruth Holden, Francis Hart Jr., Robert Rheinhardt, Oscar Sterling, Edna Peckham, Aileen Poe, Philip Bourneuf and Clifford Dunstan in the cast.

Mankiewicz, since he left off reviewing films, has undoubtedly pounded out some great scenarios. His latest effort, *The Meal Ticket*, as an entry in the legit fold, falls short of every expectation. What Kaufman and Hart have done with the Sycamore family in *You Can't Take It With You*, Mankiewicz has failed to do with the Sinclair family, ex-vaudevillians now living off the fat of flickerville. One cannot help speculating what Kaufman or Hart might have done with a clan that includes an acrobatic grandmother who was the cartwheel champ on the Pantages; her son and daughter-in-law, whose Indian club juggling was always good for the deuce spot; their daughter, two-take Dorothy, the director's joy, whose picture starring means a meal ticket richer than a date at the Palace, and a fellow trouper who as Marko the Great Magician always headlined the bill and, now a millionaire realtor, still practices his legerdemain as a practical joker.

As if that wasn't enough for a circus, there is little Wilbur Sinclair, who makes Peck's bad boy look like a saint. And for good measure, the author has rung in several standard variety acts. Last but not least a Dumb Dora.

With such surefire tools Mankiewicz proved a poor craftsman. His only sermon, sold poorly, is to point out that the glamour gals of the killegs are but puppets, a "meal ticket" for the rest of the family. When the bubble bursts Dorothy runs off with a young doctor to get married and stay at his side in Africa rather than running off to New York to do a play. The author lets the Sinclairs down. No meat for the punch; only tears where wordage was necessary to intensify the climax.

Best curtain rings down on the second act. Marko goes Cohan two better, and a flock of pigeons to boot. Figuring that the American flag wouldn't suffice, he also waves British and French banners. Cream of the wit was assigned to Leona Fowers as Grandma Sinclair.

# From Out Front

By EUGENE BURR

The Dickstein Bill, like death and taxes, seems inevitable. Long, long ago, when the mists of time obscured the foundations of Radio City, when *Tobacco Road* wasn't even a glint in Jack Kirkland's eye, Representative Samuel Dickstein conceived the idea of his bill. In those faraway days the depression (which roughly corresponds to the dragon in even older legends) was ravaging the land, and Saint Franklin was tilting at it with the long lance of Americanism. Floods of nationalism swept the land; bloody shirts (to be waved violently in Congress) retailed at a dime a dozen; bishops, beggars and even business men stood on corners saying: "What can you expect if you let the money leave the country in the hands of furriners? America for the Americans—that's what I say!"

Representative Dickstein bowed his sensitive head before the flood of popular opinion. Other people were introducing bills, so he decided that he too might as well introduce a bill—several bills, in fact. Looking about for people who might be saved from the inroads of the furriners, Representative Dickstein hit upon performers. Performers, not expecting to be hit upon, were unprepared and couldn't do anything much about it.

Representative Dickstein introduced his bills and nothing happened. Representative Dickstein, undaunted, kept on introducing his bills—and nothing kept on happening with alarming regularity. Sometimes (perhaps frequently, but one gets confused on these things) the bill or bills died in committee; sometimes they passed the House; sometimes they got to the Senate and, so far as anybody could learn, were quietly and discreetly forgotten. But Representative Dickstein, his mind's eye fiercely fixed on that other legend, the one about Bruce and the spider, determinedly continued his reintroductions.

The wave of militant Americanism passed; bishops, beggars and even business men slowly regained what is known as their sanity; people began to realize that economic rehabilitation depended on their own efforts rather than on their ability to prevent other people from making efforts; the dragon of the depression lost his old vim; things began to find footing in the slippery mud of theorizing and panic. But Representative Dickstein kept on. Of determined men he was the most determined; undeterred by changing public vagaries, by the howls of the irreverent, by the lack of need for his bills or even by a sense of humor, he continued his reintroductions at each Congressional session. One can see him standing firmly by his desk, his mouth drawn tight in determination, saying grimly to himself: "No his desk, his mouth these bills may die in committee, their final death will be simultaneous with my own!" That is the sort of stuff that built the Great American West.

The Dickstein Bill, as you may have gathered, is up again. It has been changed since its childhood long ago, for the inexorable hand of time is exigent even upon Congressional bills. But in substance it is still its old courageous self—furriners should be kept out of the sacred confines of American theatrical art, unless they have some special talent to recommend them, such talent to be determined by the eagle eye of the Secretary of Labor.

Time was when I used to get excited about the Dickstein Bill. In this corner, many years ago, appeared flaming articles concerned with the needed internationalism of the stage, the necessity for foreign talent, the way in which foreign actors actually provide jobs for many Americans who would not otherwise work. Some point was also made of the theory that the best way to keep foreign performers out of American theaters is to develop American performers who are better than the foreigners. It was all very violent and exciting and youthful.

Now things seem different; one gets used to anything, even to a Dickstein Bill. It is quite possible that this year the bill may finally pass. That would be a disastrous thing for the legitimate stage; but a reporter, grown very weary in his incessant warfare upon teeming hordes of bad plays, feels only that, disastrous as it would be for the theater, it would at least insure the fact that never, never again, in all the long road that lies before the United States Congress in its various future sessions, would a Dickstein Alien-Actor Bill be introduced. And that seems, after all these years, a fantastic but very desirable thing.

Also, this corner, mellowed by fast-increasing age, almost finds itself favoring the bill—if certain specific amendments are made. Everyone knows that Equity is at present handling the alien actor situation in an admirable way—rigid and strict in its rulings, but intelligent and fair in their enforcement. Everyone knows that the Secretary of Labor faced with the task of seeing talent in foreign performers would probably go nuts. Everyone knows that there is a thing down in Washington called red tape that is used to bind all honest administration such as that used by Equity in the alien actor question. Everyone knows that the passage of the bill in its present form would be disastrous to the legitimate theater.

But everyone also knows that in other fields (where there is no Equity to oversee intelligent enforcement) there are flagrant abuses. Everyone knows that films bring over obscure European players and with the power of picture money build them into stars. Everyone knows that almost any American girl, given the publicity and the training accorded Simone Simon, could have become as great. There the situation is entirely different.

So it would seem that if we stick our necks out beyond our own narrow balliwick we can see some use in the bill after all. It simply appears that Representative Dickstein, with the earnest muddle-headedness that so often characterizes Congressmen, has played up the wrong angle by concentrating a large portion of his attack upon the legitimate field.

Since other fields need some sort of control and since Equity is a shining example of intelligent administration (in this respect, anyhow), why couldn't the whole thing be solved by an amendment to the bill, placing the administration of it in the hands of established performer organizations? Thus Equity would retain control in the legitimate field, and the Screen Actors' Guild would see to the administration in the picture field—which would be an excellent thing. Or in fields where there was no such accepted body why not provide that administration be left to a group of people who know the field, the makeup of the group to be rigidly restricted to so-and-so many performers, so-and-so many managers, etc.?

It sounds in this corner like a logical idea. Perhaps it can be incorporated in the Dickstein Bill at some future date—say when the measure comes up in the session of 1938.

All at the expense of Hollywood and all biting in the right places. Sounded like Mankiewicz wrote her lines first and then used the rest of the play as a filler. If he can do as much for the others in the cast Myers & Aldrich can chalk up a smash hit, but only then. Joseph Greenwald is convincing as the magician. Peggy French as the meal ticket has a weak slice, and never extends the limitations of her part. Charles King, of musical comedy fame, fits the daddy role and should pep the pace of the play once he is sure of his lines. Juvenile Raymond Roe, as Wilbur, registered a stand-out performance, comparable to that of Miss Powers and Greenwald. Jean Casto, cast as the Dumb Dora gold digger, and Phillip Bourneuf, in a drunk bit, make the most of meager morsels. Oro.

### "Glory for All"

(Philadelphia)

A new play in three acts and four scenes by Nat Perrin. Presented by George Jessel. Staged by Frank Craven. Settings by P. Dodd Ackerman. For one week, starting February 8 at the Erlanger Theater, Philadelphia.

Charles La Torre, Hayden Rorke, Harry Bellaver, J. Ascher Smith, James Lane, Jack Irwin, Theodore Hecht, Kate Wariner, Donald MacBride, Ruth Lee, James R. Waters, Eddie Hodge, Roy Gordon, Montgomery Harmon Jr., Cecelia Loftus, Marcus Jefferson, Diana White, Hobert Garfield, Pierce Longworth, S. Lotito, Larry Oliver, John Craven, Thomas Dillon and Frank Coletti in the cast.

Authors in search of a story had nothing on Nat Perrin, who has a flock of

gags that go begging in search of a play. Poking fun at politics with a scriptful of poolroom jokes is an agreeable pastime, to say the least, for a poolroom gathering. But firing them across the foots only makes for an agreeable evening to some and stamps *Glory for All* as a great play to none. Every character goes comic to milk a laugh a line, with the play be hanged.

There are no axes to grind, only simple statements of fact. The pointed satire that made *Of Thee I Sing* a prize winner is an unknown quantity in *Glory for All*. Instead it gives belly-rumble lines, most of which depend upon the baser elements in human nature for the response.

It gives us "Honest" John Hogan, a political tycoon in an unnamed city which might easily be any American metropolis where voters inherit constitutional rights to elect their own officers. Hogan is the power behind the mayor, whose ambition is to become an eagle scout, except that Boy Scouts are too young to vote. His throne crumbles when he sells a judgeship to a lawyer who once read a book on ethics and believed in it. The reform party brushes Mayor Tobey out of office and the Hogan gang out of power. But Hizzoner comes thru for the party in the last act, and "Honest" John Hogan is once again on his way with a sure-fire slogan, "Reform the Reform Party."

Altho staging credits are programed to Frank Craven, the guiding hand was really that of George Jessel, Craven reported as being ill. And if nothing else, Jessel is acquiring experience in that direction for his new movie post at the stage's expense. While the same program marks the entrance of Jessel in the ranks of theatrical producers, the telephoning-to-mamma comic doesn't shoulder the blame alone. Perrin, who has written many of Eddie Cantor's movie scenarios, had the play optioned by the Theater Guild. And after their passing it up Jessel saw to it that young Perrin would realize his ambition and rung in a list of backers that would make a marquee reader dizzy. Reading from left to right, angels include George Burns, of Burns and Allen; Bert Wheeler, of Wheeler and Woolsey, and Jack Benny, of Jello. What glory they expect to reap from this one will remain a theatrical mystery.

While the majority of the cast did their work as called for, with the usual first-night quota of slips, stand-out performance was registered by Cissie Loftus, as Ma Morgan, mater of a gangster who is paroled by the reform party for their cause.

Once this play is written as a play, and not as a movie scenario or a radio script, it should provide glory for all. The spark is there, but no fuel to ignite it. In its present state it can only serve as a tonic for the man too lazy to turn the pages in the comic supplement of his Sunday paper. Oro.

## IA Janitor Plans Will Meet Snag

NEW YORK, Feb. 20.—Attempts of the International Alliance to organize theater janitors may hit a snag here. The Building Service Employees' International Union has chartered Local 32J to organize office cleaners and theater janitors. Louis Schwartz, an official of the defunct ushers' union, is president of 32J.

The BSEIU claims it has theater janitors already organized in Chicago, St. Louis, Oakland and San Francisco.

## Chorus Claim Vs. "Road"

NEW YORK, Feb. 20.—Chorus Equity has filed a salary claim of \$525 against management of *Eternal Road*, the sum constituting one-half week's salary, as provided by contract, in the event a motion picture of the show is made. Pic in this case was a newsreel.

## Harris To Wait a Year

NEW YORK, Feb. 20.—Ruling of council of Actors' Equity, permitting Robert Harris to play in *Candida*, but extending the time between shows to one year instead of six months, was sustained Tuesday by council after an appeal by Harris. Show is to be put on only three times a week, alternating with *The Wingless Victory*.

# New Plays on Broadway

Reviewed by Eugene Burr

## BAYES

Beginning Wednesday Evening, Feb. 17, 1937

### MARCHING SONG

A play by John Howard Lawson. Staged by Anthony Brown. Setting designed by Howard Bay, and constructed by Vail Construction Company. Presented by the Theater Union.

Jenny Russell.....Frieda Altman  
Pop Fergus.....Charles Kuhn  
Clancy.....Charles Smith  
Lucky Johnson.....Rex Ingram  
Sunshine Sellers.....Robert Reed  
Parlez-Vous.....Lester Lonergan Jr.  
Blister Haddock.....Walter Beck  
Rose Graham.....Gertrude Flynn  
Mary McGillicuddy.....Frances Bavier  
Bridget McGillicuddy.....Tommy Bissell  
Mrs. Zilitch.....Fanya Cherenko  
Mrs. Malucci.....Hester Sondergaard  
Minerva Bliss.....Maria Cox  
Pete Russell.....Grover Burgess  
Hank McGillicuddy.....Alfred Herrick  
Joe Bell.....Joseph Taulane  
Woody Rosenbloom.....Curt Conway  
Tubby Smuts.....John Huntington  
Bill Anderson.....Martin Wolfson  
Inspector Feiler.....Stanley C. Wood  
Mel Mosely.....James Macdonald  
Tony Malucci.....Roy Le May  
Brussels Sprouts.....Lester Lonergan III  
Dopey Belcher.....Russell Morrison  
Warren Winkle.....Edward Everett Hale  
Leni Throop.....Lisa Markah  
Toad.....Theodore Corday  
Binks.....Manart Kippen  
Giuseppa Malucci.....Amelia Romano  
Gunboat Gurney.....Charles Smith  
Doc Matthews.....Richard Barrows  
Neighbors, Auto Workers, Transients and Deputies: Sylvia Barnett, Alice Brooks, Edward Ferguson, Leonard S. Crime, Barbara Guerdon, Dorothy Howard, T. J. Hughes Jr., Dan James, Gloria Levinge, Mildred Lewis, Ben Metz, Charles Neville, Robert Ober-Reich, Clark Robinson, Yngvi Thortelson, Mark Toby.

The Scene Thruout Is the Interior of an Abandoned Factory on the Outskirts of Brim-merton.

ACT I—Early Morning. ACT II—Afternoon of the Following Day. ACT III—Scene 1: Late Afternoon of the Same Day. Scene 2: That Night.

It would be very easy to say that John Howard Lawson's *Marching Song*, which the Theater Union presented Wednesday night at the Bayes Theater, marches off in all directions, and let it go at that. For *Marching Song* does undoubtedly dissipate its own effects by surging forward over too many terrains, by failing to husband its own attributes, by contenting itself with a cross-section that leaves all its play-threads in the air. Yet in this it simply follows the long line of dramas that started with *The Weavers*; and to dismiss it out of hand because of its generic faults would be to damn a stirring, beautifully written, often tremendously effective play. For *Marching Song* is one of the finest things that the Theater Union has ever done. It tempers its propaganda as propaganda should be tempered—by presenting a situation rather than by making a speech; unlike most left-wing dramas, it is frequently and tremendously effective in its use of theatrical terms—in its use of the limitations it has imposed upon itself by its choice of form. Also, it contains some excellent writing. All in all, it manages, despite the diffusion of its own elements, to be a propaganda play that is really a play—a piece of living, vital and exciting theater.

That is something for which I have searched, hitherto without any marked success, for years. It is also something that will be infinitely more effective—as propaganda—than the impassioned sermons we have grown to expect and fear. As a matter of fact at least one ardent right-winger of my acquaintance has admitted its effect. Simply because it has chosen to obtain that effect in sweeping emotional terms, it has already made at least one partial convert; and that is more than the usual left-wing show manages to do during its entire run.

The plot is too diffuse to warrant detailed retelling. Chiefly, it concerns a strike in a factory-owned town, an unsuccessful strike that is stirring revived when the eviction of a black-listed worker from his home provides a rallying-cry for the unionists. The scene is a deserted factory; the characters range from a group of homeless men who sleep in the vacant building to the former owner of the factory, a paternal overlord whose unexpectedly sympa-

thetic treatment in Mr. Lawson's hands serves admirably to display the evils of the system he represents. All manner of men and women are included—strong unionists, a courageous organizer, members of the local police force, many vagrants, ordinary workers, paid thugs, insistent individualists who sell out to the powers that be, representatives of that power, a little prostitute—a panorama, in short, of the life of a factory town.

Amazingly, Mr. Lawson has managed to etch in each of his people with strong, brilliantly illuminating strokes, so that each stands forth as a human, vital and thoroly believable individual. The strike is reborn; the hired scabs of thugdom try to crush it by the usual methods; and the play ends with a group of workers gathered in the old factory determined to carry on. It is, unfortunately, an ineffective conclusion; Mr. Lawson has contented himself with sketching in the situation, as seen thru the eyes of a large number of individual human beings; that is all. Yet the conclusion, even so, is ineffective only in comparison with the tremendous effect of the rest of the play.

As usual, Mr. Lawson tries hard to do fine writing in places where fine writing is seldom done, putting finely wrought lines into the mouths of derelicts and vagabonds—yet, amazingly enough, they often emerge as truly effective, far-above-average dialog, making *Marching Song* for the most part an outstanding writing job.

The only drawback is the frequent use of certain words that carry overtones of nausea and disgust. Mr. Lawson uses them with the prurient relish of a little boy writing words upon a fence; they are unnecessary and cheap, and they break down the very effect for which the author strives.

Yet another amazing point in the play is its constantly reiterated sense of humor—a wry humor, yet one that brings fine irony and at times the clear understanding of laughter to the aid of the discussion. It is the first time in my experience that humor has been encountered in this type of crusading play—and it is triply welcome. One of the chief faults of our left-wing boys heretofore has been that they took themselves so seriously. The more serious a problem is, the more necessary does a clarifying sense of humor (a detached viewpoint) become. Mr. Lawson's humor is not only biting and effective; it is also valid and funny.

Anthony Brown's direction points up situation after situation in fine theatrical terms, and the large cast does a splendid job. Too many good jobs are done, as a matter of fact, to allow any real discussion of them, but some mention must be made of the work of Rex Ingram, Grover Burgess, Amelia Romano, Martin Wolfson, Curt Conway, Charles Kuhn, Robert Reed, Alfred Herrick, Joseph Taulane, Walter Beck and Frances Bavier.

If the left-wing boys hereafter swing along to the tune of *Marching Song*, they may find to their own surprise that they're no longer trudging about in their usual circle.

## VANDERBILT

Beginning Thursday Evening, February 18, 1937  
**LONDON ASSURANCE**

Revival of a play by Dion Boucicault. Adaptation with lyrics by Ethel Barrymore Colt and incidental music by Phyllis Flanigan. Staged by Robert Bell. Settings by Louis Kennel. Presented by Barbara Robbins.

Cool.....Henry Vincent  
Dazzle.....Mathew Smith  
Young Courtly.....John Raby  
Sir Harcourt Courtly.....Douglas Rowland  
Max Harkaway.....Lewis L. Russell  
Pert.....Dorothy Hinkley  
James.....Pendleton Harrison  
Grace Harkaway.....Ethel Barrymore Colt  
Meddle.....Jack Harling  
Lady Gay Spanker.....Ellen Love  
Dolly Spanker.....Don McClure  
ACT I—An Ante-Room in Sir Harcourt Courtly's Home in Belgrave Square, London, Morning Before Breakfast. ACT II—Lawn Before "Oak Hall," Mansion of Squire Harkaway in Gloucestershire, Before Luncheon the Following Day. ACT III—A Morning-Room in "Oak Hall," Before Dinner the Following Late Afternoon. ACT IV—A Drawing-Room in "Oak Hall," After Dinner, the Same Evening. ACT V—The Same. Six o'Clock the Next Day.  
Barbara Robbins, who is to appear next

## BROADWAY RUNS

Performances to February 20, inclusive.

Dramatic	Opened	Perf.
And Now Goodbye (Golden)	Feb.	2... 23
Behind Red Lights (Mansfield)	Jan.	13... 46
Boy Meets Girl (Cort)	Nov.	27... 524
Brother Rat (Biltmore)	Dec.	16... 80
Dead End (Belasco)	Oct.	28... 554
Enemy of the People, An (Hudson)	Feb.	15... 8
Eternal Road, The (Manhattan Opera House)	Jan.	7... 52
Fulton of Oak Falls (Morosco)	Feb.	10... 14
Having a Wonderful Time (Lyceum)	Feb.	19... 3
High Tor (Beck)	Jan.	8... 51
Howdy, Stranger (46th St.)	Jan.	14... 44
King Richard II (St. James)	Feb.	5... 19
London Assurance (Vanderbilt)	Feb.	18... 4
Marching Song (Bayes)	Feb.	17... 6
Masque of Kings, The (Shubert)	Feb.	8... 16
Stage Door (Music Box)	Oct.	22... 142
Tide Rising (44th St.)	Jan.	25... 32
Tobacco Road (Forrest)	Dec.	4... 1379
Tonight at 8:30 (National)	Nov.	24... 103
Tovarich (Plymouth)	Oct.	15... 150
You Can't Take It With You (Booth)	Dec.	14... 82
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 197
Wingless Victory, The (Empire)	Dec.	23... 69
Women, The (Barrymore)	Dec.	26... 66
Yes, My Darling Daughter (Playhouse)	Feb.	0... 15

### Musical Comedy

Frederika (Imperial)	Feb.	4... 20
Red, Hot and Blue (Alvin)	Oct.	29... 133
Show Is On, The (Winter Garden)	Dec.	25... 68
White Horse Inn (Center)	Oct.	1... 156

week in Brock Pemberton's production of *Now You've Done It*, and her husband, Robert Bell, must have had a grand time putting on their revival of Dion Boucicault's *London Assurance*, which they installed in the Vanderbilt Theater Thursday night. A much cut and highly stylized revival (resurrection, rather) in an adaptation with incidental lyrics by Ethel Barrymore Colt and incidental music by Phyllis Flanigan, it is cute, pert and lightly amusing, but it shapes up rather as a sort of Sunday night entertainment than as a regular Broadway production. It frothily kids the Boucicault comedy, without trying to capture its flavor except in over-emphasized settings and acting.

It is, however, amusing, as it tells the frayed fable of young Courtly, who went adventuring with Mr. Dazzle, that charming rake, and so met and fell in love with the lass who was betrothed to his own father. How he and Dazzle engineered a happy ending by making a fool of old Courtly is the subject of a comedy which was famous enough in its day, but which now very badly needs the cutting and the burlesquing that is given it at the Vanderbilt. Its only notable feature for present-day audiences is the fact that it contains the character of Lady Gay Spanker; and even Lady Gay has probably never been heard of by modern theatergoers who think that repertory is something that was once invented by Eva Le Gallienne down on 14th street.

The production, as remarked, is gay and frothy, with most of the players entering into the spirit of the thing and kidding the old piece smoothly and well. Of particular note is John Raby, who plays young Courtly. Young Mr. Raby, who turned in many really fine acting jobs while still preparing for Broadway, emerges in the professional ranks as a personable and highly able juvenile who is going to go places. I seldom risk what shreds of reputation I may still possess by venturing into the parlous paths of prediction, but in this instance it seems fairly safe. Young Mr. Raby will go places.

Another outstanding performance, one so good that you hanker vainly for a great deal more of it, is turned in by Miss Darthy Hinkley, the most charming sprite I have seen in seasons. Pert Mathew Smith is a smooth and extremely pleasant Dazzle; Douglas Rowland amusingly burlesques old Courtly; Ellen Love makes a lovely Lady Gay, and additional tomfoolery is offered by Don

McClure, Jack Harling, Lewis L. Russell and Henry Vincent. As for Miss Ethel Barrymore Colt, who not only wrote the lyrics but also plays Grace, she is an example of the sad fate that awaits the children of the great; she is placed in the doubtful eminence of a leading role by virtue of her name when she lacks the ability to carry off a bit.

As for the incidental songs, they are for the most part cute and tuneful, tho hardly very distinguished; and there are times when the voices of the actors make them rather painful. Miss Colt's attempt to sing *Drink to Me Only With Thine Eyes* (to which she did not write the lyrics) is particularly woeful.

The revival is undoubtedly amusing. But gay and bright as it is, it seems like the sort of thing that we attended Sunday evenings when the old Triangle Theater was still running in a Greenwich Village cellar. At that the Triangle's revival of *Ten Nights in a Bar-room*, which was the forerunner of all the present revivals since it was produced a good 12 years ago, still stands as the best of the bunch.

## LONGACRE THEATER

Beginning Friday Evening, February 12, 1937

### CALL ME ZIGGY

A farce by Dan Goldberg. Staged by Gregory Deane. Settings by Clark Robinson. Presented by Michael Todd.

Augie.....Ralph Theadore  
Charlie.....W. J. Hackett  
Eddie.....Tom Tulley  
Steve.....Charles Ellis  
Harriet Gilman.....Cyrilla Dorne  
Fred Thompson.....Jack Hasler  
Jack Hotchkiss.....William Valentine  
Walter Burton.....Jack Soanes  
Joe Riley.....Robert Williams  
Sidney Castle.....Joseph Buloff  
Pete.....William Foran  
Dorothy La Vere.....June Webster  
Gloria Saunders.....Lucille Sears  
Rita Phillips.....Barbara Barton  
Ivan Davidson.....Sandford Bickart  
Herman Gross.....Spencer Kimbell  
John R. Smith.....Herbert Duffy  
Harris.....Milano Tilden

ACT I—Scene 1: Backstage Before the First Act of the Play "Three in a Bed." Scene 2: On Stage During the First Act of "Three in a Bed." Scene 3: Backstage After the First Act of "Three in a Bed." ACT II—Scene 1: Backstage. Scene 2: Second Act of "Three in a Bed." Scene 3: Backstage. ACT III—Scene

(See NEW PLAYS on page 72)

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# Thru Sugar's Domino



WHAT constitutes good or bad taste is frequently a matter of opinion, the verdict depending on what side of the fence one is sitting or the background and breeding of the one sitting in judgment. But there are instances of acts being committed where it is difficult to find a single person who would concede that there is the slightest element involved of good taste. George Jessel possesses the doubtful distinction of having acted in such bad taste during his regrettable appearance at the recent Amusement Industry Flood Benefit at Radio City Music Hall. Our point in devoting this week's sermon to the incident is not to bait or ridicule further than he has done himself that smart young man who has often been referred to as the dean of Broadway's and Hollywood's toastmasters. On the other hand we intend to unconscionably use Jessel's deplorable action as a means of highlighting a theme of extreme importance.

Jessel was one among about 100 satellites of stage, screen and radio who appeared on the Music Hall stage in behalf of a worthy cause—in fact, a cause so worthy that the Music Hall benefit represented the first time, to our knowledge, that the amusement industry's combined forces in New York sponsored a benefit. Besides the glamour of an occasion boasting the pick of Broadway's talent contingent the event took on added importance because of a broadcasting tieup involving more than 230 stations and all major networks, for which Wrigley's chewing gum paid many thousands of dollars over to the Red Cross for brief credit mentions. The various artists who contributed their services were aware of this—or at least should have been aware of the nature of the tieup, since anybody with common sense appearing at such an occasion would be expected to inquire about the radio sponsorship.

The benefit show impressed this commentator and countless others as one of the most enjoyable, most dignified and best conducted of any show in recent years. Those who appeared apparently put their hearts and souls into their bits and those who merely took bows must have had good reasons, aside from the seemingly interminable length of the show, for not exhibiting their Thespian gifts.

Jessel made his usual breezy opening and before one could say Jack Robinson he was off on a spree of ribbing, boosting and constantly plugging in this manner Arnold Reuben, the restaurateur who rose from purveying sandwiches to hors d'oeuvres. We weren't keeping stopwatch time but a good guess of the length of Jessel's uncalled for and unwelcome selling talk is five minutes. This was unfair to Reuben, who was responsible, incidentally, for the buffet lunches served backstage, unfair to Wrigley, the radio sponsor, and very bad taste on Jessel's part. Out of fairness to Reuben it must be stated that Reuben could not have possibly been responsible for the faux pas and that when it was revealed to him, either while it happened or later from the lips of those who saw and heard, he was as sore as the proverbial pup, according to those who are supposed to know.

This was not the first time that bad taste has been exhibited at benefits and in broadcasts of shows. But it is, to our mind, the most notable example and particularly important because of the unprecedented air coverage achieved by the broadcast as well as the consistently high tone of the remainder of the show.

One wonders what can be done about preventing a recurrence of this regrettable incident. The answer, as gleaned from discussions with persons high up in the councils of broadcasting and with showmen of recognized integrity and intelligence, is that nothing of guaranteed efficacy can be done. The only way to cope with the danger is to rely on the influence of good taste on those who might be tempted to employ poor taste. The really important issue as we see it is the tremendous power of radio for good and evil. It is quite evident that this powerful force is as yet too ungainly, too unsystematized to be considered foolproof. Planned shows and talks are put down in script form where they can be edited, revised and shaped generally to meet the exacting demands of networks catering to the public and as sensitive about public opinion and to what constitutes good taste as, let us say, the management of the Music Hall. But on special events broadcasts that are hastily arranged and on broadcasts where the services of artists are employed (who owe no allegiance to sponsors with fingers on purse strings) the task of regulation is a difficult one. It is doubtful whether any progress will be made in this direction from a regulatory standpoint. It is, after all, a matter of standards of taste—and in a heterogeneous company taste is jumbled up like apples in a half-filled barrel.

There has been on Broadway, ever since the m. c. entered decadent vaudeville, a creed that might more or less explain poor taste being exhibited. This is best expressed by quoting a comedian's billing of several years ago, "Anything for a Laugh." That's about the size of it. The young men who have made progress on the Main Stem as silver-tongued smarties have consciously or unknowingly accepted this creed. To most of them the gutter is the limit as far as taste is concerned but the sky is the limit as far as situations and puns are concerned—so long as they achieve a laugh. We are thoroly in accord with comedians who maintain that the world needs a few good laughs but there are other things in life besides laughter.

When a performer donates his services to a cause, regardless of what his personal reactions are, it is darn poor sportsmanship to give anything less than his best. Having consented to appear, that consent implies appearing in one's best raiment. In Jessel's case, knowing his greatness of heart, we are certain that his appearance at the Music Hall was dictated only by his desire to help raise funds for the flood refugees. But he gave show business a black eye before a vast audience by failing to think twice before he spoke. The Music Hall incident will probably teach him a good lesson and we hope its implications will not be lost on broadcasting executives who might be influenced thereby to be more careful in the future. Maybe a list of rules ought to be handed out to all artists appearing at shows that are to be broadcast. That's only one thing that might be done.

Before closing this week's sermon a word or two about the British actors appearing at the Music Hall benefit is in order. Noel Coward, leader of the contingent from across the seas, set a splendid example by coming early, giving of his best and staying late. His compatriots lent dignity, color and enviable talent to the occasion. They, too, stayed until the not so bitter end, while most of our own American artists evidently felt that they were too important to "hang around." They did their bit after the usual bickering about spots and left hurriedly because it is another cockeyed idea on Broadway that a big shot should constantly be on the go.

# The Broadway Beat

By GEORGE SPELVIN

MILTON BERLE'S sendoff at Penn Station last week, when he left for the Coast to appear in the RKO-Radio version of *New Faces*, filled the depot with a milling stampede of relatives, friends, press agents and innocent bystanders caught in the whirl—hundreds in all. . . . Abe Lyman and his band were on hand, of course, playing *California, Here I Come* as a sort of theme song, and there was newsreel shooting, newspaper photos and, finally, at the shout of "All aboard" a marathon spree of kissing. . . . Jim Bruno, boss of the Cafe Venezia, keeps in trim for the restaurant business by a daily visit to the gym, having already shelved 18 pounds. . . . Irving (Loew) Weingart's brother's family had a narrow escape last week when their maid committed suicide by turning on the gas range in their Brooklyn home—and almost took the whole household along with her into the dark abode of death. . . . The actors' synagog, on West 47th street, is being redecorated, with Harry Cooper the man behind the move, and Bill Mack and Mike Gross overseeing the job; the alterations bring the synagog to the point of out-and-out splendor. . . . Roland Wood, of *The Times* Sunday staff, is leaving to become assistant m. e. of *The Chicago Times*—the two sheets being namesakes but not relations. . . . While the staff of *The Times* is being talked about, Barney Darnton, of the sheet, is recuperating nicely from the amputation of his appendix. . . . *Behind Red Lights*, legit saga of the tonier bordellos, is billing itself a la Minsky, featuring a big sign that reads: "For Adults Only. No One Under 16 Admitted." . . . The only trouble with that is the sign will keep out anybody who has an adult mental age—tho, of course, they wouldn't like the show anyhow.

The announcement of Mr. and Mrs. Coburn that they were going to start a big Broadway repertory company (with a dramatic school attached), modeled along the lines of London's Old Vic, can be traced more or less directly to the success of *Richard II*. . . . Among other things, there was some vague talk of such a company at the dinner to Augustin Duncan, a member of the *Richard* cast. . . . The Coburns feel that it would take a \$2,000,000 endowment to do the thing right, tho they figure that they can get under way with a mere \$100,000. . . . One of Mr. Spelvin's stooges once figured out the costs for a big repertory company (non-profit and under civic auspices), and his estimate only came to a little over \$100,000 all told. . . . The formation of a legit press agents' branch of the American Advertising Guild has finally awakened the older press-agent organizations (the Theatrical Agents and Managers and the Theatrical Press Representatives of America) out of their long and deep sleep. . . . Now they're opposing the newer organization tooth and nail—but you can bet that, if they manage to throttle it, they'll go right back to sleep again. . . . One of the week's biggest laughs is the charge of the TPROA that the new outfit is "red." . . . It's about as "red" as *The New York Times*—and what points the laugh is the fact that one or two of the members of TPROA, who are opposing the new organization, are also full-fledged members of the Communist Party. . . . It will probably turn out that the critics' consensus of the best performances of the season will center around several jobs of interpreting Shakespeare—and that's eminently as it should be; it almost makes one feel that there's Theater again in New York.

# Chicago Chat

By NAT GREEN

THIS premature spring weather is getting under our skin—it's doing things to us. . . . We heard a bluebird the other day; we saw a flock of painters and awning men at work, and up in Bughouse Square a crowd was listening to the spiel of a rad worker. . . . Back at the office and thru half-drawn blinds in the room under Milt Schuster's office saw toes twinkling as a shirt-sleeved guy pounded the ivories of a little red piano. . . . It made us poetic (?), so we decided to beat the spring poets to it and pounded out this masterpiece (it helps fill space, too):

There's a little red piano in a room across the street,  
And the tickling of its ivories marks the tap of dancing feet.  
There's a unit show rehearsing, getting ready for the road.  
It will soon present the natives entertainment a la mode.

Just another shoestring venture; it may click or it may flop.  
It may prove to be a turkey or the finest of the crop.  
But you have to give 'em credit; they keep trying all the while,  
And when they take a licking, they take it with a smile.

So here's to more and better unit shows and gal revues;  
When they make the grade you betcha we'll be first to dish the news.

After that spasm anything is liable to happen and probably will. . . .  
Reproduction rights for sale at a reasonable figure!

Ashton Stevens, veteran drama critic of *The American*, resting at the Mayo Brothers' clinic in Rochester, Minn. . . . Irene Dunne is coming to Chicago this week to adopt a baby from *The Cradle in Evanston*. . . . In private life Miss Dunne is the wife of Dr. Francis B. Griffin, New York dentist. . . . Jack Dowling, son of Eddie Dowling, the actor, is working on *The Daily Times* as a reporter. . . . New York's Polly Adler is being seen around the local bright spots. . . . An innovation at the Continental Room of the Stevens is the new "salt-shaker" mike, which picks up all sound beneath it and excludes noises at the side. . . . This is its first appearance in Chicago. . . . Ray Hibbler, songwriter, was the victim of hold-up men, who bound and gagged him in his hotel room and robbed him of a considerable amount of jewelry and cash. . . . Harriett Smith's "Lovely Ladies," one of the most attractive lines of girls in town, are beginning their second year at the Edgewater Beach Hotel. . . . Nancy Ann Harding, four-year-old daughter of Frank Bering and Joan Winters (she's the well-known stage star now doing dramatic presentations over the air), is seriously ill of pneumonia at Miami. . . . Lupe Velez and Johnny Weissmuller stopped off here on their way to the Coast long enough to visit Johnny's mother, Mrs. Elizabeth Weissmuller. . . . Feg Murray, cartoonist of *Seen's Stars* fame, is exhibiting his wax museum of movie stars at a local State street store. . . . The figures, which include Clark Gable in boxing garb, Buck Jones in chaps, John Barrymore in tights and Marlene Dietrich in a *Garden of Allah* character, were modeled by Katherine Stubergh. . . . Betty Jaynes, "baby" opera star, celebrated her 18th birthday February 12. . . . Birthday congratulations also are in order this week for Bess Johnson (Lady Esther), Nora Cunneen (Mrs. Pat Barrett), Pauline Morin and May Singhi Breen, all radio well-knowns. . . . Last week Wayne King and Maurie Sherman, ork leaders, celebrated birthdays. . . . Dave Hopkins, son of Harry L. Hopkins, federal administrator, squiring Cherry Preiser of the *Follies* about town. . . . Jack Block planning to launch a new publication to be called *The Entertainer*.

**"A Doctor's Diary"**

(PARAMOUNT)

TIME—68 minutes.  
RELEASE DATE not given.  
PLOT—Another yarn about doctors, with scarcely a new angle to recommend it. Dr. Dan Norris, physician in Stanwood Hospital, argues with an important surgeon over the latter's handling of a charity patient. In the opinion of Norris the surgeon is guilty of an unethical practice when he postpones operating on a child's arm in order to run off to Chicago to treat a wealthy man. A lawsuit follows, with Norris in a spot because he refuses to hide his knowledge of the affair. Stanwood, head of the hospital, threatens to fire him if he talks. Norris resigns but comes back to work on a serum when a children's epidemic breaks out, etc. More of the same old hash.

CAST—George Bancroft, Helen Burgess, John Trent, Ruth Coleman, Charles Waldron, Ra Hould, Molly Lamont, Sidney Blackmer and others. Trent outstanding.

DIRECTOR—Charles Vidor. Pattern. AUTHOR—Story by Samuel Ornitz. Old stuff.

COMMENT—Lower spots on duals.

APPEAL—Nabes.  
EXPLOITATION—A tough one. May as well try to sell it on the same old spiel used for *Society Doctor*, *Men in White* and others.

**"Devil's Playground"**

(COLUMBIA)

TIME—74 minutes.  
RELEASE DATE not given.  
PLOT—A yarn of tough guys in the navy. Jack Dorgan is the fleet's ace diver. Simple, a prey for dames, he is pitted against Robert Mason, handsome lad whose forte is women. They leave ship in Manila, where Dorgan buys himself a house, marries a dance-hall hostess and tries to settle down. A wrecked submarine, however, takes Dorgan away on duty, and Mason, his term of service up, arrives in town at the propitious moment. Dorgan's wife turns out a cheat and eventually gets her deserts.

CAST—Richard Dix, Chester Morris, Dolores Del Rio, George McKay, John Gallaudet, Pierre Watkins, Ward Bond, Don Rowan, Francis McDonald and Stanley Andrews. Routine.

DIRECTOR—Erle C. Kenton. Fair amount of suspense.

AUTHORS—Story by Norman Springer. Screen play by Liam O'Flaherty, Jerome Chodorov and Dalton Trumbo.

COMMENT—Good stuff for upper dual billing.

APPEAL—Nonclass.  
EXPLOITATION—The old navy business.

**"John Meade's Woman"**

(PARAMOUNT)

TIME—85 minutes.  
RELEASE DATE—February 26.  
PLOT—An ex-lumberjack soars to dizzy heights in the business world, his success due to swindling that's legal. There's nothing he can't do, even stepping into society engaged to a broke social registerite. He knows that she's in love with another and is after him only for his money, and on the day of their wedding jilts her to marry a farm kid he picked up in the street. The kid finds out he married her only for revenge on the other and she walks out on him. Thwarts him in one of his unethical business deals against farmers, with a drought finishing him off completely. Windup sees him shot by a farmer and in the arms of the kid, with the audience in doubt as to whether he'll live or die.

CAST—Edward Arnold, Francine Larrimore, Gail Patrick, George Bancroft, Sidney Blackmer, John Trent, Jonathan Hale and others. Arnold swell as usual, while Larrimore is sufficient in being something different, altho her speaking voice sounds like she's suffering from a hangover. Others capable.

DIRECTOR—Richard Wallace. Excellent treatment, the tempo being good, and delicate situations gotten around skillfully.

AUTHORS—Screen play by Vincent Lawrence and Herman J. Mankiewicz from original by John Bright and Robert Tasker. An adequate plot, confused in spots, with dialog for the most part good.

COMMENT—Good entertainment of all-round interest.

APPEAL—General. Most audiences will take to it, except that it's more for adults.

EXPLOITATION—Arnold, Larrimore and Bancroft. Might stage hearty laugh

contest, a tie-in with Arnold's contagious laugh. A highlight of the pix is a laugh bit.

**"When You're in Love"**

(COLUMBIA)

TIME—90 minutes.  
RELEASE DATE—February 27.  
PLOT—Louise Fuller, Australian opera singer, overstays her leave in Mexico and must, according to the immigration laws, marry in order to get out of the country in time to sing at Uncle Walter's Festival. Not wishing to let Uncle down, Louise hooks up with Jimmy Hudson, wisecracking artist currently languishing in jail owing to a riot in which he upheld Louise's honor. Hudson is really in love. Louise is too, but acts cute and temperamental when he advises her to drop her artificial life. She finally spends a few days with him at a country cottage, separates and wants a divorce, but the two are ultimately reconciled. There is plenty of warbling from balconies.

CAST—Grace Moore, Cary Grant, Aline MacMahon, Henry Stephenson, Thomas Mitchell and others. If Moore has anything other than a voice it is not apparent in this picture, which is the last word in a series of trite yarns glorifying opera singers. Cary Grant is hard put to it to speak his lines, supposedly funny, with enthusiasm.

DIRECTOR—Robert Riskin. Stuck in the mud in this one.

AUTHOR—Robert Riskin. Seems he's responsible all right.

COMMENT—Like many another of the same ilk, full of phony temperament, blissful faces while the star sings, and hokey romance.

APPEAL—Will get by for no good reason.

EXPLOITATION—Names.

**"Last of Mrs. Cheyney"**

(MGM)

TIME—81 minutes.  
RELEASE DATE—February 20.  
PLOT—MGM has thrown a good cast together in this last version of the *Last of Mrs. Cheyney* and has succeeded in making it fair entertainment. Fay Cheyney, played by Crawford, crashes English society. She is accepted because she is clever, ingratiating, etc., but beneath it all Mrs. Cheyney is associated with a ring of jewel thieves. Head of the latter is William Powell, suave as usual. Mrs. Cheyney, falling in love with Arthur, played by Robert Montgomery, finally is apprehended. Question of whether to throw her out of the classy circle is decided in the negative when Mrs. Cheyney shows spirit and intimates she has no great fear of going to jail. Love.

CAST—Joan Crawford, William Powell, Robert Montgomery, Frank Morgan, Jessie Ralph, Nigel Bruce, Coleen Clare, Benita Hume, Ralph Forbes, Aileen Pringle, Melville Cooper, Sara Haden and others.

DIRECTOR—Richard Boleslawski. Okeh version of the old play, fast moving and brisk.

AUTHORS—Play by Frederick Lonsdale, screen play by Leon Gordon, Samson Raphaelson and Monckton Hoffe.

COMMENT—Nice handling.

APPEAL—General audiences.

EXPLOITATION—Names and stage play success.

**"Head Over Heels in Love"**

(GAUMONT BRITISH)

TIME—78 minutes.  
RELEASE DATE—February 20.  
PLOT—In France a cafe song-and-dance gal meets up with a radio engineer, both of modest means, but the engineer's roommate cuts him out for the girl's affections. The roommate is a ham actor, the girl teaming up with him in the cafe when she falls for him. An American movie star goes for him and lures him to be her leading man. He cuts the other girl out on the eve of their engagement party. The engineer's been smitten badly all along, and still nursing a love for the song-and-dancer, keeps after her, is winning her over and gets her into radio prominence. The actor menace returns, there's trouble again, but our hero, the engineer, wins out.

CAST—Jessie Matthews, Robert Fleming, Louis Borell, Romney Brent, Whitney Bourne, Paul Leyssac, Elliot Makeham, Fred Duprez. An all-Matthews pix practically and she shows up poorly. Fleming okeh and Borell fair. Others in minor roles.

DIRECTOR—Sonnie Hale. A haphazard job, the pix being very faulty in the

handling of Matthews with regard to camera angles. Besides, the tempo is poor and the story is a misfit.

AUTHORS—Play by Francis De Croisset, adaptation by Fred Thompson and Dwight Taylor and scenario by Marjorie Gaffney. Less said about it the better.

COMMENT—Matthews showed up well in other pictures, but in this she screens poorly and her song-and-dance work means nothing. Picture is strictly a sleeper, but a saving grace is the Gordon and Revel songs.

APPEAL—Limited. Something for the tail-end of a double-feature layout.

EXPLOITATION—Work on the popular tunes.

**VAUDEVILLE REVIEWS—**

(Continued from page 18)

sion of *Cloe*. Johnson and Grider, ballroom team, do a splendid rhythm tap number to the music of *Ebony Rhapsody*. An unusual act among colored performers. Helen Temple, soubret, follows with a fair song and dance concoction of *I Cry for You*.

"Snake Hips" Peterson furnishes another high spot in the show with his slow-motion contortionist dance. The chorus returns for a Spanish number, *Labomba*, executed in feverish tempo. Robinson is spotted in the vocal background, with the dance team returning for some infectious Latin strutting.

Sam Theard, comic, spoils his act by staying on too long. He could be much funnier by a shrewd application of the scissors. Theard is the composer of *I'll Be Glad When You're Dead* and that introduction nets him a good entrance hand.

The band next floods the house with swing music to rhythm of *Stompy Jones*. Well received. Elsie Marcelo, soprano, strikes some high notes with *Trees* and otherwise handles the classic in a capable manner. The Three Esquires, tap dancers, are next-to-closing with some show-stop competitive routines. Exit doing the *Susi-Q* in typical Harlem manner. *Bojangles of Harlem* is the closing scene, applause getters being imitations of the type of work made famous by Astaire, Rogers and Bill Robinson. Entire unit clocked at 62 minutes.

On the screen *Banjo on My Knee* (20th Century). House jammed last show Tuesday. SAM HONIGBERG.

**Berlin Bills**

(Month of February)

Biggest foreign act imported here in the last three years is Jack Hylton and band, England's foremost ork, headlining at the Scala. Booking, incidentally, kills the Nazi ban on jazz. Put over a 50-minute show that is tops and received a tremendous reception. Second biggest hit is the Four Ortons, American comedy wire novelty. Act is strong on laughs and thrills and plenty liked here. Other entries, all registering well, are the Carolis, Hungarian horse act; Nathal, man-monkey; Romanos Troupe, beefy ensemble of 12 male gymnasts, spectacular but slow; Three Baldors, parodists, and the Scala Girls.

Hanka Ordon heads the Wintergarten show. She's successful but strictly for middle Europe. Bill is heavy on juggling, four acts offering this fare. Best of the quartet is the D'Angollys, whose routine is novel and speedy. Graceful dancers in Ernest Yvonne and Vilma, clowns in Rico and Alex, and the Yong Kee Chinese Troupe are all first rate. Two mediocre items come from the Buxtons, billed as acrobatic comedians but sadly lacking in originality and routining, and the Singing Fools. Five Colorados are a good Western flash act but highly reminiscent of the American act of Buck and Chic Company.

Hansa, Hamburg, has a dandy American entry in Aussie and Czech, really thrilling stock whip and ax manipulators. Lole Fuller's Ballet is revived and is successful mainly on unique lighting and costume effects. Tamara, beautiful blond trapeze performer, has a swell act. Harvard, Holt and Kendrick, American cycling novelty, and the Barry Trio, dancers, fare well.

Hazel Mangan Girls, American whirlwind acro-dancers with a great routine, and the Three Codonas, with their aerial thrills, are the best acts at the Ronacher, Vienna.

**Alhambra, Paris**

(Week of February 8)

Alhambra offers an entertaining program, minus stars or outstanding hits. Best showmen on the bill are Jean

**Film Shorts**

Note: These reviews emphasize talent, rather than direction or production. They are intended to provide the trade with a line on development of band and variety talent in picture shorts.

**Cab Calloway and Orchestra**

(WARNERS)

Cute idea in this short might have been worked up into more impressive proportions. Theme presents Cab, an unknown musician, having visions of grandeur. A fortune teller predicts his great future, appropriate sequences being thrown on the screen.

Cab's singing is the high spot of the piece, the deliveries being *I Got a Right To Sing the Blues*, *Frisco Flo* and *I'm the Hi-De-Ho Miracle Man*. Plenty of showmanship in both Cab's renditions and the production backing him up. Later, for instance, has Cab singing on the sidewalk of a squalid Negro quarter, the bandmen being indicated merely by shadows behind drawn window curtains.

Band in toto flashed on at finale, with Cab leading them in a hot session. From the musical standpoint work of the ensemble, comprising 14 men and the leader, is good, particularly in that the wild hotcha stuff is restrained.

P. A.

**Swing for Sale**

(WARNERS)

Hal LeRoy, together with some support from June Allyson, good-looking blond hooper, takes over all the glory in *Swing for Sale*. LeRoy's dance turns are given classy production and are woven into a clever plot situation which deals with the efforts of a widow to land the talented hooper. She makes the attempt after learning Hal is the proprietor of a swing music shop, which is likely to drag in heavy dough. Hal marries the right gal after all.

Allyson trips along smoothly with LeRoy in the ensembles, but latter stands out above all the cast figuratively and literally. Stepping is fast, seemingly effortless tho obviously difficult and very showy. Kay Hamilton, vocalist, comes thru nicely with *I've Got Swing for Sale*, and Alphonse Berg, late of the night clubs, gives an unusual exhibition of creating a dress in jig time out of window drapes.

Tranchant, songwriter, and George Bastia, caricaturist. Tranchant has a pleasing voice and puts his songs across with skill. Bastia wields a sarcastic pencil satirizing the political big shots of the moment.

Gregory and Raymond offer a novel musical act which is good but a bit monotonous. Song and dance by tiny daughter of one of the boys gets a big hand. Lillian Ellis is cute and clever in brief toe dance. Wetzel Sisters okeh in well-mounted aerial flash with neat trapeze and rope routines. Lal-Foun Troupe, three boys and three girls, present sensational contortion bits and good plate spinning, but tricks lack variety. Bird Gondis Trio on in neat but somewhat amateurish routine of balancing stunts. Four Georgys present perch and ladder tricks of modest caliber. Harry Moore tears paper into weird designs. Darcia is a real artist, but weak for her choice of weepy songs. Darcellys tells stories which fail to click and croons only a little better.

The Three Bonos imitate about every knockabout act that has played Europe and appear quite puffed up with their medley of familiar gags. At least one of the boys is a good tumbler. Paurice Chester closes the show with his well-trained dogs.

T. W.

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## Washington Critics Plan To Aid Burly

WASHINGTON, Feb. 20.—Intended as a move to extend burlesque a helping hand from boys who watch its offerings each week the Burlesque Critics' Association has been organized here. Embryo organization aims at eventual nationwide membership. Officers of Washington Circle No. 1, which will handle expansion efforts, are: President, Arthur B. John, *Herald*; vice-president, W. A. Whitney, *Post*, and secretary-treasurer, C. A. Mathisen, *Star*.

Altho organization plans to move slowly in making voice heard, co-operation with the Burlesque Artists' Association is pledged, together with constructive suggestions toward improvement of burlesque fare. More conscientious treatment of shows by dailies thru reviews only by staff members acquainted with the particular type of entertainment program offered by burly houses will also be aim of the organization.

## Des Moines Into Stock

DES MOINES, Feb. 20.—President Theater closed this week but will reopen February 26 with stock burlesque. There will be a permanent chorus, with principals changing every two weeks. Traveling burlesque companies have been playing the house since the first of the year. Abe Frankle is manager.

## Boston Pays for Midnighters

BOSTON, Feb. 20.—Controversy between the Howard, Boston, and Burlesque Artists' Association on extra pay for midnight shows is reported to have been settled. Following a visit by Tom Phillips, head of the BAA, Al Somerby is understood to have agreed to continue to pay for midnighters. Controversy is supposed to have involved an original thought of a concession for Somerby after February 1, which the BAA is reported to have refused in view of Somerby not fully meeting the pay raise for chorines.

## Burlesquers Plan A Flood Benefit

NEW YORK, Feb. 20.—A monster benefit by local burlesque interests, which would be burlesque's contribution to flood relief, is in the offing. A meeting of local theater managers is scheduled for some time next week to discuss the idea, with the Theater Authority and actor, stagehand and musician unions sitting in.

The plan is to turn the money from the burlesque benefit over to the theater committee which recently staged the flood show at the Radio City Music Hall. There was some talk about holding a benefit show in all the local houses, but the musicians and stagehands nixed this in favor of one big benefit.

EDDIE WEINSTOCK celebrated the sixth anniversary of the Republic's (New York) burlesque tenancy February 19 by giving out contracts for new stage lighting and new seats.

## U-Notes

By UNO

LEA HOWARD, latest singing-talking-stripping discovery by Milt Schuster, confides she is the former Leona Reed, the soubret with the butterfly-painted legs of Columbia Wheel days and of the *Sally* edition of the *Follies*. Also with *Tick, Tack, Toe*. Closed recently with Metro Wheel and opens this Thursday at the Palace, Buffalo.

AMY FONG, with the breaking up of *Modes and Models*, later *China Dolls*, Indie show, moved to Milwaukee for this week and then joins the show playing St. Louis next week.

EVYLEEN RAMSAY, former pro of the People's, New York, now at the Cameo, formerly the Grand, Hartford.

CONNIE LEHR FULLER KRAMER now night clubbing as emcee and comedy stripper in Philly at the Edelweiss Gardens, where are also Joe Moss and Harry Pep Pearce.

JAMES MADISON, of Madison's Budget, is back in New York after 13 years on the Coast. Intends to remain indefinitely and renew script writing for burlesquers shortly.

MARJORIE ROYE, straight and character, made her debut in burlesque in New York February 12 at Minsky's Oriental. Comes from dramatic stock and (See U-NOTES on opposite page)

## Indie Circuit Cast Changes

NEW YORK, Feb. 20.—Independent Circuit has made some cast changes in its shows. Connie Ryan and Aileen Dale will join *Maids of Manhattan* Friday in St. Louis, replacing Milt Bronson and Helen Rogers. Margie and Marie close today in Union City with *Swing Your Baby*. Jess Mack and Billy Fields go into *Nothing But Dames* tomorrow in Union City, with Harry Allen and Pinto and Della going out. Bert Saunders and Dorothy DeHaven replace Tom Fairclough and Martha Patti tomorrow in *Pardon the Glamour* in Baltimore.

## Strike Peace Perks Biz

DETROIT, Feb. 20.—Business showed an average increase of about 15 per cent in local burlesque houses this week, following settlement of the General Motors strike, indicating the complete dependence of burlesque upon industrial trade in this city. Clamage & Rothstein's Avenue Theater enlarged the cast of principals following settlement of the strike.

# Burlesque Reviews

## Apollo, New York

(Reviewed Wednesday Afternoon, Feb. 17)

Apollo still goes to town with its girl numbers, with producer Allen Gilbert more the exponent of girliesque than burlesque. It's a worth-while effort, tho this reviewer tires of a steady flow of girly parades and likes his belly-laugh via good comedy. Gilbert mixes both, but the girl portion predominates. In addition, a lot of attention is given production along costuming and scenic lines and there's no stranglehold on the purse strings as far as that is concerned.

The girl lineup features a sextet of strippers, a group that has the corner on the beauty market and are unpeelers par excellence. Five of them are one blonde after another and it's a relief when the sixth, Margie Hart, steps out as a redhead. The others are June Taylor, Sonny Lovett, Mary Joyce, June St. Clair and Evelyn Myers. This name lineup speaks for itself and an audience can expect the last word in disrobing.

Lou Costello and Jack Greenman are the funny men and that they are. Overworked, yes, but they're what an audience wants. Not so much sock line handlers, but pantomime workers. Their mugging, gestures and the like are all expert items that are sure on laugh returns. The bits are mild, however. Jack Coyle gives them a lot of support, working very well. Then there's Buddy Abbott and Betty Abbott, other talking principals who know how to feed comics.

Singing aplenty in the show, with Jack Lyons tops at the mike warbling. He means a lot to the production numbers. Danny Morton handles a song okeh also. Lyons and Morton duet a couple of times, but the harmony isn't so hot. Miss Joyce doubles into singing

assignments and is good, while Coyle does the same to good results also.

House girls comprise 11 chorines, an eight-girl ballet and six showgirls. They grace the stage beautifully, working often at okeh routines and unpeel quite frequently also. The ballet is something different for burly and one thing about these kids is that they observe precision.

SIDNEY HARRIS.

## Rialto, Chicago

(Reviewed Friday Afternoon, Feb. 19)

Talent with the traveling company this week is better than usual. Combined with Fred Clark's colorful stage numbers and ensembles and the work of the regular resident players the current bill stacks up as one of the best presented here in recent weeks. Highlights are Harry J. Conley's comedy scene and a swell finale based on *The March of the Musketeers*, which featured a beautifully costumed flag drill, a singing trio composed of Buster Lorenzo, Jack Buckley and Connie Ryan and an acrobatic specialty by petite Patricia Morgan. The traveling company can also boast of a clever little soubret in Aileen Dale, and Diane Logan, a better-than-average strip woman.

A colorful opening number enhanced by good lighting effects gave the show a good start. *Bulb Rose* was the first comedy scene and had Fred Binder, Connie Ryan, Helen Rogers and Patricia Morgan. After a chorus number in red and white short costumes done on the runway, Jack Buckley, Charles Country, Aileen Dale, Lou Brown and Connie Ryan drew many laughs with the hotel scene.

Other comedy scenes were the telegraph office, with Buckley and Kenny (See *Burlesque Reviews* opposite page)

# Burly Briefs

NADJA, current at the Irving Place, New York, was birthday partied February 15, a feature of the party being a huge cake that was a takeoff of a stage. . . . Joe Weinstock, who has been commuting between New York and Miami, switched to the Pacific Coast on a pleasure trip. . . . Dagmar, dancer, is at the *Follies*, Los Angeles, on an eight-week contract. . . . Bob Faye, comic, left the Oxford, Brooklyn, and opened Monday at the Cameo, Hartford, Conn., where Jean Bedini is producing stock presentation shows. . . . Moe Costello is staging promotion nights at the Casino, Brooklyn, with Country Store on Tuesdays, Harlem Night on Wednesdays and Amateur Night on Fridays. . . . Pearl Shutta doubling as stripper and showgirl at the Republic, New York, pending the arrival of Mimi Lynne from Miami and thru the illness of Bubbles Yvonne. . . . Paul Niles closed Saturday at the Casino, Brooklyn.

ALLEN GILBERT got a big splash in a recent issue of *Life* with Sam Friedman's brain child of an undressing school for married women. Publicity

break included a four-page photo spread, with Connie Fanslau and June St. Clair the posers. . . . Diane Ray has several more weeks to go before sailing for London engagements. . . . June Marshall, chorine at Gaiety, New York, was promoted to stripping principal in Betty Duval's spot. . . . Crystal Ames back in New York after a road tour with George White's *Scandals*. . . . Capitol, San Francisco, intends using two or three vaude acts every week with its burly shows. Two recent acts were Ronald and Rita and the Beirne Sisters. . . . Virginia Jones is back in New York and ready to go back to work.

JUNE ST. CLAIR will be featured at the Stratford Theater, Chicago, March 5 and 6, then goes into the Oriental Theater there for the week of March 12 and opens at Colosimo's Cafe, Chicago, the following week, succeeding Faith Bacon. Bookings made by Milton Schuster office. . . . Arthur Clamage, owner and manager of the Gayety and Avenue theaters, Detroit, was a Chicago visitor last week. . . . Marion Morgan's (See *BURLY BRIEFS* on opposite page)

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# Tab Tattles

**NAT ROYSTER**, tab veteran, who had several of his own units on the road for a brief spell last season, is now handling the advance for Jack Pierce's Radio Revue, playing theaters in Virginia and West Virginia. . . . Billy Cullen, formerly featured for many years with Arthur Hauk's *Sunshine Revue*, is now in charge of the band and floor show at the Berghoff Garden, Fort Wayne, Ind. He has been emcee at that spot for the last three and one-half years. . . . *Continental Revels*, all-colored revue, made its Canadian debut recently with a week's stand at the Opera House, St. John, N. B. . . . Loretta Grey's *Talk of the Town*, former Cushman unit, has been playing for the Gus Sun office for the last four weeks. Company is set with the Sun firm until the middle of April, at which time the Chicago Sun office will pick up the show to take it west. . . . Sam (Crab Orchard) Nevin is still pitching his usual wares in and around his home village—Cincinnati. . . . Edward Hackman, veteran Cincinnati deckhand, well known to tab and burly folks who have played the town in the last 20 years, is now confined in Ward 21, Soldiers' Home Hospital, Dayton, O. Friends are urged to drop him a cheery note. . . . Charles (Kid) Koster, who has a host of friends in tabdom, is still aging ahead of *Boy Meets Girl*, now headed for St. Louis, Pittsburgh and Washington, then into Philly for a short run, after canceling all its Southern time. Show enjoyed great business on the Coast and in Texas, Koster says.

**BUD BREWER** is featured with George D. Bartlett's No. 1 unit at the Roxy Theater, Knoxville. Ray Taylor, impersonator, is another feature, with Happy Myers on second comedy. There are four musicians in the pit and seven girls in line. Bartlett is doing straights. Latter says his recent ad in *Billyboy* brought him so many replies that it is virtually impossible to answer them all personally. . . . Jack Moore is managing Bartlett's No. 2 show at the Bonita Theater, Chattanooga. . . . Jimmie Elliott, veteran straight man, infers that he and his friend, Bert Berry, comic, who were at the Hippodrome, Louisville, when the flood waters closed that house a month ago, are safe in that city, having remained a step ahead of Ole Man River at all times. Elliott says that Mrs. Brooks, Hipp manager, was thoughtful of her performers during the flood and saw that they all were taken care of after the high water forced the house into darkness. The Hipp was slated to resume operation last week-end. . . . Arthur P. Almond, former pianist with the Cotton Watts tabs in Knoxville and Chattanooga and who returned to his home in England six months ago, after several unsuccessful efforts to return to this country, has landed a job with the ork on the R. M. S. Arawa, which sailed from England January 22 for New Zealand. Boat is due back in England in May, at which time Art hopes to get things fixed up which will permit him to return to the States. The R. M. S. Arawa is due in New Zealand March 27. Mail addressed to Almond, care Postmaster G. P. O., Wellington, New Zealand, will reach him there.

**THE BOYETTES**, comedy dance team, are working clubs and theaters in and around Detroit for Val Campbell, of the Gus Sun agency. . . . LeRoy Hunter, until recently with the Crider & Nelson unit, is playing clubs for the C. M. Galloway office in the Columbus, O., area. . . . Jasbo Mason, tab oldtimer, pencils from the West Coast that the recent query here as to what has become of the tab veterans makes him want to ask what has become of such old tab names as Jimmy Allard, Harry Welch, Lake Reynolds and Bluey Morey. Jasbo says that he recently bumped into the following tabloiders on the West Coast: Curley Burns, Bud Harrison, Peewee Elmo, Aline Walker, Sid Ray and many more. . . . Jack Drayton and family are now making their headquarters in Detroit. . . . A tab with a Frenchy title recently stranded on the Mexican border, leaving half of the performers flat and broke in Nuevo Laredo, Mex., and the other half in the same shape on the U. S. side of the river. . . . Lloyd Morgan's *Circus Prevue* played Warner's Jefferson, Punxsutawney, Pa., last week. Show features John Knarr, Morgan and Morgan, dancers, and Dorothy Amundson's Boys' Glee Club. . . . Jack G. Van was a recent visitor in Pittsburgh. He has reorganized his unit which played

that area recently and is reopening soon in Ohio. Billy and Betty Starr, dancers, are slated to join the Van roster.

## BURLESQUE REVIEWS—

(Continued from opposite page)

Brenna; *Sharpshooters*, with Binder and Brown; *Three Times Three Is Ten* by Buckley, Brenna, Country and Alleen Dale, all of which got plenty of laughs, and Harry Conley's scene, which was a little slow in getting started, but soon had the audience guffawing with his boob antics.

Diane Logan, a nicely formed redhead, proved a better singer than most strip women and an artistic disrober. Elnore Johnson, attractive platinum blonde, worked differently with a cape and did all right with her strip. Charmaine, slim blond beauty and a house favorite, made her entrance after a nicely mounted Russian number by the chorus and did very well. Peaches Strange drew heavy applause with her brand of torso tossing and shimmy shaking.

Among the production and posing numbers was *The Flame Ballet*, featuring a dance specialty by Patricia Morgan. Entire production was prettily costumed and well presented. Buster Lorenzo, as usual, did most of the singing for the numbers over the public-address system, as well as appearing in the devil number and the opening and finale.

F. LANGDON MORGAN.

## Old Howard, Boston

*Pepper Pot Revue* is a better than usual burly offering. Is peppered with several strong novelties, especially prettily shaped Marie Sarie, dancer, and the Fuji Japs, who work some splendid perch and acro routines. The comedy numbers dig half-way to China for dirt. However, it's capably handled, which tends to discount this to some degree.

High priestesses of the peeling sorority are Honey Bee Keller, Evelyn Brooks and Kiki Roberts. Take their time in revealing, but the lads are well rewarded. Miss Brooks easily clinches top spot thruout the 135-minute show. She's lively, works to the audience and puts her all into scenes.

Manny King is the sole funny man and proves that he's capable to carry the brunt of comedy. He doesn't depend on costuming or makeup to click, but has natural comedy talent. Situations, even tho some were traced to another era, are refreshingly dressed up to get the laughs. One or two on steady build-ups, however, failed to impress on the climax.

Elsa Lang and Murray Green do the production warbling chores, with the lassie nicely climbing into soprano heights. Lew Kessler is a fair-to-middling tapster. Johnny Barry, straight, clicks heavily in the *Tondelayo* tropical se-

quence. Histrionics are okeh, seemingly unusual in burly. Rose Turro shouldn't sing and might give all her attention to hoofing. Rhythm Brown is a sepla roller-skating tapster who's a clicker, both on the stage and pedestal. The Pepperettes (16) work some different line routines and challenge work and seem to be alert. Charlie Harris has a splashing of comedy and with Bob Taylor work as straights.

King and Harris duet with a fiddle and whistle, respectively, bit to *It's a Sin To Tell a Lie* that bespeaks solidity in talent. A disappointing bit is Miss Roberts' purple fan dance that didn't set the mercury trickling. Lacked finesse.

Biz had double SRO signs out for this better-than-average burly.

SIDNEY J. PAINE.

## BURLY BRIEFS—

(Continued from opposite page)

engagement has been extended another two weeks at Harry's New York Bar, Chicago, where she is doing very nicely.

. . . Dewey Michaels, operator of the Palace, Buffalo, made a Chicago stopover on the way home from his California vacation. . . . Georgia Clyne is opening on the Metropolitan Circuit, booked by Schuster. . . . Helen Colby opens at the Palace, Buffalo, February 25 as added attraction and follows into the Garrick, St. Louis, for two weeks. . . . Zita Alda opened at the Roxy, Toronto, February 21. . . . Charmaine is closing at the Rialto, Chicago, February 24 after a 16-week engagement and opens the following day at the Palace, Buffalo, for two weeks, booked by Schuster. . . . John Head opened on the Metropolitan Circuit at the National, Detroit, February 11. . . . Frances Abrams is celebrating her 13 years as secretary to Milton Schuster by taking a Southern vacation for six weeks.

ANNETTE, who has received a load of offers, has accepted a bid from the Oriental, New York, where she'll open March 5 when she finishes her Abe Minsky contract. Agented by Nat Mortan, who spotted Dyna Dell into the Gotham, New York, and Barbara Doane, Alvena and Del Reys into the Eltinge, New York. . . . Julie Bryant back into the Oriental, New York, after being out for a day or so over some misunderstanding on making finales. . . . Glenda Glason is now at the Mayfair Cafe, Newark, N. J. . . . Pinto and Della and Milt Bronson go into the Casino, Brooklyn, Sunday.

## U-NOTES—

(Continued from opposite page)

radio in Syracuse. Was formerly with Hank Henry, comic, in legit.

STANLEY WOOLF, agent, just before moving from the WMCA to the RKO

Building, New York, booked for Washington's Birthday week at the Casino, Brooklyn, the colored part of a white-and-black show. A 28-people personnel featuring Seton (Hot Fingers) Rumford and his 11-piece ork. Other principals included Walker and Matthews, Billy and Kitty, Nelly Johnson and Buddy Bowser, emcee.

LEA PERRIN, booked by Joe Williams, agent, opened at Leon and Eddie's nitery, New York, February 17.

AL DARR, with *Swing Your Babies*, Indie show, is being accompanied around the circuit by Kay, his wife, in the chorus, and 14-month-old Al Jr.

H. K. AND MORTON MINSKY started a Friday midnight show February 12 in addition to the regular Saturday mid-nighters. They call it *Celebrities' Night*. First had entire *Show Is On Company* from the Winter Garden. For February 19 the *Red, Hot and Blue* Company from the Alvin.

DIANE KING, with *Swing Your Babies*, Indie show, makes her first appearance in the East at the Century, Brooklyn, this week. Was visited by her ma, Harriette May, on a vacash from Grand Rapids, Mich., during Baltimore and Washington weeks. Also by husband, straight man Chuck Morrison, who will play Greater New York houses.

MARGO MEREDITH, direct from New York and Atlantic City niteries, opened at the People's, New York, February 12, replacing Ruth Arnold. Mac Lee, comic, followed Mac Barron February 19. Diane Burton left the day before.

WALT STANFORD, comic, celebrated a birthday February 16, backstage of the Galety, New York.

DYNA DELL, artist, painter and striptease principal, current at Minsky's Gotham, New York, was delegated by Harold Minsky to paint lobby photos.

HARRY MARIAN, son of the late Dave (Snuffy) Marian, joined the Weinstock shows February 19 as stage manager.

IDA ROSE, producer, tendered her notice to Tony Miccio and closed at the Irving, New York, February 11, after a six months' stay. Rose Gordon her successor.

BILLY EDWARDS, concessioner, battling illness, writes his condition would be lightened a lot with cheery letters from friends. Is at the Glen Lake Sanitarium, Oak Terrace, Minn., where he is known under the family name of Irving Sandler.

## Emergency

LINCOLN, Neb., Feb. 20.—First bill affecting movies to be introduced in the Legislature here this session was a measure asking that sanitary toilets be installed in every theater projection booth or stall. Ruling is termed an "emergency measure."

## WANTED FOR DIXIE FOLLIES

TAB SHOW—Girl Musicians, Chorus Girls who can sing and dance; Sister Team strong enough to feature; Strong Dancing Team; Harmony Singers Team; Agent who knows the South and can book theaters. People with cars preferred. Address all mail CARROLL PIPPEN, Weldon, N. C. P. O. Box 355.

VAN ARNAM'S BARN DANCE WANTS SISTER TEAM, GIRLS WITH SPECIALTIES, NOVELTY ACT, DANCE TEAM, STRAIGHT MAN, Must Sing Lead in Quartette. GUITAR, ACCORDION, TENOR SAXOPHONE. ALL MUSICIANS MUST DOUBLE BAND. Opening Tent Season MARCH 1. FLORIDA TOUR; then North. VERSATILE Performers write. WINDLE HOTEL, JACKSONVILLE, FLA.

WANTED Experienced Chorus Girls TO JOIN AT ONCE. WRITE OR WIRE RALPH CANTON, West End Theater, Uniontown, Pa.

W. M. Pollack Poster Print BUFFALO, NY POSTERS-CARDS

# Endurance Shows

## Chi Walkie Flourishing In Spite of Competition

CHICAGO, Feb. 20.—Walkathon at the Coliseum here has passed the 1,200-hour mark and biz remains good despite the proximity of Lou Seltzer's Roller Derby, which is holding forth next door.

Only five of the original 25 couples are left in the walking and with two 20-minute dynamite sprints scheduled daily grind will probably wind up this week.

Ira Coffee's swing band is furnishing the music and Eddie Snyder is emcee.

## Walkie Opens in Ft. Worth

FORT WORTH, Feb. 20.—A Derby Show, under the direction of Vernon Balfour, who recently closed a walkathon at Corpus Christi, Tex., opened at the Cy Fox Arena on North Main street here February 13. Twenty-one teams and 10 solo boys started. Show broadcasts over Station KTAT, this city, twice nightly. Jimmy Johnson is emcee.

BILL REILLY JR. requests that Eddie Reilly get in touch with home immediately as their mother is malignantly ill.

JOHNNY MARTIN, floor judge, was greatly relieved to hear that, barring unforeseen complications, his brother Joe

has a good chance to recover from a fractured skull suffered in an auto accident in New York recently.

MICKIE POMEROY, who teamed with Bill Goss in the last Rochester, Minn., walkie, has landed a warbling assignment with Ina Ray Hutton's Ork and will soon join that troupe on the road.

JOHNNY RAY is at present operating a candy store in his home town, Atlantic City. Johnny says he had tough luck when the Philadelphia labor board denied him a permit, but he hopes to have a walkie under way in Jersey soon.

SAMMY (WHOLESALE) HOWARD, after closing with the show in Rome, Ga., is now working as a singing waiter in Winsted, Conn. Sammy says he recently spent a day with Johnny Morgan, who is headlining in a New York nitery.

HIE HILL pencils from Mountain Home, Tenn., that he is in the Government hospital there, having a growth removed from his nose and his teeth fixed. He will be there a month.

STARTING WITH this issue, The Billboard will no longer print the monotonous "would like to hear from —s." Those wishing to contact members of the profession may do so by addressing mail in care of The Billboard Letter List.

## Hopkins Top Hit by Fire

HOUSTON, Feb. 20.—Monroe Hopkins Tent Theater, now in its fifth year in Houston, was badly damaged by fire February 11, shortly after the company had finished rehearsals on a new play, *A Study in Scarlet*.

Two-thirds of the big top was destroyed by the flames, and the stage, seats and stage properties were seared and water soaked. Manager Hopkins is of the belief that the fire started from a lighted cigaret tossed carelessly into the corner of the tent.

Damage is estimated at \$5,000, half of which is covered by insurance.

Another tent has been erected and the company continues operation.

## Dothan Dribbles

DOTHAN, Ala., Feb. 20.—Milt Tolbert Show and the J. C. Lincoln Mighty Minstrels, who have been wintering here, are making ready for the new season.

Manager Palmer, of the Lincoln show, has had his crew stepping at top speed recently and all appearances point to an early opening. Tolbert outfit is still in the barn, but will exit from there soon.

Billy (What-Color-Are-You-Painting-Your-Trucks?) Wagoner is strutting these days with a broad smile. Billy is sitting okay for the coming season.

Jack Hutchison is running a shooting gallery (not a scratch house) on Silk Stocking Avenue (Forster street).

Al W. Barber is now general manager of all the Martin-Davis theaters in town.

Bessie Leighton is spotted occasionally, making a wild dash down the main drag.

Tom Hutchison has just drifted back into town, after covering several thousand miles, and is all set to open the middle of March.

In regards yours truly—just returned from visiting a few of the kin in Florida and on my arrival here found gobs of mail awaiting me, with offers for next season. At a loss just which one to accept.

L. A. GUNNELS.

## Billroy Show Briefs

VALDOSTA, Ga., Feb. 20.—All equipment is now in quarters here and activity is being pushed ahead by a full crew under Eddie Mellon's able and efficient direction.

Ted Heckman, our mechanic, has been busily engaged of late, installing new motors and otherwise giving a thoro check and general overhaul to all rolling stock.

Quite a few small tent shows and circle stocks in this vicinity, and we're having more visitors than one can shake a stick at. Among recent callers were Mr. and Mrs. Dee Cook, Wayne and Bessie Bartlett, Tom Hutchison, Mr. and Mrs. Norman Hinkle, Jimmy Baxter and Mr. and Mrs. Charles Underwood.

Answering a recent query in this column, Raymond King informs that he did take "the step"—which puts him in line for congratulations.

JOHN D. FINCH.

## Weatherford Heading North

VALDOSTA, Ga., Feb. 20.—Earl Weatherford, working schools in and around Valdosta with his talking picture and vaude show, will head northward in another week. He recently left Florida and reports that he found business better in South Georgia than in the Peninsular State. Weatherford and members of the troupe spent a few days on the lot with the Sally Hughes Walker Show here this week.

## Briggs-Gray Reviving Darr-Gray Organization

HUGHES SPRINGS, Tex., Feb. 20.—Carl Briggs, former agent with Hila Morgan Stock Company, and Norman Gray, of the Darr-Gray organization, are here making preparations for the opening of the Darr-Gray Stock Company.

Briggs recently bought H. V. Darr's interest in the title and outfit and will handle the business end of the show. Troupe will play the old Darr-Gray territory.

Darr has signed as manager of the billing crew of Chase & Son's Circus, now organizing in Kansas City.

## Rep Ripples

PHILENA CHAPPLE was forced to leave the Chick Boyes show recently to attend the funeral of her stepfather, J. B. (Bert) Richardson, who died February 7 in Orion, Ill. Philena will not return to the Boyes company but will remain for several weeks with her mother, Jessie Colton, in Orion.

FOLEY AND FINN are reported to have a new dramatic show in the making at Sioux City, Ia.

THE ATTENTION of show owners and managers is directed to an article by Louis Engel on the subject of a proposed canvas shows' code on The Forum page of this issue.

JACK KRALL and Bonnie Mae visited in Chicago last week on their way to fill an engagement in Oshkosh, Wis.

JIMMY PARSONS, juvenile, opened at Duluth, Minn., last week with the Ole show, which is playing one-night stands in the Northwest.

E. J. SILVER, manager of Silver's Fun Show, will return from Miami Beach next month to prepare for the opening of the new season. Silver plans to play both theaters and under canvas this spring.

ESKEL GIFFORD and wife are spending the winter on the near north side of Chicago.

GRIFF AND HI, well-known repertrians, are still making the grade with their furniture giveaways in Southern theaters. After several more dates in South Georgia the lads will move into Louisiana.

JAMES F. STONE, who toured with Billroy Comedians for the last two seasons, has located in Chicago to devote his entire time to writing plays for the French, T. S. Denison and the Rowe-Peterson play companies. Stone in the past has been connected with various stock and repertoire companies, including the Clyde Elliott Stock, Evanston, Ill.; the Horace Sistaire Company, Waukegan, Ill.; the Dorothy LaVerne Players, Madison, Wis., and the Peruchi stock in the South.

BILL BEAL, announcer for KDKA, Pittsburgh, has been named promotion manager of the old-time melodrama, *Snatched From the Noose*, now in its 13th week at the Fort Pitt Hotel, that city.

MRS. L. B. WESSELMAN, whose husband, for many years manager of the Wesselman Players, passed away recently at Durant, Okla., is now resting up at the home of A. J. Hollingsworth, 408 N. Fifth street, Duncan, Okla.

## Van Arnam Show Set for Canvas

BIRMINGHAM, Ala., Feb. 22.—John R. Van Arnam's *Barn Dance Frolics* will wind up its theater season here next Sunday and will reopen under canvas March 1 for an extensive tour of Florida. Show will head back north late in the spring.

There will be a number of new faces in the Van Arnam tent show lineup this season, with many of the old standbys also remaining. Roy Roberts will manage the troupe, with Van Arnam handling the advance.

Riley Long, who had his concessions at the Dallas Fair, is bringing his mammoth tent outfit from Texas to house the Van Arnam attraction. New top will give the Van Arnam outfit a considerably larger seating capacity.

Rudy Hoff will have the band and orchestra, with band concerts at noon on the main street and at night at the tent regular features.

Charles (Dome) Williams and Billy (Ezra) Hall will handle the comedy. Show will carry four vaudeville acts and a line of girls.

## Bishops To Tour Under New Title

AUGUSTA, Ga., Feb. 20.—George and Clara Bishop, of the Bishop Tent Show, after vacationing in the South, returned this week to Augusta winter quarters. Work has been started on putting the equipment in condition for the coming season. Several members of the company are already here waiting for the company to open.

Owing to the type of show Manager Bishop is putting on this year, many new faces will be added, including a movie personage.

Show will play two-day stands in new territory. New trucks, a new tent and a new and special line of paper will be added. A new callope car is now under construction. A new title will be announced later. Show will move on 12 trucks and trailers. Cookhouse will be operated for workmen only.

George Page will have charge of the advance, with two assistants. Harry Bird will handle transportation and canvas, with eight assistants.

Recent visitors at the Bishop quarters include E. J. McKnight and Albert Chabotte, of Gardner, Mass., returning from Cuba; Slim Secht and wife, of Washington; Fletcher Fowler and wife, of Fowler Bros.' Circus; Charles Allen and C. T. Keefe, of Tampa; Kirk and Tilley Adams, of the Walter L. Main Show; C. R. Bradford; Harold Jones and Lena, of Jones Bros.' Wild West Circus, and F. L. Quinn and wife, of Fowler Bros.' Circus.

## Kansas City Jottings

KANSAS CITY, Mo., Feb. 20.—Cleo Madsden has closed with Pappy Pruitts circle in Kansas and has gone to her home in Minneapolis.

Louis Ostrander is a recent arrival, having closed with the Chick Boyes circle.

Ted North Players opened a stock engagement at the Capitol Theater, Topeka, Kan., last Sunday.

Roster of the Brassfield circle playing Alabama territory includes Rod Brassfield, Eleanor Brassfield, Clyde McWhirter, Gladys McWhirter, Mary Emanuel, Leo Lacy, Maxine Lacy, Leonard Atkins and Dick Wolover.

Walters Comedians opened the tent season last week at Hico, Tex. Troupe will work north to its regular summer territory thru Oklahoma and Kansas.

Fred Jennings Company opened the tent season recently at Pismo Beach, Calif.

Cliff Carl opened a circle last week to play towns in Eastern and Central Kansas. Carl will open his tent show in May.

Betty Zane closed with the Ralph Dennis circle in Colorado recently.

Helen Gentry is a recent arrival, having returned from her vacation in the East.

Millard and Tillie Tilton have gone to Florida for balance of winter. They will return in time to open the Tilton-Guthrie Show in May.

Nona Nutt, who has been with the Sid Kingdon circle since the opening, has closed and is now visiting relatives at Independence, Mo. She is signed with the Henry L. Brunk show for the 1937 season.

Kelly Masters' troupe is slated to open an indefinite engagement at Columbus, Miss., February 22. Roster includes Mr. and Mrs. Kelly Masters, Flo Randels, Kate Simpson, Lionel Moore, Iva Scott, J. P. Scott, Ralph Masters, Andy Randels and Pete Wight. A seven-piece orchestra is featured. Policy will be two bills weekly.

Edna Marie Wilson, daughter of Al C. Wilson, stock director, is in the city playing night clubs after a year's engagement with Paul Cholet's *Kit Kat Revue*, which closed recently in Tulsa, Okla.

Jack Schaaf, former Midwest leading man, is now associate booker with the Karl F. Simpson Theatrical Agency here. Fred and Lillian Poole, rep team, were spotted on the local main stem this week.

Tommy Williams is a recent arrival from the West Coast.

Nig Allen, formerly with Dubinsky Bros.' Attractions, is making tentative arrangements to launch a tent show this spring.

Whitchurch Players are slated to open next week on a circle in Northern Missouri.

Bob McLain, who formerly operated a circle in Western Kansas, will open a

similar venture next week, with headquarters at Moline, Ill.

Mona Raper recently joined Frank Wilder's circle in Minnesota.

Cecil Kenyon and Margie Montgomery are visiting friends and relatives here.

Nixon and Norris have closed with the Princess Stock Company and have joined the Billy (Toby) Young show in Texas.

Toby Nevius, former comedian with Ted North Players and McOwen Stock Company, has returned from the West Coast after a year's stay and is now connected with Station KVOO, Tulsa, Okla.

Eddie Hart is scheduled to open a circle in Nebraska next week. Hart will open under canvas early in May.

Marguerite Clark, former repertoire ingenue and now a favorite with one of Kansas City's leading radio stations, was a guest artist last week with Sid Kingdon's circle playing Northern Missouri. She obliged with a couple of numbers to much palm-spanking.

W. L. Davis has reopened the Morris-Davis Players on a circle in Western Kansas.

Billy Fortner is said to be opening a circle stock to play Southern Missouri.

Arthur Kelly, who is signed with the Blehl Sisters' stock for the coming season as chief comic, was spotted on the main stem here this week.

Robert Lathey and James Colley are playing a circle in and around Texarkana, Ark. Colley will open his tent show at an early date in Southern territory.

Dorothy Ray, character woman, has joined the Morris-Davis Players in Western Kansas.

Orion and Dorothy Marr, formerly with Frank Smith circle in Arkansas, have joined Frank Wilder's Players in Minnesota.

Bert Black and Lynn Arden have returned from the West Coast and are sojourning in Chicago. They are signed with a Midwest rep show for the coming season.

Mr. and Mrs. Ward Hatcher have closed with the Phil Duncan Players in Texas and will come north to prepare for the opening of the Ward Hatcher Players.

Jack and Fern Campbell are signed with the Ward Hatcher show for the 1937 season.

The three Big Ole shows circling in Minnesota have been merged into two units. They will operate in and around Grand Forks, N. D.

Mason Wilkes recently closed a long season with the Long-Balfour circle in Wisconsin.

Dude Arthur is a recent arrival here. He is signed with Henry L. Brunk's Comedians for the 1937 tour.

## Few Shows Affected by Mississippi Flood Waters

NEW ORLEANS, Feb. 20.—With the crest of the Mississippi flood due to pass thru the lower valley during the coming week, few theaters or tent shows have felt effects. Some exhibitors in North and Central Mississippi, East Arkansas and Northeast and Central Louisiana have experienced some difficulty in getting deliveries, as a number of main highways became flooded from backwater. Government engineers and weather bureau officials state that chances for levee breaks are slim. About a dozen theaters in East Arkansas reopened as the flood crest passed Helena early this week.

There are probably less than a dozen shows affected in Louisiana, while rises in minor Mississippi rivers have caused the closing down of a score of houses in the Magnolia State. All are expected to be reopened long before the end of February with the crest at New Orleans set for February 25 at latest.

Few traveling tent shows have been affected by the flood in this area.

## Unemployment Insurance Is Explained in New Film

WASHINGTON, Feb. 20.—*Today's Frontiers*, a one-reel film which explains the unemployment compensation features of the Social Security Act, is being released to theaters thruout the country today. This is the fourth of a series of newsreel trailers which have been produced and distributed by the Social Security Board. *We, the People and Social Security, Youthful Old Age and Applications for Old-Age Security* have been shown in theaters to an aggregate attendance of over 100,000,000. *Today's Frontiers* was produced by Pathe News.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

GEORGE STEWART is now working with a girl partner, Sondra Sels. Hy Green is handling the act's bookings and publicity for the act.

SMOKO postals from Haverhill, Mass., under date of February 13: "Just caught Wee Willie Dee and Company, a young man and a girl, at the Strand here. Must say he is pretty slick with his manipulations of cigarets and pipes. Also does nice work with the cards."

ELLSWORTH, mentalist, has opened at the Continental Bar, William Penn Hotel, Pittsburgh, succeeding Kmar, who went to the Hotel Hollenden, Cleveland.

BILL BAIRD, sleight-of-hand artist, has been such a hit at the Fountain Room, Shreveport, La., that his engagement there has been extended another two weeks.

A THEATER in Columbus, O., last week featured a magic display in its lobby to exploit the flicker, "Find the Witness." The display, naturally, was in the form of an expose. The tricks allegedly explained were The Vanishing Hand, The Dime and Penny and The Linking Rings. In other words, a guy could learn all the Linking Ring moves by merely reading the directions on the box-office window. After watching dozens of magicians going nuts just working out the details of the Rings for their acts, we can imagine all the helpful hints that were picked up by the theater patrons.

WELBURN has just completed successful engagements at the Oaks Club, Winona, Minn.; Sunset Gardens, Burlington, Ia.; Colonial Gardens, Peoria, Ill., and the Moonlight Gardens, Kankakee, Ill.

NICOLA, still taking things easy at his home in Monmouth, Ill., probably will go on tour later in the year.

PAUL ROSINI, currently in the Empire Room of the Palmer House, Chicago, has been in demand for clubs and private affairs in the Windy City.

CHARLES HOFFMAN, magic bar magician, is playing club dates in and around Chicago.

MYSTERIOUS SMITH infers that he has just concluded a year's tour without a single layoff, the first time he has established such a record in his 30 years on the road. Mysterious Smith Company has covered Louisiana, Mississippi, Alabama, Tennessee, Georgia and the Carolinas. According to Smith, the show is booked up until May 1, and will remain in North Carolina until April 15. At the conclusion of the season, Mr. and Mrs. Smith (Mme. Olga, mentalist) will go to their home in Warrenville, Ill., to spend the summer. There is little independent time in the South, Smith reports, and he advises any acts against going south unless they can book thru the various circuits.

2-10 DANIEL postals from Evansville, Ind., to say that the recent flood knocked him out of all his good school dates in that town. However, the flood was the cause of him playing a new one recently—a mortuary chapel. "Never 2 old 4 new ones, I guess," 2-10 opines.

ADE DUVAL, ace silk worker, after three weeks at the Arcadia, Philadelphia, February 18 began a week of doubling between the Ritz-Carlton Hotel and Loew's State Theater, New York. That means four or five a day at the theater and two a night at the Ritz. Ade was

confident that he'll make it all right, but his heart went out to Harry, his assistant, whose duty it is to load the silk six or seven times a day. Moral: Never become a magician's assistant.

W. W. DURBIN, of Kenton, O., president of the International Brotherhood of Magicians and Register of the U. S. Treasury, who died February 4, presented his model of the three-masted schooner Flying Cloud to President Roosevelt's extensive maritime collection.

PRINCESS ZULIEKA (Gloria Carruthers), mentalist, is convalescing in Greensboro, N. C., after undergoing an appendectomy at St. Leo's Hospital there. She recently appeared for eight weeks in Raleigh, N. C., and followed with a week each at the Criterion Theater, Durham, N. C., and the Criterion, Greensboro. According to Princess Zulieka's manager, Bill Jones, it has been necessary to cancel six weeks of bookings due to the operation.

PRINCESS HASSAN, mentalist and crystal gazer, who opened recently at the British Colonial Hotel, Nassau, Bahamas, has been held there for an additional two weeks. While at the Miami-Biltmore, Miami, a few weeks back, Hassan met Heywood Broun, well-known columnist. At the latter's insistence Hassan gave him a tip on a horse which was to go in the first race at Hialeah Park the next day. The nag won hands down, paying the tidy sum of \$62 for a \$2 pasteboard. As a result, Hassan was the subject of Broun's column on the following day, and Broun gave him a grand plug in return for the one Hassan put out the day before.

JOHN BOOTH, Canadian conjurer, has just wound up a three-week stand at the Hotel Claridge, Memphis, and has transferred his mysticisms to the Washington-Youree Hotel, Shreveport, La. Booth has been spending his spare moments recently snapping flood photos. He also sold a story on the great inundation to a Hamilton (Ont.) paper.

IT IS NO SECRET that many of the mentalists, who have been boasting recently of long runs at various theaters and night spots, have been establishing these unusual records by prostituting their profession—by working their engagements for absolutely nothing, relying solely upon their book or horoscope sales for their pay. Not only have many of these so-called mentalists been offering their services free of charge, but, in addition, they have been giving 25 per cent of their book and horoscope earnings for the privilege of working the spots. In other words, they have been paying, and paying heavily, for the right to work. Is it any wonder that they can establish these long-run records they brag about? A first-class mental act can sell itself on its merits; it doesn't have to resort to slave methods to keep working. When the time comes that you can't command a fair salary for your efforts it's time to get out of the business.

THOMAS BRADLEY MARTIN, popular magish, and his bride, Rosemary Dering, dancer, are returning to America on the S. S. Rex February 25. Both have closed a successful season in England and on the Continent and open in Boston in their respective lines March 12. Martin completed his engagement in Monte Carlo February 17.

NASHVILLE'S MAGIC CIRCLE (Cercle Magique) cracked a recent Sunday magazine section of *The Nashville Banner* by way of a well-written article by Sam Neal, outlining the workings of the organization and the activities of each of the club's 16 members. A four-column photo accompanying the article showed members T. J. Crawford, Neal Moore, V. A. Cerruti, Jim Grigsby, J. P. Lawrence, Howard Sweatt, J. A. Dale, the Rev. J. P. Follman and Hunter Baker in familiar magical poses.

H. R. BRISON has been visiting recently with Carl Cartwright, magician, in Decatur, Ala. Latter has been presenting his magic in and around Decatur for more than a year.

OFFICERS of the Justo-Hijo Magic Club, recently founded in Des Moines, are R. S. Payne, president; Grant Kimer,



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For LEGIT MUSICAL

ARTIE LLOYD — burlesque comic caught recently at the Gotham, New York. Different from most burly funny men, he possesses a roguish type of humor and gets good effect from both blue and clean material. His ability and amusing appearance should make him a good bet for other than burlesque theaters.

lived *Call Me Ziggy*. This was his second appearance on the English stage, previous experience having been in the Jewish theater. Managed to wring laughs out of *Ziggy*; if he could do that with such a script, he should click easily in better vehicles. Has a brand of humor quite novel to the English stage.

## For VAUDE

LOU SPENCER—tap dancer caught recently at the Republic, New York, burlesque. Appeared twice, displaying neat footwork both times. Stuff isn't sensational, but the ability is there and ready to be developed. Should do nicely if spotted in a vaude flash.

## For FILMS

JOSEPH BULOFF—legit actor recently seen in lead role of the short-

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

THIRTY-FIRST ANNUAL production of the Brunt Cork Association of Burlington, N. J., will be given April 1, 2 and 3. Over \$20,000 has been raised for various charities by the minstrel group in its 30 previous shows and the recipient of this year's production benefits will be announced at a later date. Officers of the group are Benjamin F. Cook, chairman; Edward R. Carmen, vice-president; J. Park McConnell, secretary-treasurer; C. Gauntt Holmes, general director; J. Arthur Lowden, stage director; S. Roger Oliver, business manager and musical director, and Harold V. Holmes, assistant treasurer. Cook, Carmen and McConnell have held their offices since the inception of the Brunt Cork Association.

HAPPY BENWAY (A. P. Benoit) was born in West Warren, Mass., September 29, 1885. Singer, dancer, comedian and writer, he started in show business in 1899 with Alf Martz Wagon Show touring New England. Benway credits George R. Guy with giving him his start in minstrelsy. He was a featured comedian with the Famous Guy Bros.' Minstrels in 1908 and for several seasons thereafter. Also appeared with Dockett's, Honey Boy Evans', Hi-Henry's, Neil O'Brien's, Riley's, Haverly's, Van Arnam's, Pepple's and Gus Sun's. Present address is No. 91 Broadway, Saranac Lake, N. Y.

PROF. WALTER BROWN LEONARD is now in Jacksonville, Fla., where he will remain until he begins the trek northward, which he figures will get him back

Virgil Betts and R. Edwin Dietz, vice-presidents, and Hugh R. Riley, secretary. Charter members, in addition to the above named, are Max Rex, Leon H. Smith, Eugene Slick, Walter D. McEwen and F. Glenn Harrison. Meetings will be held the first and third Friday nights of each month at the YMCA, Des Moines.

DOC NOONAN, one of the oldtimers of magic, pencils from Louisville that he lost 10 trunks of magic, five rooms of furniture, all his clothes and about \$400 in cash in the flood that recently inundated that town, leaving him, his wife and daughter wards of the American Red Cross. Noonan, who formerly had out his own magic shows, has been in ill health the last four years and recently left his sick bed. He is now trying to acquire a suitcase of magic so that he might try to get back on his feet again. Doc's address is 834 South 22d street, Louisville.

TWIN CITY MYSTICS, newly organized group of Minneapolis and St. Paul (See *MAGIC* on page 71)

to Glens Falls, N. Y., around April 1. The professor has apparently been consorting with the Muse once more as he sends us the following continuation of his epic.

II

When at last the day approaches  
For the "Big Show" to arrive,  
Every boy is at the station  
And the town is quite alive;  
As the train pulls in a-screaming  
And the men at once alight,  
Dressed in suits of showy colors  
With their silk hats shining bright.  
Now they form upon the pavement,  
The performers in advance.  
In the rear the band disburses  
Snappy marches that entrance.  
With the flags and banners waving  
As adown the street they go—  
What a happy, happy vision  
Of the old-time minstrel show!

"WHO OWNS the title of the Old Georgia Smart-Set Minstrels?" queried Jack Nallor, of Eudora, Ark.

"BEEN READING the old minstrel column for years and have been wondering what has become of the old 11:45rs," shoots Clarence A. Stout from Vincennes, Ind. "I have been in the songwriting game for 20 years. Wrote songs for the late Bert Williams, including one of his big hits, *O, Death, Where Is Thy Sting?* My latest number, *Flop-house Fanny*, is beginning to click, and I have recently placed *When Old King Cole Married Mother Goose*, with Exclusive Publications; *Ridin' the Rods* and *Cannibal King Can Swing*, with Clarence Williams, and *Harlem in the Jungles*, with Will Rossiter." Stout infers that he'd like to read a line from the burnt-cork boys he knew "way back when."

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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 572, Cincinnati, O.

Chesterfield, S. C.  
 "The king is dead; long live the king." With the passing of W. W. Durbin magic also died and, if ever resurrected, will it ever live as full a life again? Durbin tried to make an art of a "now for five cents one can go around back and see how it's done" racket. I could name a dozen magic hams of whom he made passable performers. He always tried to help the young fellow with constructive advice and financial help. I've heard him praise his severest knockers—and he meant it. No sham about Durbin. He chided me as well as others for not taking an active part in the IBM because we thought it accepted too many unworthy members—worthy lads, but too many magicians for the good of both professional and amateur magic. Durbin made the great Houdini "say uncle" and stop his exposing activities. I read their telegraphic correspondence and, unless my memory is very bad, Houdini was then president of the SAM; he was the great Houdini and could do no wrong. But Durbin thought Houdini was wrong and with his one-man rule fought for what he thought was right. That's the kind of one-man rule I like. I never heard anyone that could be taken seriously knock W. W. Durbin; it was usually someone who engaged in a great deal of idle chatter. I think, secretly, everyone admired Uncle Bill. Sincerely, I regret that these flowers will not sprout on Uncle Bill's grave. He should have received them during his recent illness or during the past several years that I have neglected to write. Didn't we all neglect the man who tried to do so much for us?  
 MAL B. LIPPINCOTT.

## Magi Believes Magic Died at Durbin Passing

ers. He always tried to help the young fellow with constructive advice and financial help. I've heard him praise his severest knockers—and he meant it. No sham about Durbin. He chided me as well as others for not taking an active part in the IBM because we thought it accepted too many unworthy members—worthy lads, but too many magicians for the good of both professional and amateur magic. Durbin made the great Houdini "say uncle" and stop his exposing activities. I read their telegraphic correspondence and, unless my memory is very bad, Houdini was then president of the SAM; he was the great Houdini and could do no wrong. But Durbin thought Houdini was wrong and with his one-man rule fought for what he thought was right. That's the kind of one-man rule I like. I never heard anyone that could be taken seriously knock W. W. Durbin; it was usually someone who engaged in a great deal of idle chatter. I think, secretly, everyone admired Uncle Bill. Sincerely, I regret that these flowers will not sprout on Uncle Bill's grave. He should have received them during his recent illness or during the past several years that I have neglected to write. Didn't we all neglect the man who tried to do so much for us?  
 MAL B. LIPPINCOTT.

shows by following every issue of *The Billboard*, and in getting all showmen to read it we have made the first step.  
 HEANEY THE MAGICIAN.

White Salmon, Wash.  
 Do any readers of *The Forum* know the name of the woman performer who was killed in a circus in Stockton, Calif., many years ago and the name of the circus? The time must have been about 65 or 68 years ago. There was a tombstone with an epitaph referring to it in the old Wever Cemetery that used to be between Main street and Wever avenue. It was moved about 50 years ago. I have always remembered the tombstone, as it was set close to the sidewalk and I used to play around it when I was a boy. I wonder who knows what became of the grave and the stone after the cemetery was moved.  
 ROY R. YOUNG,  
 (Great Rozallis).

Asks About Circus Grave Of Years Ago

Coushatta, La.  
 Having read letters in *The Forum* regarding the Haag and M. L. Clark shows, if I remember rightly the Clarks had out a minstrel show long after the circus was taken off the road. I knew Ernest Haag long before his son was born. I wonder who remembers the Charles Noyes Circus when it first went to Texas; John B. Dorris

Knew 'Em All That Played in Lone Star State

Circus, with the human cannon ball, and Charlie Hunter overland show, with Nettie Hunter. These queries will show that I have been in show business a

long time. And how well I remember when the first copy of *The Billboard* came out! It is still going strong with all show people and a lot of outsiders. I remember the Miles Orton show when it opened the big show with a pantomime to get around a circus license in Texas. I knew them all; that is, those that came south, for (and it seems strange) I have never been north of the Mason-Dixon line.  
 G. A. BAILEY.

Atlantic City.  
 References to circus legal adjusters have been made in several letters in *The Forum*. I have compiled a list of such men, cities from which they hailed and shows with which they were best known as having been connected. The following handled license matters as well as claims against the shows: Living, George Hines, Chicago, Great Wallace Shows; John O. Talbot, Denver, Hagenbeck-Wallace; James J. Brown, Atlantic City, Sells-Floto and Hagenbeck-Wallace; John C. Kelley, Philadelphia, Gentry Bros.; Frank McGuire, Macon, Ga., Mighty Haag; Joe Hughes, New York, Frank A. Robbins Circus; Howard Barry, Philadelphia, Golden Bros.; Charles McMahon, Decatur, Ill., Sells-Floto; Joseph Condon, Indianapolis, Sells-Floto; William Chapman, Jones-Wilson Circus; Eddie Vaughn, St. Louis, 101 Ranch; Peck Amsby, Danville, Ill., Downie Bros.; Mr. Kokomo, Vineland, N. J., Sam Dill Circus; George Ryan, Hot Springs, Ark., Gollmar Bros.; Herb DuVal, Little Rock, Ark., Yankee Robinson; Mr. Stevens, New York, John Robinson; Ralph Clawson, Peru, Ind., Hagenbeck-Wallace; Warren Irons, Chicago, John Robinson, Deceased, William Thomson, Florida, Barnum & Bailey; Charles Andress, Barnum & Bailey; George Steele, Decatur, Ill., Van Amburg Circus; Charles Hagerman, Kansas City, Mo., Howe's Great London; Tom Ford, Kit Carson Wild West; K. Y. Z. Hennessey, Joe McMahon Circus; Col. Boynton, Louisville, Cook & Whitby; Frank Cook, Newark, N. J., Ringling Bros.-Barnum & Bailey; Walter

## Sends List Of Adjusters For Circuses

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Denver.  
 During the recent flood I listened to a benefit radio program. It was a great show, with some of the most talented people in show business contributing their time and efforts toward the cause.

## Says Actors Imposed Upon By Charities

Actors are the most imposed upon people in the world. Show people gladly dig into their purses for donations and in addition spend long hours working gratis for various charitable movements. However, when misfortune comes their way they are quickly forgotten. Show people have been "goats" because most of them think only of the good they can do. But let them get a tough break and the very ones who asked for their aid will kick them and push them in the mud.  
 GEORGE W. BRADLEY.

Milwaukee.  
 I wonder how many readers of *The Billboard* realize what great efforts the publishers make to get every issue out promptly. Most of us are too self-centered to think of the great good that it has done and is doing for us all.

## Puts in a Plug For Billyboy as Friend of Flesh

For the past 30 years I have awaited the magical Thursday each week for the appearance of his majesty, *Billyboy*. During the recent flood catastrophe I did not expect to receive a copy of *The Billboard* for several weeks. But in a determination to keep up its weekly mission the publishers did so, even printing one issue in Chicago. *The Billboard* is the showmen's friend, independent, liberal, far-reaching, just and not allied with any big trusts. In a day of concentration it remains fair to large and small inside and tented attractions. Let us give old *Billyboy* a plug wherever possible. I would like to see more letters from those interested in restoring flesh to every city. Let those interested in outside shows get into politics in every village, town and country and organize to stand back of flesh shows and movements to build theaters in which stage shows can be presented. Let's all get behind flesh and plug for more and better stage

# Canvas Shows' Organization

By LOUIS ENCEL, Attorney and Counselor-at-Law

A recent article in *The Billboard* by William Newton Jr., of the Walter L. Main Circus, concerned the formation of a national organization of canvas shows in furtherance of the preparation of a code to be offered in the event the federal government endeavors to put into effect some form of regulation as a substitute for the National Recovery Administration. The alertness of Mr. Newton in announcing this timely warning has sufficient merits to warrant the interest of every sound-thinking outdoor showman and all should acknowledge the announcement by taking immediate action and themselves prepare a proposed canvas shows code, within reasonable measures, with straight-to-the-point provisions and limitations for presentation and acceptance in committee meetings of Congress.

I, too, have made predictions similar to those in Mr. Newton's story regarding something new in the nature of the old NRA. Its coming is inevitable, as regulation of business must come in some manner to provide jobs for the many thousands of men still unemployed and bring about shorter working hours for those who are employed. We know that President Roosevelt's entire New Deal was designed to bring about recovery from the depression. Had the NRA lived a normal life there is little question about its accomplishments in respect to putting men back to work and, as a result, bringing about recovery.

The President is apprised of the need of administration along the lines of the NRA and no doubt much work has already been prepared by him in the forming of a new organization to bring about the desired results. Therefore it is wise for the canvas showmen to commence work on their particular code immediately so that they will have something definite to offer Congress when hearings start. This time there will be no code hearings conducted by administrators like the NRA hearings, which proved to be a hopeless conflict between the administrators and the circus and other outdoor showmen—a long-drawn-out battle in which neither side could possibly hope for a satisfactory solution.

Had the NRA thrived the shows would have undoubtedly suffered because of their inability to offer something definite as to their needs and wants. I do not anticipate the usual hearings by code administrators as followed out in the NRA hearings, because the government is well supplied with all the information and material it would require from the files in the last NRA Code hearings. The procedure this time will be in the customary manner—by a bill in Congress with hearings held in the committee rooms. Each industry will be represented at the Congressional hearings and these representatives will be heard on facts and conditions arising only since the last NRA hearings. Nevertheless such hearings will require a considerable time even with all day, late night and Sunday sessions. It would therefore be necessary for the proposed National Organization (the parent body) of Canvas Shows to have proper representation of that association during all of the committee hearings to argue against any criticism of the proposed code which necessarily would have to be agreed upon beforehand.

To head such an organization as the National Canvas Shows Organization requires a circus man who already has the interest of all canvas shows at heart and is thoroughly familiar with each and every phase of the outdoor show business and one who would be willing to devote his time and efforts to the forming of such an association. Because of the interest shown by William Newton Jr. in this connection, together with the fact that he actively participated in the old NRA hearings, wouldn't he be the logical man to choose to head the formation of the proposed National Canvas Shows Organization? All those who desire to benefit and protect not only themselves but also the canvas shows' business should not hesitate in lending their assistance to this cause. Undoubtedly Mr. Newton would be glad to furnish them with valuable suggestions on how to organize.

# The Billboard

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Vol. XLIX. FEBRUARY 27, 1937. No. 9

McGinley, Philadelphia, Barton-Bailey; Herman Stevens, Hall & Bingley. JAMES J. BROWN.

## Saranac Lake

By JOHN C. LOUDEN

Bill Robertson has returned to the lodge from the Lenox Hill Hospital, New York, where he recently underwent another stage of the rib operation. He is looking and feeling well.

Melitta Brunner, Europe's leading ballerina of the steel blades, made her first professional appearance in this country last Friday (12) at the opening of the North America Speed Skating Championships at Saranac Lake. Miss Brunner is under the management of the William Morris agency and is the guest of Mrs. Morris at Camp Intermission, Lake Colby.

Dr. Werner Muhlfelder, of Germany, succeeds Dr. Cornell as medical interne here at the lodge. Dr. Cornell leaves to join the staff of the Kings County Hospital, New York.

Mrs. Shrage is here visiting her daughter, Doris Connes.

Murray Friedman responded favorably to the pneumothorax operation last week and is doing nicely.

Mrs. Joseph McCarthy, of New York, is visiting her husband at the lodge. She is well pleased with Joe's progress and hopes to have him home soon.

Marjorie Elroy writes from State Park, S. C., where she has been curing for the last 21 months, that she is coming along nicely. Margie was well known on stage and radio as a singer and dancer. She would like to hear from some of her old friends.

Doris Gascoigne celebrated another birthday last week and received many lovely presents. She is making excellent progress.

Connie Russel, singer, and Sylvia Wyler, dancer, are featured players at the Flordel Night Club, Saranac Lake.

Rose Karp has been added to the up-patient list.

Write to those you know at Saranac Lake.

## 2 Per Cent IA Tax

WASHINGTON, Feb. 20.—Beginning this week, all members of International Alliance of Theatrical Stage Employees will be assessed 2 per cent of their salaries.

Fund to be raised will be used to handle whatever unforeseen conditions arise. It is known also that the entry of United Theatrical and Motion Picture Workers of America into the New York union horizon is a cause for the levy.

# The Final Curtain

**ANDERSON**—Percy A., 53, for many years a picture house pianist in the East, recently at his home in Gardner, Mass. Survived by a widow, two brothers and a sister. Burial in Wildwood Cemetery, Gardner.

**BAKER**—Sid, 54, former acrobat, recently in Cincinnati of pneumonia. Was formerly with the Sun Bros.' Circus. He also played in vaudeville on the Pantages Time with his brother, Bert Baker, in the Baker Trio. Burial in the German Protestant Cemetery, Cincinnati.

**BALLEW**—Doc H., veteran showman, February 18 at Aberdeen, S. D. He was associated with May Robson, Chauncey Olcott, Clint and Bessie Robins and All-American Exposition Shows for the last number of years. He was also associated with the Orpheum Theater, Aberdeen.

**BERND**—Aaron, 42, motion picture and literary editor of *The Macon* (Ga.) *Telegraph*, in that city February 11 following a brief illness of influenza and pneumonia. Following the World War he became publicity agent for Fox Pictures in New York. Later he returned to Macon to enter business, afterwards becoming a newspaper man. Survivors are his mother, two brothers and three sisters. Funeral and interment in Macon.

**BEYERSTEDT**—Harry F., 52, former theater and orchestra operator, February 8 at his home in Winona, Minn. Survived by his widow, his father and his brother, Bert, with whom he was associated in the theater business.

**BRISTOL**—Mrs. Fannie (Madam Small), 76, formerly with Gaskill, Johnny J. Jones, Cosmopolitan, J. Frank Hatch and Young Bros.' shows, at Memphis February 4. She retired from show business in 1914. Survived by two sons, Harry L., of Ralph R. Miller Shows, and J. C., of Memphis Fire Department. Burial in that city at Forest Hill Cemetery.

**BRYSON**—J. Robert, 52, secretary of the Greene County (O.) Agricultural Society, February 15 at his home in Xenia, O., after an extended illness. Active for many years in the promotion of the annual Greene County Fair, he was well known among fair executives of Central Ohio. Funeral services and burial in Xenia.

**BURNS**—James E., 68, well-known horse trainer, February 15 in Rochester, Mich., of heart trouble. One of his horses won the Walnut Hill Cup at Lexington, Ky., in 1912. Survived by widow and a son. Burial in Lakeville Cemetery, Rochester.

**CARR**—William C. B., 70, pioneer motion picture director, in Los Angeles February 13. He started directing in the old Lubin Company, Philadelphia, in 1908 after several years as an actor.

**CINCIONE**—Pacific, 58, senior member of the Cincione Band and father of Henry and Ray Cincione, orchestra leaders, February 15 at his home in Columbus, O., after a brief illness of pneumonia. He was identified with musical organizations there for more than 20 years and was also active in American Federation of Musicians, Local No. 103. Besides his two sons, his widow, a daughter and a brother, Alphonso Cincione, director of Franklin Post No. 1, American Legion Band, survive. Funeral services at St. John the Baptist Church, Columbus.

**CRESWELL**—Fred F., 52, United Artists salesman, in Atlanta February 12. He was district supervisor for Southern Enterprises before he became associated with United Artists three years ago.

**CRISPIN**—Franklin M., 60, former treasurer of the Philadelphia Grand Opera Company, February 7 at his home in that city.

**DEVER**—James E., 73, newsreel editor, at his home, Staten Island, N. Y., February 13 of a heart attack. In 1931, after the sale of *The New York Herald*, where he had been an editor for 32 years, he became assignment editor of Fox-Movietone News. Besides his wife, Mrs. Grace Dever, he leaves three sisters.

**DAVIDOW**—Edward I., 67, artists' representative, February 1 in his sleep at the Hotel Edison, New York, as briefly mentioned under Late Deaths in last issue. He was a brother-in-law of Sam, Lee and Jacob Shubert. Fifty years ago he went to New York from Scranton, Pa., to work with the clothing manufacturing firm of Davidow Brothers. Upon his marriage he entered the theatrical business. With John Cameron he produced the two-act farce *Satellite* at the Bijou Theater, New York, in 1935. He was associated with the office of Curtis & Allen.

**DENNIGAN**—John, 57, movie operator, February 1 in Riverpoint, R. I., after a brief illness. For many years he was an employee of West Warwick Theater Company, West Warwick, R. I., principally at the Palace and Arctic theaters there. Previously he was operator for

Thornton Bros. at their theater in Riverpoint. He was a member of the motion picture operators' union. Survived by his widow, Mrs. Sarah T. Dennigan; three sons, John, Thomas and Robert, and a daughter, Marion.

**DI GERONIMO**—Michelangelo, 77, organist, recently in Fitchburg, Mass. Survived by his widow, four sons and two daughters. Burial in St. Bernard's Cemetery, Fitchburg.

**ELLET**—Mrs. Maude, 42, for a number of years an aerialist with the Ringling Bros.-Barnum & Bailey Circus, at her home in Ozone Park, N. Y., February 14. She began her circus career at the age of 14 and studied under Lillian Litzel for several years. She was the widow of Harry Chambers, stage manager of Loew's Metropolitan Theater, who died in 1933. In recent years she and her daughter, Villetta, had conducted a dance school in Brooklyn.

**FANN**—Mrs. George W., 74, mother of Roy Fann, lot superintendent on J. J. Page Shows, February 4 at Westfield, N. Y. Survived by husband, five daughters and five sons. Burial in Westfield Cemetery there.

**GERLACH**—Joseph J., 36, well known in music circles and Pittsburgh representative for the firm of Shapiro & Bernstein, New York, at the Allegheny General Hospital, Pittsburgh, February 17. Survived by widow, parents and two brothers.

**GETTMAN**—William O. (Eph), 59, caterer with leading carnivals for many years and later operator of a hotel in Miami, at Riverside Hospital, that city, February 11 after an operation, as briefly mentioned in Late Deaths of last issue. Survived by his widow and an adopted son. Interment in Memorial Park Cemetery, Miami.

**GIBSON**—Preston, 57, playwright and reporter, February 15 at the Veterans' Hospital No. 81, Bronx, New York. In Chicago with Hobart Chatfield-Taylor, Arthur Aldis and a group of wealthy men, he founded the New Theater for advancement of American drama and engaged Chrystal Herne as leading woman of the company. His *Mrs. Erskine's Devotion*, starring Anne Sutherland, was produced in Milwaukee in 1904. Among his other plays are *Fate*, *The Turning Point*, *The Vacuum* and *Grabbe and Runne*. He was a member of the Lambs, the Strollers and the Players, of New York, and the Playhouse, of Washington.

**GOLDBERG**—Walter D., 44, manager of the Rialto Theater, Harrisburg, Pa., for the last 10 years, in that city recently.

**GRAETZ**—Paul, 47, German character actor, at his home in Hollywood February 17 following a stroke. He was a student of Max Reinhardt in Berlin and attained success in London with British-International and Gaumont-British studios before coming to America. He had been assigned to appear with Greta Garbo in MGM's *Madame Walewska*. In New York he appeared in *Mr. Cohen Takes a Walk*, and in the films *Alias Bulldog Drummond*, *Bengal Tiger*, *Hot Money*. His widow and a brother, Ernest, survive.

**GRAHAM**—Charles H., 83, well-known drummer and an active member of the Old Grenadier Drum Corps, in Milford, Conn., February 15 after a short illness caused by a recent accident.

**HASSELL**—George, 58, comedian, in Hollywood February 17 of heart ailment. Hassell appeared on the legitimate stage in modern drama, Shakespearean productions and in motion pictures. He played the comedy role of Lutz in *Student Prince*. His first theatrical roles were in Melbourne, Australia. He played with John Craig's Castle Square Theater Company in Boston. His first chance at Broadway was in Winthrop Ames' *Her Own Money*. Other plays in which he played were *Good Morning, Judge*; *Rugles of Red Gap*; *Passing Shows of 1918, 1922, 1923 and 1924*; *The Countess Maritza*, *Artists and Models*, *The Girl From Brazil* and *Florodora*. His screen roles were in *Becky Sharp*, *Captain Blood*, *Night Life of the Gods* and *Dressed to Thrill*. Survived by his daughter, Virginia.

**HEMPHILL**—W. H., 33, radio salesman and former theater manager, after a long illness at El Paso, Tex., recently. He was manager of the Ellanay, Wigwam and Crawford theaters in that city and salesman for Station KTSM. Funeral in Lewisburg, Tenn., his former home.

**HOFFMAN**—William, 49, proprietor of

the Hoffman House, Philadelphia, long a restaurant rendezvous for theatrical people, February 12 in Delaware County Hospital, Upper Darby, Pa. He suffered a stroke seven years ago and had been in ill health since. Surviving are his widow, a son and daughter.

**HOWARD**—Claude Wilson, 32, leader of the Invaders Orchestra, at his home in Fort Worth February 12 after an extended illness. Survived by his mother and sister. Funeral February 12, with burial in Rose Hill Burial Park, Fort Worth.

**JARAGO**—Mrs. Louis, February 13. Survived by two sons, Joe and Doc, and a daughter, Mrs. James Joyce. Burial in Greenwood Cemetery, Ocala, Fla.

**KELLIER**—William H., former well-known minstrel performer, February 14 in Gloucester, Mass.

**KIRK**—Robert J., 66, manager of the John Golden Theater, New York, in that city February 14 of a heart attack. Since 1930 he had been manager of the John Golden Theater, lately supervising the presentation of the show *And Now Goodbye*. A native New Yorker, Kirk entered the theatrical business as a box-office man. For six years he managed a company of *Abie's Irish Rose* in New York and was in charge of *When Ladies Meet* and *As Husbands Go*. He had also been company manager for William A. Brady. His widow, Grace Newkirk, and a sister, Mrs. William Goodhart, survive.

**KUDY**—Marion Christine, 23, fiancée of Bromley House, singer and announcer of WTAM, Cleveland, at her home in that city recently after 10 days' illness of flu. Her wedding was only one week away when death came. Interested in theatrical affairs, Miss Kudy had appeared in many amateur performances. Burial in Menasha, Wis., upon arrival of her stepfather, Leo Lezotte, now in South America.

**LAPORTE**—Addie, 70, retired comedienne and character actress, mother of Mae McEnroe and daughter of John Mosier, former French actor and clown, at her home in Jonesboro, Ind., February 15.

**LAITE**—Charles, 53, actor, February 17 of a heart attack as he entered the stage door of the Hanna Theater, Cleveland. He was understudying for *In a Nutshell*. He made his theatrical debut in Chicago, where he had studied at the Anne Morgan School of Dramatic Art. Some of the Broadway productions in which he appeared were *The Squaw Man*, *Deep Purple*, *Riddle Me This*, *The Bishop Misbehaves* and *The Pursuit of Happiness*. His son, Gordon; three brothers, Arthur Percy, James and Edward, survive.

**LEON**—Doc, 75, veteran circus man and animal trainer, February 11 at Hackensack, N. J.

**LEVIN**—Mrs. Goldie Balaban, 67, at Miami February 19. She was the mother of the seven Balaban brothers who started the present Balaban & Katz Circuit of motion picture theaters in Chicago and neighboring States. Survived by her husband and six sons, Barney, president of Paramount Pictures Corporation; John and Davis, executives of Balaban & Katz, Chicago; Harry and Elmer, operators of the H. & E. Balaban Theater Circuit, and A. J. Balaban. Burial in the family vault at Waldheim Cemetery, Chicago.

**LOWERY**—George W., 70, veteran billposter and former theater advertising director, in Kansas City, Mo., February 14. Lowery was formerly associated with several Pittsburgh theatrical organizations, among which were the Harris Amusement Company, Bijou Theater and Loew's Lyceum Theater. In 1904 he was president of the National Alliance of Bill Posters and from 1903 to 1935 acted as secretary for the Pittsburgh local. Survived by widow, Mrs. Elizabeth R. Lowery; one daughter, Mrs. Goldie Swinburne, of Wheeling, W. Va., and one son, Harry A. Lowery, of Kansas City. Body shipped to Pittsburgh for funeral.

**LUDVIGH**—Elek John, 63, motion picture attorney, at his home in New York February 17 after a five-month illness. He entered the motion picture industry as personal counsel for Marcus Loew, incorporating the original companies organized by Loew. In 1920 he became general counsel, secretary and director of the Paramount Company. He was admitted to the bar in 1895. He leaves a wife, Raynora Present.

**McGILLIARD**—F. T., 68, musician, February 9 in Reid Memorial Hospital, Richmond, Ind., following an operation. He was formerly trombone player with Ringling Bros. and Bob Hunting circuses and with the Beach & Bowers and Gus Sun minstrels.

**MASON**—Louis E., 71, organist, at his home in Worcester, Mass., recently. He was employed at the Worcester Theater for more than 25 years.

**MIDDLEMASS**—Mrs. Susan Cornelia, 79, mother of Robert Middlemass, playwright and movie actor, February 12 at her home in New Britain, Conn. Robert Middlemass wrote *The Valiant* in 1919.

**OLFS**—Louise, 80, musician, February 14 in Detroit after a brief illness. She was for many years active in musical circles in Detroit. Survivors are a son and a daughter. Burial in Woodmere Cemetery, Detroit.

**POMEROY**—Harry D., 70, formerly associated with Marvin & Casler, of the old Biograph Company, as shop superintendent when that company turned out its first motion picture cameras and projection machines, at his home in Syracuse, N. Y., recently following a brief illness. Survived by three sons.

**RICHARDSON**—James Bert, 63, veteran repertoire showman and husband of Jessie (Chapple) Colton, also popular in the repertoire field, at Moline City Hospital, Moline, Ill., February 7 following a surgical operation for stomach disorders. He began his theatrical career when a young man and after a few years on the road with various troupes he and his wife organized their own show, the Jessie Colton Company. They traveled for years, playing under canvas in the summer and in opera houses in the winter. He was a native of Orion, Ill., and was a member of the Masonic Lodge there. Survived by his widow; a son, George; one daughter, Mrs. Bertha Bauer; three brothers, Ralph, Floyd and Verne; two sisters, Mrs. Jennie Natt and Mrs. Ada Wilson, and three stepchildren, Isaac, Lottie and Philana Chapple. Funeral at the Orion Opera House, with burial in Western Cemetery, that city.

**ROBINS**—Ben, 49, vice-president of the Robins Amusement Company, operating head of the Robins and Ohio theaters, Warren, O., and the Butler and Warner theaters, Niles, O., February 11 at a Youngstown, O., hospital of a heart attack. A native of Youngstown, he had been active as a theater operator in Warren and Niles for more than 17 years. His widow, six brothers and two sisters survive. Funeral at the King Funeral Home, Youngstown, and burial in the Children of Israel Cemetery there.

In Loving Memory of My Husband,  
**WILL ROEHM**  
Died February 25, 1936.  
MRS. WILL ROEHM (Aldah Chrystle).

**RUDD**—Dr. C. H., 61, first national president of the Circus Saints and Sinners' Club, suddenly February 15 at Richmond, Va. Survived by widow, two daughters, one son and a sister. Burial in Forest Lawn Cemetery, Richmond.

**SANDS**—William E., 76, for 40 years an advance man for circuses, of a heart attack January 12 at his home in Hagerstown, Md. He was with Barnum & Bailey, Hagenbeck-Wallace and Ringling Bros.' circuses. After his retirement 10 years ago he toured the country with a tent motion picture show. Surviving are a brother, Robert Sands, of Leechburg, Pa., in circus business; a sister and two half-sisters. Burial in Rose Hill Cemetery, Hagerstown, January 14.

**SHINKMAN**—Samuel, 83, actor and playwright, February 11 at his daughter's home in Brooklyn. He introduced the Jewish theater in many countries which he visited and was associated with such stars as Kessler, Adler, Thomashefsky, Margolesky and Blank. Paul Muni at the age of 12 was one of his pupils. Shinkman was a member of the Jewish Theater Guild and the Shakespeare Masonic Lodge 750, and also belonged to the Grand Street Boys' Association. Survived by Mrs. Ruth Phillips, a daughter; Eli and William, sons; Max, Philip and Sigmund, brothers, and Polly and Sabina, sisters. Burial in Washington Cemetery, Brooklyn.

**SLOAN**—Mrs. Sally Chandler, 75, pioneer film theater operator, in Seattle recently.

**SMITH**—Richard H., 56, circus fan and on several occasions attorney for Ringling Bros.-Barnum & Bailey Circus, at his home in Missoula, Mont., January 11 after a long illness. Survived by his wife. (See *FINAL CURTAIN* on page 32.)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

- Barry, Barbara, 4c Lamb, Wm. E., 12c
Burns, L. P., 10c Moran, Victor, 6c
Claussen, Theo M., 10c Murdock, R. K., 10c
Clifford, Herbert, 25c Rosenberger, Bert, 15c
Clifton, Mrs., 25c Walker, Jimmy, 8c
Craft, Don, 10c Rizzo, 15c

Ladies' List

- Adams, Jean Dutcher, Jean
Adams, Rosalie Downey, Evelyn
Alfredo, Alice Driscoll, Juanita
Allen, Patricia Brodick, Margaret
Allison, Mrs. Tex Durr, Velma
Alzora, Turtle Girl DuMont, Cleo
Andrews, Lee Dutcher, Sophia & Jean
Andrews, Jean Dwyer, Sis
Anthony, Madam Eastman, Ida (Peggy)
Anthony, Mrs. Louise Ellingson, Helen
Archer, Mrs. Hattie Ellison Sisters
Arley, Irene Evelyn English, L.
Armstrong, Mrs. Escoto, Patricia
Arnheim, Mrs. Evans, Mrs. Helen
Asher, Mrs. Louis Parris, Ann H.
Ashton, Maude Fule, Mrs. V. A.
Ayers, Mrs. C. W. Ferrell, Irene
Bailey, Mrs. Chas. Finch, May
Baine, Elmor Fine, Mrs. Lew
Baker, Dona Fisher, Geane
Balzer, Mrs. Roy Fisher, Pat
Banty, Mrs. Bert Fisher, Pat Waneto
Barker, Beatrice Floyd, Mrs. Bishop
Barnes, Mrs. Billy Ford, Mrs. Al
Barr, Mrs. Rene Ford, Mrs. Chester
Barry, Gertrude Ford, Mrs. Matie
Barthel, Mrs. Clarence Forest, Mrs. Bettie
Barton, Betty Foster, Mrs. F.
Baugh, Mrs. J. T. Frank, Mrs. J. E.
Bayman, Alice Franks, Jessie
Bedford, Maigie Freeman, Gladys
Bell, Mrs. Jack C. Gable, Sylvian
Berryessa, Clothiel Gallagher, Lola & Annasa
Billings, Mildred Garner, Mrs.
Billingsley, Mrs. Alice Eleanor
Binns, Jeraldine E. Gessler, Peggy
Bishop, Mrs. Dorothy Gibson, Mrs.
Blevins, Billy Bertha Marie
Blevins, Mrs. Flo Giles, Cleo
Bliss, Mrs. Nellie Gilligan, Mrs. Nita
Blondin, Mrs. Marie Gilliland, Mrs.
Board, Betty Mary B. O.
Borg, Wanda Godfrey, Jane
Bortz, Zella Goodwin, Mrs. Jack
Bott, Josephine Gordon, Mrs.
Bouton, Mrs. Margie
Bown, Mildred Grady, Mae
Bowen, Mrs. Ruth Graham, Mrs. A.
Brady, Florence Green, Enla Mae
Brooks, Gladys Green, Mizi
Brooks, Mrs. E. L. Gregory, Mildred
Brown, Miss Pat Grissom, June
Brown, Mrs. Caroline Griffin, Helene
Bryant, Mrs. Carl Hadley, Mrs. Mae
Bucklin, Gypsie Hamilton, Mrs. Bessie
Bullock, Mrs. Clara Hammond, Mrs.
Bunch, Violet Hanf, Jeanette
Bunker, Esther A. Harman, Mrs.
Burbouri, Jessie Josephino
Burke, Mrs. Mary Harper, Mrs. Opal
Burns, Mrs. L. W. Harper, Sue
Burton, Billie Harris, Mrs. Ray
Burton, Mrs. C. W. Harris, Ruth
Bussey, Mrs. Florence Harrison, Larena
Butters, Mrs. Ethel Harrison, Mary
Campbell, Mrs. Ethel Hart, Helen
Carpenter, Dorothy Hatfield, Jolly
Carr, Betty Fanny
Cassabon, Rebecca M. Hartzog, Mrs. H.
Castello, Mrs. Frank Helwig, Mrs. Marie
Chapman, Mrs. Myrtle Peggy Hendry, Princess
Chezudek, Mrs. Stella Hill, Betty
Clay, Alice Hill, Margite
Cole, Mrs. Alta Hilton, Daisy & Violet
Collins, Helen Holmes, Lillie
Collins, Mrs. Mabel Holmes, Mmie.
Converse, Mrs. Clara Hartzog, Mrs.
Conway, Mrs. Edith Howe, Mae
Cork, Miss Bobbie Hull, Norma
Covington, Iona Hummel, Ruth
Cox, Ida Humphreys, Mrs.
Cox, Manilla Edna
Coy, Bobby Hunter, Mabel
Crumley, Mrs. E. C. Hyde, Mrs. M. J.
Cuba, Joy Iwin, Mrs. Eva
Cunningham, Marie Ivey, Mrs. Grace
Curtis, Mrs. Dale Jackson, Nettie
Curtis, Mary Fae Jebl, Florie
Curtis, Myrtle Jeffries, Mrs.
Dale, Helen Kathleen
Dameron, Bessie
Dennis, Margaret Jennings, Mrs. Harold
Davis, Mrs. Del Jewell, Mrs.
Davis, Mrs. Graham Clifford
Davis, Mrs. Ida Jewell, Loretta
Davis, Mrs. Jane Johnson, Jean
Dawson, Gwin Johnson, Mrs.
Day, Mrs. Joan Mabel
Dean, Mrs. Jerry Joyce, Beets
Dearo, Mrs. Bert Karr, Mrs.
Delaney, Ida Dimples
Decker, Mrs. Joe Ray, Madam
Dixon, Ruth & Jesse Keith, Mrs. F. C.
Donally, Betty Kelly, Mrs. C. K.
Donia, Jolly Kelly, Mrs. Andy
Donnelly, Miss Lee Kelly, Mrs. Edith
Donohue, Juanita Kent, Mrs. Sarah
Donohue, Mrs. Kenton, Hester
Doss, Peggy Kidd, Mrs. Texas
Douley, Mary Kish, Mrs. Al

- Kitchen, Marie
Klingbille, Larado
Klum, Mrs. John
Knisely, Mrs. R. G.
Knoll, Mrs. Adele
Kortez, Mrs. Marie
Krisler, Sue
Krupa, Mrs. Midget
LaBenten, Juanita
Kumaloe, Puki
La Clode, Mrs. Amy
LaFrance, Baby
LaMars, Mrs. June
LaPorte, Thelma
Magdalen C.
Lambert, Mrs. Lottie
Lamont, Mrs. Geo. A.
Lang, Ruby
Lang, Vera
Lang, (Bearded Lady)
Langley, Maxine
Langman, Carolyn E.
Leahy, Mrs. Edgar Townsend
Lee, Leona
Lee, Miss Buddy
Lee, Noma
Lee, Patsy
Lee, Rosa, Armless
Lena, Madam
Leonard, Mrs. Jane
Lewark, Thelma
Lewis, Anna
Lewis, Mrs. Thelma
Lexel, Madam
Linam, Mrs. D. W.
Lloyd, Louise
Lorenze, Pauline
Lotta, Madam
Lumley, Mattie
Luther, Mrs. Bill
MacAtee, Bra
MacCarthy, Mrs. Glen
McCoy, Clara
McDaniel, Mrs. Grace
McDaniels, Tressie
McIntire, Mrs. A.
McKay, Miss Bee
McPeak, Mrs. Jackie
Map, Prairie
Main, Betty
Malabwa, Madam
Malcolm, Babe
Manfield, Mrs. Frank
Marcus, Dorothy
Markey, Enid
Martin, Fern
Martin, Mrs. A. N.
Marr, Nola
Marshall Sisters
Marsch, Mrs. Orda
Mave, Dotty
Mayer, Mrs. Vickie
Melville, Harry G.
Melsville, Thelma
Melzora, Ann
Miller, Dale
Milton, Josie
Moore, Mrs. A. V.
Moore, Mrs. Ruby
Moore, Mrs. Mildred
Moraguz, Marcelyn
Morales, Mrs. C.
Morales, Perezca
Moran, Kay
Moran, Fay
Morgan, Iliia
Morris, June
Morris, Lillian
Morse, Mrs. Peggy
Morton, Mrs. Carroll
Moss, Mrs. Helen
Murphy, Mrs. Warren
Murphy, Mrs. W. A.
Murray, Agnes
Murray, Mrs. R.
Murray, Mrs. Kate
Neal, Mrs. Anna
Nester, Mrs. Grace
Newman, Mrs. Arthur
Nixon, Miss Bobbie
Noruan, Faye
Obermiller, Mrs. Georgia
Ortagus, Margaret
O'Brien, Mrs. Fern
O'Conners, Frances
O'Day, Helen
O'Hara, Reba
O'Leary, Mrs. Ercel Moore
O'Shea, Mrs. Jody
O'Shea, Mrs. John
Douglas
Page, Virginia
Parker, Dorothy
Parks, Otha J.
Pausons, Dot
Pascok, Helen
Patterson, Mrs. Mamie
Patterson, Connie
Payne, Sally
Pearce, Virginia
Pearson, Mrs. Ralph
Peavey, Mrs. Kathryn
Peavey, Kathryn
Perry, Mrs. Rose
Peterson, Julia
Phillips, Geneva
Phillips, Mrs. Jean
Phillips, Mrs. Jerry
Picknie, Marie E.
Pitzer, Mrs. Irene
Plum, Mrs. E.
Polk, Mrs. Bessie
Powell, Ethel
Principente, Martha
Prudy, Gay
Pruitt, Mrs. Jack

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.

- Ragus, Peggy
Rankin, Sally
Rawson, Mrs. Jessica C.
Ray, Mrs. Bob
Ray, Mrs. Buster
Rebstock, Wilma
Reck, Mrs. Viola
Reese, Mrs. Bobbie
Reichback, Mrs. Ben
Reid, Annabelle
Reynolds, Mae Janet
Riechle, Marie
Roberts, Betty
Roberts, Ginger
Roberts, Kay
Roberts, Kiki
Robinson, Babe
Robinson, Mrs. Daisy
Rockwell, Mrs. Pat
Rohlf, Mrs. E.
Sword Swallower
Rodenburg, Mrs. Clara A.
Rodgers, Smiles
Rogers, Mamie
Roland, Mrs. Bonnie June
Rooney, Mary
Ross, Mrs. Cleo
Ross, Maybell
Ross, Sophie E.
Roman, Mary
Ruhl, Mrs. Bertha
Ruddy, Mary
Rudick, Mrs. Estelle
Russell, Mrs. Clara
Russell, Mrs. Harry
Ruth, Mrs. Edna
Ryan, Gladys
Schaffen, Neva
Schellenberg, Mrs. J. E.
Schmidt, Agnes
Schofield, Mrs. Ed
Scott, Louise
Scott, Mrs. Nina
Sekula, Rosa Lee
Seymour, Madame
Shaw, Mrs. J. B.
Shelbe, Marion
Shepard, Monica
Sheridan, Mrs. Dorothy
Sherman, Mrs. Ivan
Sherwood, Florence
Short, Mrs. F. A.
Shumway, Mrs. Virginia
Signa, Lady
Simpson, Myrtle
Sims, Daisy
Sims, Mrs. J. W.
Small, Mrs. Lynn
Smalley, Stella
Smith, Bernice
Smith, (Half Girl)
Smith, Mrs. Beatrice
Smith, Dorothy M.
Smithley, Elma
Snedicker, Mrs. Grace
Solar, Laura G.
Sorensen, Mrs. Willie
Spare, Mrs. Al (Peggy)
Spencer, Mickey
Spencer, Virginia
Stauray, Mrs. Minn
Starkey, Mrs. John (Soaky)
Starkey, Mrs. Luckie
Staton, Ruby
Steele, Marie
Stella, Miss
Stevens, Mayme
Stilz, Chino
Storey, Mrs. Bill
Taycon, Mrs. Lydia
Teuka, Mrs. Edw.
Thelma, Pinhead
Thomas, Ella
Thomas, Mary Jane
Thompson, Effie
Thompson, Glenna
Thompson, La
Tiffany, Virginia
Timmers, Mrs. S. P.
Tiny Mite Doll
Tolhart, Nora
Tracey, Leala
Traylor, Mrs. Dick
Troik, Irene
Trup, Patricia
Tumblin, Lorraine
Vain, Jeanette
Van Alsten, Edna
Van Sickle, Mrs. Lillian
Van Sickle, Mrs. Roy
Valiente, Veronica
Vandyke, Mrs. Sarah M.
Waight, Naomia

Gentlemen's List

- Abdullah, Alexandre
Aboken, George
Abrams, Cuban
Allen, Show, The V.
Adams, Hubert
Adams, Max
Adams, Mike
Adams, Steve
Aitken, Francis
Spottswood
Alberty, Joe
Aldrich, Wm. F.
Alexander, Stanley S.
Allen, Al
Allen, Chick J.
Allen, Ed
Allen, Edward
Allen, Jack Rabbit
Allen, Paul
Allen, King
Allen, Mert H.
Allen, Mirt
Allen, Ralph Roger
Allen, Mack Ray
Allen, Rex
Allen, Robert E.
Allen, Ted
Allen, Tom
Allen, Ray C.
Alzada, Dr. G. E.
Ambler, Walter
American Concert Co.
Ames, F. L.
Amok (Head Hunter)
Anderson, Attilia
Anderson, Clyde
Anderson Jr., Harley
Anderson, James
Anderson, Tinnny Lee
Andin, P. J.
Andrews, James
Anthony, Milo
Antonson, Robert
Arbuckle, Jesse
Arger, Tommy
Argo, Cecil
Arizona Joe
Armstrong, Harry
Arnhem, Eddie
Arran, Jack
Arrington, Dempsey
Arrowood, Jake
Arthur, Chester A.
Arthur, Walt
Arheim, Edward
Ashton Jr., Harry
Atkin, Alfred
Atkins, R. J.
Atterbury, Arthur
Austin, Joe
Ayers, H. B.
Ayers, Homer
Ayers, Ray
B. & H. Ranch
Babette, Prof.
Bachman, W. B.
Badget-Foot, Chief
Babst, Eugene
Balansen, Wm. A.
Bailey, Al Hay
Bailey, Forrest
Baker, Jack
Baker, Jack & Jo
Baldwin, C. C.
Ballard, Roy
Banks, R. R.
Bardex, Milton
Barfield, Phionie
Barlow, Dick
Wayne
Barnett, Ernest L.
Barney, Roy
Barnett, Warren
Barney Tassel Unit
Barnhart, Earl
Barr, Sam
Barr, Geo.
Barry, J.
Barry, S. S.
Brines, B. A.
Britt, Johnny
Brook, Harry
Brodie, Steve
Brodie, Wm. N.
Brossard, Frank
Brown, Buddy
Brown, Donald
Brown, D. W.
Brown, Frank M.
Brown, Geo.
Brown, Prof.
Brown, Norman
Brown, T. Big Roy
Brown, G. Warren
Brown, W. F. H.
Bruce, Carl
Bruce, Edgar B.
Brumley, R. P.
Brunk, Bonnis & Fred
Brunk, Henry
Bruck, O. Severne
Bruck, Eddie
Bruck, Sailor Jack
Bruckland, Harry
Buffin, Gypsy
Bullfin, Enmitt
Bullard, Jack
Burch, Tex
Burdge, Howard
Burg, Eddie
Burg, I. E.
Burgis, Harry
Burke, Billie
Burke, Fred
Burke, Whitey
Burkert, Earl
Burlingame, Dennis
Burns, Charles
Burns, Curley
Burns, Frank
Burns, L. W.
Burns, Robert
Burrell, Fleming
Boroughs, John R.
Burt, All
Burt Show
Bush Comedy Co.
Butler, A. H.
Butler, Roy E.
Byerly, J. D.
Bynum, F.
Caffery, Buck
Caffuri, Johnny
Caine, J. L.
Caldwell, Ernie
Callahan, Frank
Cameron, Owen
Camp, Herb
Camp, Herbert E.
Campbell, Brownie
Campbell, J. C.
Campbell, H. W.
Candell, Harry
Cardesa, Alf
Cardesa, Alf (Armless Wonder)
Carey, Joe
Carey, Roy
Carless, Jack
Carleton, Tommy
Carman, Jerry
Carmichael, Red
Carnell, Howard
Carpenter, Doc
Carr, Merle
Carrington, Shea
Carroll, Billy & Kitty
Carson, Tommy
Carter, F.
Carter, Zeno
Carver, F. B.
Carver, Floyd A.
Cash, Burleigh
Cass, W. Ray
Castle, Chester
Castelo, Frank
Castro, Frank
Castro, (Magic)
Castle, Chic
Castle, J. C.
Causton, C.
Cavanaugh, Eddie
Caylor, John
Celen Hawaiian Trio
Certo, V. L.
Coffan, Giorgi
Champion, Jack
Chaney, Lon (Alias Carlos Chaney)
Chaplin, R. E.
Charlie, Hindu
Charmion, Alfred
Charneski, Felix
Cheeks, Gilbert
Chenetro, Archie
Chenetro, Tom
Chenusey, J.
Chisholm, Davey
Church, I. M.
Claire, Ted
Clark, Art B.
Clark, Ernie
Clark, I. J.
Clark, Ralph
Claude, Leo
Clausner, Joseph W.
Clay, Henry
Clemens, Murray
Click, Wm. A.
Cloras, Pinhead
Cobbs, Warren
Cockrell, Geo. A.
Codona, Alfredo
Cody Jr., Bill
Cody, Harry N.
Coffelt, W. R.
Cogswell, C. H.
Cohen, Milton
Cohen, G. Rex
Cole, Donald
Coleman, Herman
Coley, C.
Colk, Fred
Collins, Lee
Collins, Texas Slim
Colman, Robert
Concello, Antoinette
Condory, Alfred
Connelly, Blackie
Connelly, Lloyd & Lola
Connelly & Radcliffe
Conroe, Lee
Converse, A. J.
Coolbrith, Francis N.
Cooper, Geo.
Cooper, John A.
Corcoran, M. J.
Cornell, Everett W.
Cornier, Arthur
Cornish, Bill
Coruso, John
Costa, Geo.
Costa, S.
Core, Walter
Cowan, John
Crawford, Edw. P.
Craig, Nolan
Craig, Paul
Cramer, V. D.
Craven, Jim
Crawford, Frank
Crawford, Tex
Crazier, H. B.
Crazier, Ray B.
Creasty, Geo.
Creger, Happy
Crenshaw, Orvel
Crider, Hammel
Crocker, Goldie J.
Croe, E. C.
Cros, Dick L.
Cros, Frank
Cros, Richard
Crouch, O. A.
Crowe, Faddy
Crowley, Albert
Crowley, Dr. J. B.
Crownson, Bill
Cullens, Larry
Curl, Wm.
Curtis, Robert P.
Curtis, Slim & Bertha
Curtis, R. J.
Dagnous, Charles
Dale, John
Dalvine, Harry C.
Daly, Wm. B.
Dandy Dixie Show
Dangerfield, Maxey
Daniels, 2/10
Daniels, Reckless
Danker, W. P.
Darnell, Hank
Davenport, E. C.
Davenport, Henry
Davis, Buddy Low
Davis, Chas.
Davis, E. A.
Davis, Fred
Davis, Henry
Davis, Jack (Wop)
Davis, James N.
Davis, Loopie
Davis, Louie
Davis, O. P.
Davis, P. H.
Davis, Ted
Dawkins, G. W.
Dawkins, Geo.
Dawson, R.
Day, E. L.
Day, Tim O.
Day, Harvey
DeLong Family, The
DeMarco, John
De Oro, Elton
DeRosier, Phil
DeRizkin, Frank
DeRosia, R. L.
DeRossette, Clarence
DeRossignob, Louis
DeVerrie, Wm.
DeWitt, John
Decker, Al
Decker, Harry
Decker, Joe
Decker, Otis, Co.
Deetz, C. C.
Deforest, Jimmie
Deibelses, Harry H.
Deity, Wm.
Dekroke, Jean
Delacruz, Juan
Delaney, China
Delaney, Pat
Delion, Leon
Delmaine, Jack
Demarest, Fred
Delvrote, Lew
Denetro, Archie
Denetro, Tom
Denusey, J.
Denham, Capt. Elton
Dennis, Buddy
Dennis, Jack
Dennis, Prince
Densmore, Speed
Denson, Bill
Dent, Marvin
Dent, W. L.
Dessels, Flying
Deutsch, Fred W.
Devany, O.
Devine, Jene
Deeweese, Thomas
Dexter, Ardvee & Sonny
Dexter, Bert
Diamond N Ranch Circus
Diavolo, Frank
Dice, Harry
Dillinger, Hardin
Dimon, Andrew
Dion, Theo
Dingar, Claude
Dix, Walter
Doak, Charles A.
Dobbs, Harold L.
Dobbs, Robert
Dodd, Capt. Jimmie
Dodson, N. C. (Dobby)
Doggert, Art
Donahue, Walter
Donavan, Bill
Dood, W. H.
Dorden, Robert
Dorman, Chas. R.
Dowd, James
Dowd, Marion
Dowdell, Austy
Dowly, S. H.
Downs, A. W.
Downs, Lemmy
Doyle, Sam
Drawn, R. C.
Drayger, Mathew
Drayton Family, The
Drill, Charlie
Drummer, Happy
Dudley, H. G.
DuFault, Earl L.
Dugan, E. S.
Duke, Iron-Skin Man
Dunlap, Pop
Dunn, Chester A.
Dunn, D. S. (Red)
Dunn, Ralph
Dunn, T. D.
Dunn & Walsh Show
Durham, Wm.
Dyer, W. R.
Dykes, Carl
Earle, Alfred B.
Earle, Wm.
Earle, Frank O.
Eamhart, E. E.
Eaby, Jerry
Edgefield, Geo.
Edison, Bob
Edmonds, F. L.
Edmonds, R. D.
Edwards, Burley
Edwards, Curtis
Edwards, Jack
Edwards, Jimmy
Edwards, Paul
Edwards, Robert
Eiler, R. E.
Eko & Iko
Elders, Charlie
Elli, Theo.
Elliott, Dean Ham
Elliott, Tom
Ellis, Ray
El Vino, Doc
Embrue, Geo.
Emerson, Junior
Enswiler, S. H.
English, Clinton
English, Hollis
English, Walter
Eubley, Eugene
Epple, Sam
Erman, Lee
Erwin, K. O.
Etheridge, Lloyd
Etten, Abe
Eule, Joe
Evans, Chas.
Evans, Stanley
Evans, Danny
Evans, Ed
Evans, E. C.
Evans, Geo. S.
Evans, Homer
Evans, Humphy
Evans, Robt. Lee
Evans, Virgil
Evens, Britt
Eversole, A. M.
Eysteone, Chop
F. & M. Amuse.
Fabey, Frank
Fain, Tex
Farley, Buck
Farrar, Verlin
Farrell, E. S.
Farrell, G. Frisco
Farrell, Shorty
Faughtner, Larry
Faulkner, Robt.
Faut, Frank
Faust, Jake
Favors, P.
Feldheim, Chas. M.
Feldman, Joe
Felice, Evert Wop
Feliz, Clay Modier
Feliz, Nabor
Felton, Harry C.
Felton, King, The Magician
Ferguson, Joe
Ferlune, Ferry
Ferrell, Geo. W.
Ferris, Johnnie
Fields, Nat
Fillmore, Chas. H.
Finch, Robert E.
Finck, Jack
Finerty, John
Fireside, I.
Fist, Jimmy
Fisher, Lee E.
Flanagan, Tex
Flanagan, Bob
Fleming, Herbert
Flip, The Seal Boy
Flippo & Zepo
Florescu, Prof.
Flynn, Robert W.
Folien, A. E.
Folin, Dave
Fondau, Claud
Ford, Prof. C.
Fornell, Louis
Fort, Chas.
Fortaine, Patrick
Forton, Les
Foster, Dock
Foughbrook, Ted
Fox, Al & Marion
Fox, Alexandri
Fox, Benny
Fox, Bob
Fox, J. C.
Fox, John St. Claire
Foy, Sam
Foy, Eddie, Children
Foye, Dr. Joh E.
Francis, John Angelo
Frank, Mike
Franks, Bill
Frechette, Ray A.
Freda-Fred
Fred, H. T.
Freeman, Robert
Freemans, The
Fretzel, Orville
Fritz, Cecil
Froomesse, H. E.
Fry, Luther R.
Frye, Dorsey
Frye, James P.
Fryer, Mack
Fuguo, W. C.
Fulkerson, Rube
Fuller, Lloyd
Fuller, Sid
Fulton, Casino
Furguson, Denny
Gagnon, Bert
Gage, A. W.
Galpin, P. P.
Galpin, Earl
Gannon, Bud
Gannon, Russell Duke
Gardner, Ed
Gamer, Bryant E.
Gamer, Horace
Garrett, Harry
Garvey, Eddie
Gary, Bill
Gasca Troupe, The
Gatton, J. F.
Gault, Rex
Gaynor, Joe
Geath, Levis
George, Joe M.
Geran, Jack
Gerard, Frank
Getz, R. J.
Gibbens, Geo.
Gibbling, Howard
Gibson, Arthur
Gibson, Carl E.
Gibson, Jack E.
Gibson, Marshall
Gibbs, Al
Gilbert, Jack
Gilbert, Pat
Gilliam, Art
Gilliam, David
Gillman, Leonard L.
Gillman, O. F.
Gilmore, James F.
Gitty, Donald
Glassman, Nathan
Glines, G. A.
Gloth, Bob
Glover, Don
Glover, Bernie
Gold, Harry
Golden, C. L.
Golden, Richard
Golden Valley Show
Goodhue, H. M.
Goodlett, Walter J.
Goodman, Morris L.
Goodwin, A. L.
Goodwin, Happy
Goodwin, Michael M.
Gordon, Art
Gorden, Jean
Gordon, Beth
Gordon, Mathew G.
Gordon, Sam
Gorvin, Art J.
Gowda, L.
Gowdy, M. A.
Graham, Chas. J.
Graham, Hal
Graham, Pat
Grant, Al
Gray, Ed
Gray Family
Green, Rufus Scott
Green, W. E.
Greene, Tom
Gregory, L. B.
Grenell Midgets
Gresham, Geo. W.
Grier, Chuck
Griffin, Willard
Grimes, Johnnie
Grimes, Red
Grinheart, Jackie
Grinnell, Mr. Pearl
Grobsky, Max
Groff, Miller
Grooms, Geo.
Gruber, Bob
Gruberg, Pop
Grugan, Shorty
Guerrin, Frank M.
Guertin, Jack
Guin, Cecil
Guthrie, Charles Guy, Miller
Haas, Doc F.
Hackett, Harry
Hadden, Harry
Haines, Fred
Hale, J. M.
Hale, Tom
Hale, Doc T. H.
Halke, R. S.
Hall, John
Hall, Raymond
Hall, Tom
Hally, Dick
Halstrom Twins
Hamilton, Damon
Hamilton, Leo
Hamilton, Wm. F.
Hamilton, White
Hammond, Bill
Hammond, Earl
Hammond, Geo.
Hamoka, Frank
Hampton, Joe
Hampton, James
Hancock, Bob
Hancock, J. C.
Haney, R. E.
Hankinson, Ralph
Hanley, Norman
Hanna, Joe
Hanna, John
Harbin, Howard
Harden, L. H.
Harding, Alf M.
Harding, G. W.

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

Hardy, Bob (Domino)
Harehelrode, Harold
Harbold, S. E.
Harper, Alfred
Harrige, Delmar
Harrington, Leighton
Harrington, Thos.
Harris, Alfred
Harris, Andy
Harris, Bob
Harris, Dick
Harris, Ft. Worth
Harris, Geo.
Harris, Harry
Harris, Hi
Harris, Nick
Harris, Pocket
Harris, Rome
Hartzberg, C. A.
Harvey, Mike
Hashi & Osai
Haskin, Milton
Hastings, G. C.
Hatch, Harold
Hatchell, Carlyle
Houghton & Houghton
Haun, I.
Hawahani, Joe
Hawk, Chief
Hawkins, Ernie
Hawkinson, Fred
Hawthorn, Jack
Hayden, Charles
Hayes, Patrick
Hays, Wm. M.
Hazelbrig, Mark
Healey, Jimmie
Heaney, Magician
Heard, Leo
Heath, Ross
Heath, Russell
Heinrich, Fred
Heinrich, Hatchie
Heller, Ralph E.
Helm, R.
Henderson, Cortus
Henderson, Ernest
Henderson, J. C.
Hendricks, Ryst
Hendrix, Cecil
Hendrix, David
Hennant, Art
Henriell, Russell
Henricks, Elmer
Henry, Fred
Henry, Robt. E.
Herbert, Harry J.
Herman, Eddie
Herman, the
Herman, Howard
Herman, Mike
Hester, Harvey
Hester, W. H.
Heth, Henry
Hewley, B. J.
Hibbard, H. B.
Hibbard, Tom
Hicks, Randall
Hicks, Red
Hicks, Robert
Hicks, Wm. R.
High, Fred
Hinds, Billy
Hindu, Charlie
Hinton, Geo. W.
Hisco, Harry
Hobbs, Cuhley
Hobbs, John
Hobbs, Warden
Hockenbery, Lewis
Hodges, Hilton
Hodgini, Master
Hodgins, Dr. R. J.
Hoffstatter, R. W.
Hogan, Eddie
Hogan, Mickey
Holcomb, Roy
Holt, W. V.
Holland, E. S.
Hollie, Robert
Holliday, Ben
Holman Bros.
Holmes, D. R.
Holmes, Jack
Holman, H. S.
Homan, Flash
Homer, Harry
Honski, Lewis
Hooper, Tattooed
Hoover, Luther
Horak, John
Hornsbly, Holly F.
Houck, Harry
Houghton, F. S.
Housner, Sam
Houston, Lee
Houston, Richard
Howard, Joseph
Howell, Edgard
Howell, Fred M.
Hozman, E.
Hudson, Ray
Hughes, Chas.
Hughes, Sylvester
Hughes, Claude R.
Hughes, Willie
Hugo, Capt.
Hull, Jas.
Hull, Ralph W.
Hunt, Ted
Hunter, W. J.
Huntzinger, Reds
Hurley's Royal
Huston, Lee
Hustrel, August A.
Hutchinson, Trombone Jesse
Huterman, Edwin
Hutton, M. C.
Hvatt, Kay L.
India Ola
Iney, James
Irvine, Dr. Edw.
Irwin, Robert G.
Isler, Ernest
Isley, Bill & Stella
Ivey, Whitey
Jackson, Cannon Ball
Jackson, Eddie
Jackson, R.
Jackson, W. L.
Jagger, Jimmie
Jaks, John
James, A. H.
James, Donald

James, Fat
James, J. E.
James, L.
James, Paul
Jarvinen, James
Jarvis, Buck
Jasom, F.
Jearte, Wm.
Jennings, Walter
Jennings, Ted
John, Major
John, (Armless Wonder)
Johnney, Rough House
Johns, B.
Johnson, A. F.
Johnson, Cecil
Johnson, C. J.
Johnson, Doc
Johnson, Eldin
Johnson, Frank L.
Johnson, Harry Leo
Johnson, Raymond
Johnson, Leonard L.
Johnson, Paul
Johnson, Swede
Johnstone, Kenneth
Jones, Al
Jones, Charley
Jones, Owen
Jones, Robert
Jones, Sam Miles
Jones, Willie
Jordan, Billy
Jordan, Oscar
Jordan, The Six
Jordan, Prof.
Jules, Jerry
Kadall, A.
Kain, Doc E. J.
Kane, James
Kane, Pepoo
Kane, Wm. J.
Kamili, Stanley
Karobkin, J.
Karr, E. B.
Karr, Joe
Kashe, E. J.
Kastle, W. J.
Kaufman, Wallace
Keckis, James
Keith, Charles
Keller, Boston
Keller, M. N.
Kelley, E. K.
Kelly, Burton
Kelly, James T.
Kelly, Doc James
Kelly, Joseph
Kelly, Ramond
Kelly, Red F.
Kelly Stock Co.
Kemp, Robert
Kendall, W. G.
Kent, Curley
Kern, Gerald E.
Ketchel, Al
Keyton, Clarence
Keyser, Chas.
King, Allen
King, Bennie
King, Frank B.
King, G. M.
King, Howard
King, John
King, Luke
King, Val
King, Sidney
King, Walter
King's United
Kingdon, Sid
Kinter, Commodore
Kirkwood, Gene
Kirschman, Bill
Kisch, Albert
Kitzman, Francis
Kizer, Jack
Klutaske, Harold
Knight, Hugh
Knight, Oliver Al
Knight, Richard J.
Kniesly, Russell G.
Knives, Joe
Knux, Herndon
Koban, Kaitchi
Koko, the Clown
Kolb & Moeller
Korke, Bobby
Korke, G. J.
Koski, T.
Koyl, Geo. R.
Kraemer, Will
Kraff, Perry
Kral, Sam
Kramer, W.
Krause, Freddie
Kuehnel, Julius
Kury, Joseph
LaMar, King
LaMont, Charlie
LaMore, Jack
LaMont, Jevon
LaParta, F. A.
LaRose, Orville O.
Laine, Jack
Laine, Ted
LaVare, Buddy
LaVelle, Frank
LaVerne, Francis
LaVern, Vern
LaVine Troupe
LaVola, Fred
Lake, Ed Red
Lamar, Brownio
Lamb, L. B.
Lamb, Ray
Lamb, Rufus Scott
Lamb, Tony E.
Lambert, E. E.
Lamore, Jack X.
Lampert, Harry
Landis, Richard R.
Landes, Robt. J.
Lane, Cecil R.
Lane, Frank B.
Lane, Jackie
Langley, G. M.
Langley, Mac
Langhear, Jack
Langt, Regner
Larance, DeWitt
Larkin, Jim
Larkin, Karl
Larry, Jack
Larry, P. G.
Lasber, Charles
Lauren, Gny
Lavone, Walter E.
Laves, Claude D.
Lazamis, Ben
Lazone, Elmer
LeVere, Jack
Leal, Johnny
Leathernan, Fred

Leavitt, Harry
Lee, Charlie
Lee, Doc J. W.
Lee, Joseph
Lee, Kentucky
Lehr, Raynor
Leiberman, Andy
Lenard, Harry
Lenhart, L. R.
Lenior, Frenchy
Lepert, George
Lentini, Frank
Leo, Ossified Man
Leonard, Harrio
Leonard, W. Mario
Leroy, Jack
Leslie, F. F.
Lesser Family
LeTourneau, Wm.
Lewis, Curley
Leverton, Bob
Levi, H. C.
Levina, Walter
Levine, Harry A.
Levine, Joe
Levitt, Jake
Lewis, Curley
Lewis, Dick Co.
Lewis, Herman
Lewis, Irving N.
Lewis, Joe German
Lewis, Dr. J.
Lewis, Trevor M.
Lincoln, Suicide
Lineament, Albert
Linx, Jack
Lippe, Geo. Doc
Lippman, Eddie
Littlebeaver, Dr.
Lloyd, Wm. Harvey
Locke, Wallace F.
Loeb, Charles
Lofstrom, Wm.
Lokas, Frank
Lomar, Jr., Bob
Long, Leon
Loomis, Harold E.
Lovell, C.
Lovell, Seth Buddy
Loyalt, George
Loyat, Alf
Lucas, Steve A.
Ludwig, Frank
Ludwig, Chas.
Ludwig, Blount
Ludwig, Princes
Lundy, Willie
Lynch Jr., Bobby
Lyle, Ace
Lyman, A. H.
Lynch, H. T.
Lynn, Emmett Pap
Lyons, P. Ace
Macalese, Johnnie
MacCurio, Chief
MacArdell, E. J.
McArdle, Vernard
McBride, Archie
McBride, Jack
McCauley, Marvin
McCarthy, Geo.
McCauley, W. L.
McClung, C. C.
McCluskie, T.
McCluskie, James R.
McCoy, Bill
McCulley, W. T.
McCurry, Geo.
McCurdy, J. M.
McDonald, W.
McFarland, F. J.
McFee, Johnnie
McGill, Jimmie
McGill, Alex
McGowan, Mathew
McGuire, Al
McGuire, W. F.
McHugh Mind-
McKeone, Gordon
McKinnel, Michael
McLaughlin, Chas.
McLellan, E. S.
McLennore, J.
McMann, John M.
McPeak, James C.
McPherson, E. C.
Macaulay, Robert
Mack, Dick
Madden-Stilian
Madelnick, Harry
Maher, Randolph
Mahon, William
Mahoney, Scott
Mabr, Sam
Macka, Lee
Malory, Ray
Mann, Carl
Mansfield, Cyril
Manya & Pordes
Margo & Rosika
Marquis, Magician
Mars, Walter J.
Marsden, Frank
Marshall, Phil
Martin, Buddy
Martin, Jack C.
Martin, Mickey B.
Martini, B. D.
Martion, Harry P.
Marton, Joe
Marvel, David
Mascoe, Fred
Mason, Bert
Mason, Dick
Mason, Edw. R.
Matthews, Jr.
Matthews, Bennett
Edw.
Mattingsly, Henry
Mattson, Bernard
Maurice, Ossified
Maurerstock, W.
Maxello, John
Maxberry, Doc
Mayer, Geo. F.
Mayer, R. J.
Mayman, Dave
Meffley, Thomas
Mefford, Red
Megeyer, Red
Melzer, John
McMe, the Clown
Meliz & RaNoun
Mericy, Nat
Merrietta, Sugar
Mertz, Roy H.
Mexas, Chief
Meyer, Linford
Meyers, Bob & Eileen

Meyers, Geo.
Meyers, John Thos.
Meyers, Johnny S.
Meyers, Ralph
Mikulza, Michael
Miller, Alvin
Miller, Rolland
Miller, Edward D.
Miller, F. W.
Miller, J. E. & B.
Miller, James E.
Miller, L. H.
Miller, Leo
Miller, Lloyd D.
Mills, Robert A.
Milo, Sword
Minor, C. L.
Miltons, Leon
Minkin, Sam
Miserman, Eddie
Mistrot, James
Mitchell, Bob
Mitchell, Charlie
Mitchell, EH
Mitchell, Frank O.
Mitchell, George
Mitchell, Joe G.
Mitchell, Jimmy
Mitchell, John
Mitchell, Leo
Mitchell, Sam
Mitchell, Steve G.
Mitchell, W. W.
Mite, Major
Mitton, Doc
Moberg, C.
Moffatt, H. E.
Molhawk, Steve G.
Molan, Jack
Moloy, Wm. Whitey
Monroe, E.
Montgomery, Gene
Montgomery, Lowrie
Montgomery, Don
Mooney, Howard
Mooney, R. S. Bob
Moore, Chintz
Moore, Curley
Moore, Doc G.
Moore, C. B.
Moore, Jesse
Moore, William R.
Moorehouse, Ben F.
Moorey, Ralph
Moran, Bob
Moran, James A.
Morgan, Billy
Morgan, J. O.
Morgan, Johnnie
Morgan, Louis
Morrill, Jackie
Morris, Claude
Morris, Elmer
Morris, Edw. K.
Morris, Henry
Morris, Jacques
Morris, John
Morse, Joe C.
Mortenson, Mort
Morton, Vincent
Moser, Floyd
Mossholder, Ralph
Mullin, Frankie
Mullins, Moon
Murand & Girton
Murphy, Avery
Murphy, D. J.
Murphy, Ernest C.
Murphy, E. J.
Murphy, John
Murphy, John (Scarles)
Murphy, Harry A.
Murphy, J. L.
Murphy, Lewis
Murphy, Pat
Murphy, W. A.
Murray, Jack
Murray, Wayne C.
Murray, Wm. C.
Murry, Mal
Myers, Al Talker
Myron, Arthur
Nadreau, Gean
Naid, Prince Rajah
Names, Art
Nardini, Paul
Navlor, W. E.
Nelson, Art
Nelson, Barney
Nelson, Donald
Nelson, Edw.
Nelson, Jack
Nelson, Little Red
Nelson, Lomar B.
Nelson, M. J.
Nelson, N. C.
Nelson, Prince
Nemar, James E.
Nerben, Archie R.
Nerenberg, Ted
Nedd, A.
Newman, Howard
Newton, Billy S.
Newton, Clyde
Newton, Cly
Newton, Earl
Newton, Glenn A.
Niad, Rajah
Nihil, J. B.
Nicholson, Henry
Nicholas, Walter
Nicholas, Russell
Nicholas, Tom
Nicholas, Leo
Nichols, J.
Nickerson, S. W.
Nixon, Rube
Noble, Joseph
Nofflet, Boyne
Nookalane, Dan
Norman, Karyl
Norris, Bob
Norris, Lee
Norton, Carl
Norton, Jack
Norton, Jimmy
Norton, Red
Norton, W. H.
Norwood, Jack
Nugger, Sol
Norwite, Whitey E.
Nye, Thomas E.
O'Brian, Geo.
O'Day, Tim
O'Hara, Roger
O'Neil, Bob
O'Neil, J. R.
O'Neil, Philip E.
O'Neil, Major Tom
Oddy, Frank

Odom, Homer
Ogden, Ray
Ogilvie, H. H.
Oliker, Bobbie
Oliker, H. Ben
Olson & Johnson
Onesta, Pedro
Osborne, J. L.
Oshwa, Prince
Owens, Bill
Owens, Frank
Owen, Harry
Owen, Jack V.
Oxler, Dr. John
Pabio, Juan
Pacific Amuse. Co.
Paddock, Buddy
Page, Jack
Paige & Jewett
Painter, Alfred
Palleme Working
Palmer, World Show
Palmer, Dick
Palmer, Doc
Palmer, Wm.
Palmer, Pliny
Pangburn, Edw.
Parker, Bob
Parker, Chas. M.
Parker, Russell
Parrott, Geo.
Pasco, Joe
Patterson, Eugene
Patterson, G. Show
Paul, W. D.
Paul-Pauline
Payne, Albert J.
Pearson, John H.
Pearson, Leonard
Peavey, The
Peck, Geo. W.
Peppers, Abe
Perrin, Eugene
Perrin, Ray
Perot Jr., Bill
Perry, Joe
Perry, Laverne
Perryman, Hershel
Peters, Frank
Peters, Eugene
Peters, Lee E.
Peters Sr., Wm.
Peterson, G. Robt.
Peterson, G. (Sword Swallower)
Pettit, Leonard C.
Petty, Pat
Pfeifer, E. W.
Phelps, Jack
Phibert, Candy
Phillbert, E. H.
Phillips, D. Ray
Phillips, Leon Phil
Phipps, Whitey
Picchiani, James
Pierce, Eddie
Pierce, Frank
Pierce, Harold
Pierce, James
Pike, Bill
Pilgrim, Billy
Pine, Harry L.
Pirtill, Delbert
Pisara, Joe
Plank, Tom
Plasingk, Keith
Plasingk, Rudy
Plyler, C. M.
Polk, Ernest
Pool, Mr. Peggy
Porter, John L.
Pottle, Frank W.
Potts, Harvey
Powell, Bobbie
Powell, Capt. Jack
Powell, Major Ted
Powell, Walter
Frather, Henry H.
Price, the Magician
Price, Sherrod
Prickett, H. D.
Pringle, Everet D.
Prior, Jerome
Proctor, Dick
Prouldy, Spot
Pucci, Baron
Pugh, George
Pullman, Pete
Qualls, Knox
Quinn, Lloy J.
Radloff, Floyd
Radtke, Art
Raines, Grover C.
Ralston, W. L.
Ramon & Puerto
Ramsey, Clyde
Ramsey, Ted
Rankin, Howard H.
Rankin, Tom
Ray, Buster
Ray, Jack
Ray, Prof.
Ray, Ralph
Ray, Tommy
Raymond, Great
Reading, Arthur
Reaves, J. D.
Rebberts, Stewart
Rebman, Dr. Jas. H.
Red, Nuffie
Redman, Frank
Red, Chick L.
Red, Ben H.
Red, Ted
Reeves, Chas. B.
Rehn, Geo. W.
Reilly, Bill
Rekoma & Loretta
Reno, Montreal
Reno, Sax
Reynolds, Cecil
Reynolds, E. S.
Reynolds, Tom
Rhea, Joe E.
Rhinehart, Jack
Rhymet, Dutch
Rice, Al C.
Rice, Big Bam
Rice, Cecil C.
Rice, Ralston F.
Richardson, Joe
Riche, Tom
Richey, Billie
Ricks, William

Riddick, Johnnie
Ride, William E.
Riley, Capt. Paul
Riley, Dan
Rindlons, P. C.
Rio, Joe
Ritchey, Billy
Rittley, Harry
Rivet, Napoleon
Roberson, George
Roberts, Bob
Roberts, Jack & Renee
Roberts, Jas. C.
Roberts, Jas. Sax
Roberts, Lowell
Roberts, Roy
Roberts, Thayer
Roberson, J. S.
Robey, Jim
Robinson Jr., Bow
Rockwell, E. W.
Rodgers, Harley
Rogers, Bill
Rogers, Frank J.
Rogers, Red
Roland, Herbie
Roland, N. P.
Rolley, Jo
Rooney, Pat
Rose, Doc Jas. C.
Rose, Harry
Rose, Hart
Rose, Marty
Rosen, H.
Rosen, Joe
Rosen, Sheik
Rosenberg, Archie
Rosenberg, Benny
Rosler, Kid
Ross, Bert
Ross, D. L.
Ross, Milton E.
Ross, Nelson E.
Ross, Tommy
Rountree, R. L.
Royal Comedy Co.
Royana, John
Rubel, Bert
Rubenstein, Sidney
Rubin, Harry
Rucker, E. H.
Ronyan, Brooks
Rupes, Johnnie
Russell, Charlie
Russell, Francis
Russell, Mel
Rutherford, M. B.
Ryan, George
Salarestor, Frank
Salter, Earl
Sanson, Jack
Sanders, Capt. C. L.
Sandos, Max
Sanderson, Al
Sargee, Clarence
Saulnie, Josef
Saunders, George
Savacini, Jos. A.
Sax, Mandel
Saylor, Geo. C.
Scarborough, Estle
Seanson, William
Schaffer, Charlie
Schaffer, \*C. Jack
Schaffer, Roy
Schellenberg, Free
Schilling, Geo.
Schmidt, Red
Schmitt, Hammer
Schmoet, Charlie
Schmoety, Edgar I.
Schulz, Omar
Schulz, Earl
Scott, L. Cowell
Scott, Thomas C.
Scrifer, Fred Slim
Scruggs, Jack
Scruggs, L. H.
Searle Twins
Sears, Louisville
Sellers, Geo. L.
Seltzer, Louie
Setz, Val
Seward, Prof.
Shaffer, Ray
Shannon, J. R.
Sharkey, Geo. E.
Sharon, Ted
Sharpe, E. B.
Sharpstee, Ernest
Shartell, O. P.
Shaver, J. S.
Shayse, Raymond
Shean, Geo.
Sheasley, Geo.
Shebo, Eddie
Sheffield, Odie
Shelby, Hank
Shelton, Toby
Shepherd, B. C.
Sheriff, J. E.
Sherman, G. B.
Sherman, J. Carl
Sherman, John
Sherman, Wm. B.
Sherwin, Albert
Sherwin, Dan C.
Sherwood, James
Shields, Purl
Shope, Ned
Shoptaw, Ray
Shore, Arthur
Short, Floyd
Shriver, Eugene
Sibley, Walter K.
Sigel, Harry
Silliman, G. Walter
Simms, Bob
Simonelli, James
Simons, Bert
Simpson, Frank M.
Sinclair, Wm.
Singlee, Oosa
Singleton, O. K.
Sisler, Lewis
Sivel, Carl, & Co.
Skiver, Charles
Slausner, Earl
Stuskey, Louie
Smart, Frank S.
Smith, Billie White
Smith, Clarence C.
Smith, C. Y.
Smith, Cookhouse
Jack

MAIL ON HAND AT NEW YORK OFFICE

1584 Broadway.
Parcel Post
Compassi, Jos., 3c
Weems, Bert, 5c
Ladies' List
Anderson, Lucile
Arrington, Catherine
Bolon, Mrs. Clay
Cantin, Florence
Cote, Mrs. Vivian
Currier, Hazel
Dobas, Gene
Doyce, Helen
Elliott, Eunice
Evans, S.
Fay, B. C.
Frazier, Mrs. Wm
Fredericks, Bertha
Fuller, Dorothy
Garry, Doris
Glicken, Mildred
Gregory, Mrs. Jim
Hall, Billy
Hillis, Lulu
Holmes, Peggy
Honey, Daisy & Loren
Hughes, Madeline
Kenny, Jeanne
Knowlton, Marion
Rich, Peggy
Rodgers, Patricia
Spooner, Gene
Scott, Doris
Smith, Ann
Smith, Dalma
Stewart, Louise
Vinton, Kerza
Voorhies, Mrs. Ben
Williams, Jeanne
Williams, Marta
Young, Clara
Kimball

Gentlemen's List

Albanis, Five
Albert-Alberta
Allen, E.
Amoros, Frank
Barbour, Buck
Branchamp, Alex
Bender, E. C.
Benson, R. D.
Boyer, W. E.
Boyd, Joe
Bowker, James B.
Briggs, Joseph
Brillson, Paul A.
Brimley, Al
Carnose, John
Case Bros. & Marie
Caseleton, Tommy
Christiana Family
Clegg, Vic
Clegg, Harry
Cline, Walter J.
Clifford, Joseph
Cole, G.
Colobano, Con
Compassi, Joseph
Conlon, J. P.
Corrigan, C.
Courtney, Thos.
Cowan, Harry C.
"Crazy Quilt" Mgr.
D'Andrea, Bobby
David, Jack
De Alva, Suther-
De Land & Gordon
Decker, Ralph
Deloney, J. D.
Demutti, Hadu & Flo
Denniker, Paul
Duffy, Douglas
Dwyer, R. R.
England, Harry
Eriksen, Oswald
Fabry, Edward
Faust, Ike
Fields, Harry K.
Foley, Eddie
France, Frank
Freeman, Geo. I.
Freeman, Joe I.
Friedman, Lawrence
Goldie, Jack
Goll, Bill
Greenspoon, Jack
Hall, Freddie M.
Hamilton, Al
Hamilton, Wm.
Harrington, Boatsie
Herring, Frank C.
Hoag, Douglas
Horman, Ed
Hornbrook, E. C.
Hornfield, Bill
Houssain, Mohamed
Howard, Horace
Hugo, Chas.
Jack & Alowa
Jackson, Ben
Johnson, J. C.
Jordan, Charles
Mansfield, James
Poplin, Charlie
Pressler, James
Quinlan, Ralph
Randol, George
Rankin, Wm. T.
Robinson, Robt. R.
Rosserino, Great.
Seoffield, Bill
Seoff, Senan
Sidney
Shafer, C. Jack
Shirk, Al
Sindell, Fred
Spencer, Hawaiian
Stearns, Abe
Stemberg, Nathan
Sullivan, Jerry
Sutman, Harry
Tally, Clow
Toto, Ray
Varley, Vezev
Vosburgh, Kenneth
Walsh, Jack
Wheatley, Magician
Whirling Aces
Wilson, Cliff
Wolcott, Ben F.
Wood, F. H.

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.
Ladies' List
Barlow, Erma
Brett, Helen
Clayton, Mrs.
Cooper, Mary
Cros, Ginger
Delmar, Miss
Dyer, Mrs. (Sis)
Firanza, Mne. or
Virginia Hayden
Fraser, Mrs. Jas.
Hall, Evelyn
Harris, Mrs. Grace
Hart, Ervil
Henderson, Mrs.
Kelley, Mrs. Edith
LaBalfuer, Pat
Lee, Patsy, of
Des Moines
Leigh, Mabel
Lorow, Mrs. B. J.
Lowry, Ginger
Marks, Elda
Marsh, Andrea
Mau, Martha
McCarthy, Mrs.
Gertrude P.
Mitchell, Mrs.
Helen
Parker, Dorothy
Ramey, Renee
Rumore, Ruth
Ward, Irma
White, Miss Billie
Wilson, Mrs.
Luelle
Woodward, Mrs.
Jean
Aces, The Two
Alabamians, The
Southern
Alexander, Alexis
Allen, Harry
Allen, L. C. Kirzy

Ambler, Gerald  
 Arcoturus  
 Arubheim, Edward  
 Backman, H. D.  
 Bartz Carnival Shows  
 Berry, T.  
 Bills, S. B.  
 Bouta, Benny  
 Bottomley, A. E.  
 Brad, Fred  
 Brescal, James  
 Buchanan, Jack  
 Carroll, Gerry E.  
 Case Brothers  
 Chester, O. M.  
 Coby, Harry  
 Corwin, George  
 Davis, Sonny  
 Devanna, Fred  
 Eklman, Mark  
 Edwood, Francis  
 Evans, Robt. E.  
 Ferguson (Bob)  
 Fontana, Joe  
 Foster, C. W.  
 Gifford, Al  
 Goodwin, Nat  
 Gordon the Great  
 Graulich, Kurt  
 Hackett, Mr. & Mrs. Karl  
 Harris, Stanley  
 Hickman, Guy  
 Hugo, Charles  
 Jackson, Mr. & Mrs. R.  
 Jackson, Richard  
 Jagers, Fred  
 Jeanette, Jean  
 Johnson, Harry  
 Kean, Frank Scotty  
 Kelech, Harvey J.  
 Kelly, Tex  
 Kitchens, Josh  
 LaBeane, Albert  
 LaMore, Jack X.  
 LaVola, Fred  
 Leand, Tony  
 Lovett, George  
 Lowe, Joe  
 McLaren, Andrew  
 McMahon, Thos.  
 McKamus, John  
 Mickey  
 Martin, Clarence  
 Martin, Robert L.  
 Matoyer, Leon  
 Melvin, Joe  
 Milstead, Savannah  
 Murphy, Walter D.  
 Noble, Ralph  
 Pearson, A.  
 Randson, Mr. & Mrs. C. C.

Potter, Henry P.  
 Rawls, Mr. & Mrs. Willie  
 Raymond, Hip  
 Reeves, Johnnie  
 Roberts, Roy (Sonny)  
 Rodgers, R. J. (Dutch)  
 Rowan, Roy  
 Ryan, Geo.  
 Scotty, Frank Kean  
 Shelton, Charles  
 Sherman, Chester  
 Smith, Sid  
 Spencer, C. M.  
 Stein, Sam  
 Stephenson, Cliff  
 Stephens, Frank M.

Stevens, G. A.  
 Stevens, Harry  
 Sturgeon, Les D.  
 Sutherland, Gordon  
 Thomas, Al  
 Travis, Dan  
 United Artists Studio  
 Vining, Bill  
 Webb, John  
 Wescott, Mr. or Mrs. Maud Cornish  
 White, Billy  
 Wilder, James R.  
 Wilkinson, Guy V.  
 Wilkinson, Wayne  
 Willie, Macon E.  
 Wolford, Harry  
 Zerm, Chas. A.

Callahan, Walter (Denny)  
 Capp, Marie  
 Casey, Jack  
 Chance, L. Edward  
 Chaney, Charles  
 Clark, Robert  
 Conyer, Ted  
 Cook, J. W.  
 Cotton, J. K.  
 Courtney, C. L.  
 Cowan, Lynn  
 Craver, Jack  
 Davidson, Geo. E.  
 Dennis, Jack  
 Dudley, Harry  
 Dugan, Jack  
 Dunn, D. S.  
 Embree, George  
 Emerson, J. B.  
 Erwin, Jack  
 Evans, Pat  
 Fagon, Happy  
 Fredericks, Freddie  
 Fredrick, Roy  
 Freid, Harry  
 Friedstand, M.  
 Friend, Don  
 Gallagher, Jas. R.  
 Gibbon, Mack  
 Graves, Geo. & Jim  
 Green, Al  
 Greenice, Jerry  
 Heller, Roy  
 Hill, Ed L.  
 Hanging, Steve F.  
 Hansen, Art  
 Harris, E. P.  
 Harris, Jack  
 Harris, William E.  
 Harvey, Roger  
 Haun, Randall  
 Haverstock, Harve  
 Hayes, Harold  
 Heftl, James  
 Heller, Red  
 Henderson, Jack F.  
 Henderson, John F.  
 Hendrix, Paul C.  
 Hieman, Morris  
 Hilderbrand, Roy  
 Holoboff, P. P.  
 Howard, John  
 Howard, Johnny  
 Hudson, William  
 Hugo, Harry  
 Hurst, Bob, Shows  
 Johnson, Jesse  
 Jones, Jonie  
 Keller, M. N.  
 Kelly, Ted  
 Kirk, C. E.  
 LaBarie, Mr. Babe  
 Lamb, Scott  
 Lambert, D. J.  
 Lawson, Echar  
 LeBurno, Bob  
 Leepord, Arthur

Lewis, R. D.  
 Linker, Thomas  
 Love, Carl  
 Lovett, George  
 McAllister, P. H.  
 McCray, E. D.  
 McDonald, Art H.  
 McGregor, Harold G.  
 Macaulay, Robert  
 Manaur, Shady  
 Meeks, E. A.  
 Miller, Jackie  
 Millican, Jack  
 Minser, Clyde  
 Morrill, Charles  
 Nice, Jimmy  
 Oather, Carl  
 Owens, Ora  
 Owens, Walter  
 Palmer, Doc W. F.  
 Pasha, of the Mystery  
 Peak, Sanford  
 Petersen, Whitey  
 Plank, Harry L.  
 Price, D. M.  
 Pumroy, H. L.  
 Rigbee, W. H.  
 Robt, T. W.  
 Saulvan, Sammy  
 Scofield, Ed  
 Seltzer, Louie  
 Sherwood, James  
 Sims, Silas Rubin  
 Sisk, Pat  
 Skeene, L. G.  
 Spencer, O. L.  
 Stanley, Paul  
 Stanley, Stan  
 Steffens, Sammy  
 Stephen, Sam  
 Stevenson, Leslie  
 H. (Bonham)  
 Stober, Tex  
 Thomas, Ray  
 Thompson, Alfe  
 Thompson, E. Lee  
 Thompson, Howard  
 Wallace, H.  
 Walters, Curly  
 Watkins, L. F.  
 Watson, Eddie  
 White, William S.  
 Williams, Raye  
 Wilson, Bill & Margaret  
 Wise, Ralph  
 Woods, "Blackie"  
 Woods, Wm. Riley  
 Wray, Ross  
 Wren, Joe  
 Yase, Doc  
 Young, J. K.  
 Zouneyville, Michael J. F.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,  
 Eighth and Olive Sts.  
 Parcel Post

Dorey, Mrs. Eddie, LeBurno, Bob, 5c  
 Heftl, James, 5c  
 LeBurno, Bob, 5c

Ladies' List

Adams, Theresa  
 Bahan, Miss Trece  
 Bailey, Mrs. Harry  
 Blanchard, Mrs. J. C.  
 Burns, Peggy  
 Chesser, Mary A.  
 Collins, Miss Darby  
 Texas Yodelin'  
 Cowgirl  
 Cramer, Mrs. J.  
 Davidson, Mrs. Roland  
 Davidson, Mrs. Edward  
 Davidson, Mrs. Evelyn  
 Dorothea, Lady  
 Ferguson, Mrs. Betty  
 Groll, Leonore  
 Henderson, Mrs. W. F.  
 Kelly, Edith  
 Adams, Roy  
 Alexander, C. G.  
 Ames, George  
 Anderson, Rudolph  
 Anthony, Milo  
 Arcoturus  
 Antera, Mantio  
 Balderson, George  
 Bell, L. H.

Gentlemen's List

Hendrix, Mrs. C. W.  
 King, Eleanor  
 McCaffery, Mrs. J. C.  
 Marshall, Mrs. R. H.  
 Miller, Nancy  
 Norton, Mrs. Cornelia  
 Pound, Helen  
 Reynolds, Mrs. L. C.  
 Schiersers, Doris  
 Stein, Mrs. A. E.  
 Stanley, Dorothy  
 Stuart, Mrs. Elizabeth  
 Warren, Mrs. Velda  
 Willhite, Mrs. Robert  
 Young, Mrs. Peggy  
 Bennett, Jack  
 Blair, Harry  
 Bloomer, Robert  
 Brown, Joseph A.  
 Brunner, Art  
 Buley, Jimmy  
 Buley, Paul  
 Burns, Frank J.  
 Butcher, Enochs

Cops Keep Movie Ops From Holding Giveaways

JACKSON, Miss., Feb. 20.—Following a warning to managers by city officials with the stationing of two police in each theater, ops and officials have been in huddles in hopes that some agreement on Bank Nights in local houses may be reached. City's move followed closely a ruling by the State attorney-general last week that Bank Night, in his opinion, constituted a lottery and was therefore illegal and subject to heavy fine and imprisonment.

Attorneys for the city's shows have called on Mayor Scott in an effort to secure his approval of give-aways but were advised by him that city was without authority in face of the attorney-general's ruling and that he would enforce the law regarding this rule. The mayor said that shows attempting give-aways would be haled into court.

Newport News Theater Ops Divided Over Sunday Shows

NEWPORT NEWS, Va., Feb. 20.—A battle over Sunday movies is raging here, with theater owners divided and church forces lined up with school patrons' groups against the move. No objection to the proposal to open theaters Sundays is seen by H. A. Wolever, manager of two of the city's four houses, both operated by Hunter Perry chain.

On the other side Manager Leonard Gordon of the Palace, indie house, and Leo Greenwood, of the Warwick, member of the W. S. Wilder chain, are both opposed to Sunday films and say they will not open unless competition compels them.

Meanwhile the ministerial association, individual churches and city federation of patrons' leagues have all adopted resolutions opposing the plan.

TOUHY-MORRELL—Joseph P. Touhy, business manager of the studio transportation drivers' union, and Norma Morrell, of the Myron Selznick Agency, in Los Angeles February 19.

TUCKER-GRIFIN — George Tucker, orchestra leader, and Gwendolyn Griffin, vocalist with his band, at Waycross, Ga., February 7.

TUMILTY-BENEDICT—Pat Tumilty, of Pittsburgh, and Helen Benedict, Pittsburgh singer, recently in that city.

WHITEHOUSE-ROBERTSON — Hank Whitehouse, Pittsburgh comedian, and Rose Robertson, known professionally as Blondie Bey, singer, in Steubenville, O., February 11.

WILLIS - FINNEY — Norman Willis, screen actor, and Faye Finney, nonprofessional, in Los Angeles February 14.

Coming Marriages

Herman Fink, nonprofessional, to Frances Selditz, secretary to Darryl Zanuck at 20th Century-Fox, in New York, soon.

Richard Dudgeon Kohler, nonprofessional, and Dorothy E. Wallace, daughter of the late A. Ramsey Wallace, stage and screen actor, soon.

Marge Morin, of the Morin Sisters, NBC, Chicago, to Bob Casey, of the Kings' Jesters, now playing the LaSalle Hotel, Chicago, soon.

Daniel Reed Topping, nonprofessional, and Arline Judge, screen actress, soon.

Henry Mollison, screen actor, and Lina Basquette, former film actress, in England soon.

Births

To Mr. and Mrs. Frank L. Hiestand a 7½-pound daughter, Janett, February 17 at Cook County Hospital, Chicago. Father is a balloonist.

To Mr. and Mrs. Victor Fleming a seven-pound daughter in Los Angeles February 17. Father is an MGM director.

A seven-pound son, Stephen Anthony, to Mr. and Mrs. Stephen M. O'Keefe February 14 at Cooper Hospital, Camden, N. J. Mother was the former Gertrude M. Heenan, premier dancer with the Pennsylvania Opera Company and a principal in Max Reinhardt's *The Miracle*.

To Mr. and Mrs. Karl Davis an eight-pound daughter, Marilyn, at Mary Thompson Hospital, Chicago, February 14. Father is a member of the Cumberland Ridge Runners of Station WJJD, Chicago.

A son to Mr. and Mrs. H. E. Ribson at Waterdown, Ont., February 10. Parents are performers with Canadian rep and tab shows.

Divorces

Valerie Osborn Dade, writer, from Courtenay Savage, New York playwright, in Reno February 9.

Alma Wood, escape artist known professionally as Louise Williams, from Leon Wood in St. Louis February 8. Elsie Corrigan from Thomas D'Arcy Corrigan, film actor, in Los Angeles recently.

Mrs. Olivia Marenger, member of Barnett Bros.' Circus, from Theodore A. Marenger at Macon, Ga., February 18. Bert Lorow Jr., side-show operator with Hennies Bros.' Shows, from Mrs. (See DIVORCES on page 85)

COCHRAN'S 1937

(Continued from page 4)  
 pany. Box-office bookings already extend into June.

With *Home and Beauty* safely set, Cochran is busy arranging other ventures. These include a new musical show with Gracie Fields, England's highest paid star, and Flanagan and Allen, leading lights of the London Palladium "crazy gang" of comedians, to be produced at the Lyceum Theater at the end of March; Elisabeth Bergner in a play to be produced in May, and his annual Trocadero Grill Room supper-time revue, which goes into the Trocadero April 17. Show is tentatively titled *This Joyous Reign* and will include the Cochran girls and Joe Jackson Jr., American pantomimist, and possibly Patsy and Bobby Wynn, young American entertainers, who have taken Europe by storm.

PITTSBURGH, Feb. 20.—Tiny Kilbuck Theater extended its six-week run of *Jack and Jill* here to 20 weeks. A number of local and neighboring organizations have bought out the house for different nights.

FINAL CURTAIN

(Continued from page 29)

widow; a brother, William B., and his mother, Mrs. Nancy Smith.

STUART—William James Clinton, 84, playwright, in Washington February 18. His first produced play was *A Woman of the Temple*. In 1886 his *Our Society* opened in the old Madison Square Garden, New York, starring Annie Russell. His last production was *Will She Divorce Him?* He was a bachelor, with no immediate relatives.

TALLEY—H. D., theater man of Devine, Tex., instantly last week when struck by a passenger train. His son, Gidney, owns the Plestex Theater in Pleasanton, Tex. He leaves also his wife and a daughter.

TYLER—Albert S., 82, father of Lelah Tyler, stage and screen actress, in Los Angeles February 10.

VALENTINE—G. W., 63, father of Freddie and Roy Valentine, co-owners of the Flying Valentines, and George Valentine, owner of the Flying Valentines, of pneumonia at the St. Joseph Hospital, Houston, January 27. Survived by his widow, two daughters and five sons. Interment in Woodlawn Cemetery, that city.

WALLACE—Betty, 18, ticket cashier for the Fox-West Coast theater chain, in Los Angeles February 11 of burns suffered when her clothing caught fire from a heater in her ticket booth at the Fox Embassy Theater. She was locked in the booth as a safety measure against holdups.

WEEKS—George, 64, operator of the monkey circus on Conklin's All-Canadian Shows for the last six seasons, February 6 at Montreal. He operated a carnival in the eastern provinces of Canada for many years and later was associated with Dominion Park, Montreal. Survived by his widow. Interment in family plot at Goffstown, N. H.

WESSELMAN—L. B., former manager of L. B. Wesselman Players for 30 years and well known in Midwest repertoire circle at Durant, Okla., February 10 following an appendicitis operation. Funeral services and interment in Durant February 12. His widow survives.

WHITCHER—Billie, former member of the Harley Sadler Show and other dramatic companies, at Raton, N. M., February 15 of pneumonia. Lee Witcher, her first husband, died in 1935. Survived by her second husband, Curtis Lawhon, nonprofessional. Burial in Raton.

WILKINS—George H., 61, of heart attack at Passavant Hospital, Chicago, February 15. He entered the radio field in 1933 as assistant radio director of *A Century of Progress*, later becoming as-

sistant traffic manager and purchasing agent for Station WBMM, Chicago, which post he held until his death. He was a leader in Masonic circles. Burial at Graceland Cemetery, Chicago.

Marriages

DEL CAMPO-ASTOR — Manuel Martinez Del Campo, Mexican actor, and Mary Astor, screen actress, at Yuma, Ariz., February 18.

DICKSON-SHALER—B. Abbott Dickson, nonprofessional, and Eleanor Shaler, musical comedy actress, in New York February 8.

GIBSON-REDMAN — Bennie Gibson, past season with Bob Fisher's flying act, to Lanova Redman February 1 at Bloomington, Ill.

GUERIN-SPELL—Jacques Guerin and Betty Spell, French comedienne, at Paris February 9.

JONES-BYRON—Ray Jones, Chicago radio actor, to Gene Byron, lead in the *Molly of the Movies* radio serial, at Morehead, Ky., December 27, 1936, it was revealed last week.

LITTLE BEAR-IVORY—Chief Little Bear, Hollywood actor, and Anita Ivory in Scotland recently.

MCCOY-LEIBLEE — Malcolm McCoy and Beatrice Leiblee, both members of the WXYZ Studio Players, Detroit, and known as Jerry Worth and Sally, February 16 in Detroit.

MARX-HUNTER—Harry Marx, emcee at Chin Lee's, New York, and Patricia, mistress of ceremonies, January 28.

MILLS-WOLFE—Jack Mills, banner solicitor for Cole Bros.' Circus, and Tillie Wolfe at Windsor, Ont., February 14.

MOORE-ELLET—George Moore, non-professional, and Villetta Ellet, daughter of the late Maud Ellet Chambers, Ringling-Barnum aerialist, February 10 in Ozone Park, L. I., N. Y.

COBE-LEVINE—Robert Cobe, manager of the Republic Film Exchange, New Haven, Conn., and Ethel Levine, Boston, February 13 in Boston.

RINGLE-JASON—Sammy Ringle, non-professional, and Barbara Jason, night club singer, in Philadelphia February 7.

SIEGRIST-ROSELLE — Billy Siegrist and Rosalie Roselle, nonprofessional, at Miami February 16.

STOETERAU-MONROE — Lee Stoeterau, orchestra leader at Club Rendezvous, Moline, Ill., and Dorothy Monroe, of Silvis, Ill., in Moline January 17.

TEARNO-HUNSINGER—Tony Tearno, carnival concessioner, to Ruby Hunsinger, Fulton, Miss., concession agent, at Richmond, Va., January 20.

**ACTS, UNITS AND ATTRACTIONS**

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

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Flying Whirls (Village Barn) NYC, nc.  
 Folles D'Amour (Shea) Toronto, t.  
 Fontaine, Evan Burrows (Adelphia) Phila, h.  
 Foran Sisters & Tom (Mayfair) Cleveland, nc.  
 Ford, Gene (Torch Club) Baltimore.  
 Ford, Whitey & Ed (Casino Parisien) Chi, nc.  
 Fowler, LaMae (Dixon's Cafe) Omaha, c.  
 Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., nc.  
 Frances & Carroll (Shoreham) Washington, D. C. h.  
 Franchon & Franchon (La Salle) Chi, h.  
 Franz & Fuller (Club Joy) Lexington, Ky., nc.  
 Fred & Ginger (Uproar House) NYC, nc.  
 Fredez & Laurenza (Plamor Club) Cheyenne, Wyo.  
 Froeba, Frank (Onyx Club) NYC, nc.  
 Frohman, Bert (Chez Paree) Chi, nc.

**G**

Gale, Barbara (Butler's) NYC, c.  
 Gallagher, Shirley (Frolic) Albany, N. Y., nc.  
 Garcia & Perrot (College Inn) Chi, re.  
 Gardner, Poison (Dizzy) NYC, nc.  
 Gardell, Tess (Benny the Bum's) Phila, nc.  
 Gardner, Reginald (Versailles) NYC, re.  
 Garner, Nancy (Wivel) NYC, re.  
 Garr, Eddie (Hollywood Country Club) Hollywood, Fla., nc.  
 Garrett, Jannette (Le Mirage) NYC, nc.  
 Gaston (Monte Carlo) NYC, nc.  
 Gay Nineties Quartet (Gay Nineties) NYC, nc.  
 Gaye, Cranville (Ball) NYC, c.  
 George, Eileen (Nixon) Pittsburgh, re.  
 Gerald & Lawrence (Chin Lee) NYC, re.  
 Gerrits, Paul (St. Regis) NYC, h.  
 Gertrude (Variety) NYC, nc.  
 Gilardi, Gus (Arbor Club) Scranton, Pa., nc.  
 Goff, Jerry (Rainbow Room) NYC, re.  
 Goll, Wanda (Le Mirage) NYC, nc.  
 Gomez & Winona (Hollywood Country Club) Miami, nc.  
 Gonzales & Rangel (McAlpin) NYC, h.  
 Goodman, Charles (Biltmore) NYC, h.  
 Goodwin, Jack (One Fifth Ave.) NYC, h.  
 Gordon, Jean (Village Casino) NYC, nc.  
 Grasl, Rudi (Ritz Carlton) NYC, h.  
 Grauman, Sol, & Musical Stairtone (Oriental) Chi, t.  
 Green, Al (Pioneer Nut) NYC, nc.  
 Green, Buddy & Claire (St. George) Brooklyn, h.  
 Green, Terry (Yacht) NYC, nc.  
 Griffith, Edith (Hi-Hat) Chi, nc.  
 Grower, Bernie (Gay '90s) NYC, nc.  
 Guy, Bernon (Parish) Phila, c.  
 Gypsy Irma (Crisis) NYC, c.  
 Gypsy Nina (Russian Art) NYC, re.

**H**

Hale Sisters (Caliente) NYC, nc.  
 Halladay, Ruby (Chez Brummel) Cannes, France.  
 Halliday, Heather (Ambassador) NYC, h.  
 Hamilton, Ruth (Half Moon) NYC, nc.  
 Hamory, Erne (18) NYC, nc.  
 Hamrick, Ruth (Colony Club) Chi, nc.  
 Hardie & Mills (Gloria) Columbus, nc.  
 Hare, Doris (Astor) NYC, h.  
 Harper, Ruth (Mount Royal) Montreal, Que., h.  
 Harrigan, Frankie (Barritz) Phila, nc.  
 Harriman, Swan & Lucille (Nixon) Phila, t.  
 Harrington, Pat (18) NYC, nc.  
 Harris, Alice (Kit Kat) NYC, nc.  
 Harris, Eddie (Variety) NYC, nc.  
 Harris, George (Mayfair) Boston, nc.  
 Harrison, Spike (Gay '90s) NYC, nc.  
 Hartmans, The (Plaza) NYC, h.  
 Hassan, Prince (Miami Biltmore) Miami, Fla., h.  
 Hastings, Sue (Rainbow Room) NYC, re.  
 Hatch, Harry (Bruno's) NYC, nc.  
 Haviland, Henry (Black Cat) Kenton, O., nc.  
 Hawkins, Sid (Ball) NYC, nc.  
 Hayes, Georgia (Casino Parisien) Chi, nc.  
 Haynes, Mitzl (Hollywood) NYC, re.  
 Hayworth, SeeBee, Revue (Carolina) Hickory, N. C., t.  
 Healy, Dan (18) NYC, nc.  
 Heat Waves, Three (Yacht Club) Chi, nc.  
 Heath, Helene (21 Club) Phila.  
 Helaine & Donaldson (Kenmore) Albany, N. Y., h.  
 Helene & Raoul (Flamingo) Orlando, Fla., nc.  
 Herbert, Joe (Caliente) NYC, nc.  
 Hickel, John (18) NYC, nc.  
 Hickory Nuts (Wivel) NYC, re.  
 Higgins, Peter (Yacht Club) Chi, nc.  
 Hill, Lethia (Cedar Gardens) Cleveland, nc.  
 Hill, Milton (Edgewater) Lafayette, La., nc.  
 Hilliard, Jack (Colosimo's) Chi, nc.  
 Hirsch, Jack (Old Rumanian) NYC, re.  
 Hoffman, Gertrude, Ballet (College Inn) Chi, re.  
 Holbein, Rolf (French Casino) NYC, cb.  
 Holden, Virginia (Kenny Mar) Oakdale, Pa., nc.  
 Holy, Marshall (Kit Kat) NYC, nc.  
 Hollis, Helen (Nixon) Pittsburgh, nc.  
 Hooton, Don (Esquire) Toronto, nc.  
 Howard, Kathleen (Wivel's) NYC, re.  
 Howe, Dorothy (Vanderbilt) NYC, h.  
 Huff, Tiny (Barrel of Fun) NYC, nc.  
 Hughes, Lysbeth (Biltmore) NYC, h.  
 Hughes, Romona (Silver Slipper) Kansas City, Mo., nc.  
 Huston, Josephine (Hollywood) NYC, re.  
 Hyde, Vic (Mirador) NYC, nc.  
 Hyder, Doc (Ubangi) Phila, nc.

**I**

Iliana (Versailles) NYC, re.  
 Internationals, Three (Roosevelt) NYC, h.

**J**

Jackson & Brown (Uproar House) NYC, nc.  
 Jackson, Lawrence (President) New York, h.  
 Jai-Leta (Maria's) NYC, nc.  
 James & Allen (Wagner) Bath, N. Y., h.  
 James, Fred (Kit Kat) NYC, nc.  
 Jarrot, Lucille (L'Escargot D'Or) NYC, re.  
 Jason, Barbara (Commodore) NYC, h.  
 Javenello, Marie (Barritz) Phila, nc.  
 Jay & Lucille (Esquire) Toronto, nc.  
 Jeanette & Kalan (Frolics) Youngstown, O., nc.  
 Jeffers, Dorothy (Park Central) NYC, h.  
 Jennings, Don & Sally (Bismarck) Chi, h.  
 Jenkins, Polly, & Plowboys (Allegheny) Phila, t.  
 Jensen, Marve (St. George) Brooklyn, h.  
 Johl Jr., Wally (Coronado) St. Louis, h.  
 Johnny Company (French Casino) NYC, cb.  
 Johnny & George (Venezia) NYC, nc.  
 Johnson, Mae (Black Cat) NYC, nc.  
 Jones, Jonah (Onyx Club) NYC, nc.  
 Jordan, Seven (Beckley) Beckley, W. Va.; (National) Richmond Mar. 4-6, t.  
 Joyce, Janet (McGee's) Phila, c.  
 Jules, Stuart (Governor Clinton) NYC, h.

**A**  
 ABC Trio (El Chico) NYC, nc.  
 Adrian, Iris (Leon & Eddie's) NYC, nc.  
 Adulet (French Casino) NYC, nc.  
 Aerial LaZellas (State) Seattle, Wash.; (Edison) New Westminster, B. C., Mar. 4-6, t.  
 Airo Aces (Club Paree) Hartford, Conn., nc.  
 Alls, Roscoe (Park Central) NYC, h.  
 Alcaraz, Marti & Chiquita (Paradise) NYC, re.  
 Allen, Bernie (5th Avenue) NYC, h.  
 Allen & Kent (Earle) Phila, t.  
 Allen, Ted (Lyric) Indianapolis, t.  
 Almonte, Marie (Le Mirage) NYC, nc.  
 Alvan, James (State-Lake) Chi, t.  
 Ames & Arno (College Inn) Chi, re.  
 Ambrose, Billy & Ruth (Blackhawk) Chi, re.  
 Andree & Samuels (Galety) Brussels, cb.  
 Ann, Judy & Zeke (Met.) Boston, t.  
 Arden, Donn (Lookout House) Covington, Ky., nc.  
 Armando & Maria (Moonglow) Syracuse, N. Y., c.  
 Armstrong, Maxie (Black Cat) NYC, nc.  
 Arnold, Jack (Ball) NYC, nc.  
 Arturo & Evelynne (Ball-Ball) Chi, nc.  
 Ashburns, The (Levaggis) Boston, re.  
 Ashton, Edward (18) NYC, nc.  
 Astwood, Norman (Gypsy Tavern) NYC, nc.  
 Atcs, Roscoe (Earle) Washington, D. C., t.

**B**

Banama Dancers (Cotton Club) NYC, h.  
 Bacon, Faith (Colosimo's) Chi, re.  
 Bailey, Bill (Cotton Club) NYC, nc.  
 Bailey, Mildred (Blackhawk) Chi, re.  
 Baker, Belle (Oriental) Chi, t.  
 Balasis Skaren (Broadway Hofbrau) NYC, nc.  
 Baldwin & Bristol (Million-Dollar) Los Angeles, t.  
 Bale, William G., Dr. Jekyll & Mr. Hyde: Grafton, W. Va., 26.  
 Ballantine & Pierce (Cocoanut Grove) Boston, nc.  
 Ballard, Mary (Chin's) NYC, re.  
 Ballard & Rae (Jefferson) St. Louis, h.  
 Banks, Sadie (Old Rumanian) NYC, re.  
 Barber, Hal (Flamingo Club) Orlando, Fla., nc.  
 Barclay, Dick & Evelyn (Philadelphian) Phila, h.  
 Bard, Robert (Ambassador) NYC, h.  
 Barlow, Florence (Colosimo's) Chi, re.  
 Barnes, Eddie (Freddie's) Cleveland, O., nc.  
 Barra, Cappy (Royal Palm) Miami, nc.  
 Barrett & Smith (Paramount) Miami, t.  
 Barrie, Howard (Loew) Montreal, t.  
 Barrie, Mickey (Radison) Minneapolis, h.  
 Barry, Paul (Hollywood) NYC, re.  
 Bartell & Hurst (Palmer House) Chi, h.  
 Bartholemey, Lillian (French Casino) Miami Beach, Fla.  
 Barto & Mann (Paradise) NYC, re.  
 Barton, Phil (Radison) Minneapolis, h.  
 Baxter, Marylin (Chin Lee) NYC, re.  
 Beasley, Irene (Paradise) NYC, re.  
 Beck, John (Ball) NYC, nc.  
 Bell, Bobbie (Ballyhoo) Columbus, O., nc.  
 Bell, Carolyn (Wivel) NYC, re.  
 Bell, Dorothy (Basque) NYC, c.  
 Bell & Grey (Oakwood Club) Sturgis, Mich., nc.  
 Bell, Harvey (Mayfair) Cleveland, nc.  
 Bell's Hawaiian Pollies (Uptown) Columbia, Mo., 26; (Liberty) Sedalia 28, t.  
 Benga, Feral (French Casino) NYC, nc.  
 Bennett, Florrie (Holland Tavern) NYC, nc.  
 Bennett's Singers (Chicago) Chi, t.  
 Beno, Ben (Fair) Redlands, Fla.; (Strawberry Festival) Plant City, Fla., Mar. 1-6.  
 Benson, Betty (Leon & Eddie's) NYC, nc.  
 Bentley, Gladys (Ubangi) NYC, nc.  
 Bentum, Bench (Funland Park) Miami.  
 Bergen, Edgar (Chez Paree) Chi, nc.  
 Bernhardt & Graham (Congress) Chi, h.  
 Bernards & Duvals (Ritz-Carlton) NYC, h.  
 Bernard, Phil (State) Pontiac, Mich., 21-Mar. 6, t.  
 Bernard, Rose (Wheel) NYC, nc.  
 Berryman, Duke (18) NYC, nc.  
 Bert & Jay (Colonial Village) Peoria, Ill., nc.  
 Bertoloso, Enrico (Casino Parisien) Chi, nc.  
 Beryl, Billy (Oasis) Detroit, Mich., c.  
 Bessinger, Frank (New Yorker) NYC, h.  
 Bigelow & Lee (Barrel of Fun) NYC, nc.  
 Billetti, Eddie, Troupe (Wirth Circus) Jamaica, L. I., N. Y., Mar. 1-6.  
 Biroeva Mlle. (Nini) NYC, re.  
 Blackburn, George (Opera House) Bainbridge, O., 22-Mar. 6.  
 Blaine, Dorothy (Harry's New York Cabaret) Chi, nc.  
 Blair, Jack & June (Ambassador) NYC, h.  
 Blake, Charles (Ambassador) NYC, h.  
 Blane, Barbara (Netherland Plaza) Cincinnati, h.  
 Blenders, Four (Embassy Club) San Francisco, nc.  
 Bonner & Newman (Nixon) Phila, t.  
 Booth, John (Washington Youree) Shreveport, La.  
 Boran, Arthur (Fay's) Phila 26-Mar. 4, t.  
 Bordine & Carole (Rendezvous) NYC, nc.  
 Boreo, Emil (Casino Parisien) Chi, nc.  
 Borg, Inga (Jimmy Kelly's) NYC, re.  
 Boshner, Dora (Russian Art) NYC, re.  
 Boston Sisters (L'Escargot D'Or) NYC, re.  
 Botoroff, Al (Oriental) Chi, t.  
 Bower, Marion (Blue Mirror Tavern) Waterbury, Conn.  
 Bowers, Eleanor (Murray Hill) NYC, h.  
 Bows, Major, All-Girl Show (Capitol) Washington, D. C., t.  
 Bowne, Jerry (Biltmore) NYC, h.  
 Bows, La Verne (Ballyhoo Club) Columbus, O., nc.  
 Boyettes, The (Athletic Club) Flint, Mich.  
 Brasno (Casino Parisien) Chi, nc.  
 Bredwins, The Three (Casino Parisien) Chi, nc.  
 Brent, Ruth (Hollywood) NYC, re.  
 Brite, Betty (French Casino) NYC, cb.  
 Brito, Phil (Mount Royal) Montreal, h.  
 Brooks Twins (Club Vogue) NYC, nc.  
 Broomfield & Greeley (Ubangi) NYC, nc.  
 Browe, Harold (San Diego) Detroit, nc.  
 Brown, Ada (Maj.) Dallas, Tex., t.  
 Brown Bros. (Fay's) Phila, t.  
 Brown, Danny (Frontenac) Detroit, nc.  
 Brown, Evans & Mary (Castle Terrace) Columbus, O., nc.  
 Brown, Evans & Mary (Palm Garden) Columbus, O., nc.

Brown, Ralph (Ulangi) NYC, nc.  
 Brown, Rhythm (Uproar House) NYC, nc.  
 Bruce, Betty (French Casino) NYC, nc.  
 Brummel, Bo (College Inn) Chi, re.  
 Buck & Bubbles (State) NYC, t.  
 Buckley, Art (Harry's New York Cabaret) Chi, nc.  
 Buckley, Josephine (Chez Paree) Chi, nc.  
 Buckley, Neil (Netherland Plaza) Cincinnati, h.  
 Bucks, Four (Shrine Circus) Fargo, N. D.; (Shrine Circus) Bismarck, N. D., Mar. 1-6.  
 Buddy & Selma (Colosimo's) Chi, re.  
 Bunch, Tiny (Uproar House) NYC, nc.  
 Burkhardt, Johnny (Indiana Roof) Indianapolis, b.  
 Burkhardt, Peggy (Plaza) Brooklyn, c.  
 Burnett, Rosa (Round Room) NYC, re.  
 Burns, Harry, & Co. (Earle) Phila, t.

**C**

Call & Stuart (Brass Rail) Lawrence, Mass., re.  
 Calemán, Hazel (Kit Kat) NYC, nc.  
 Calvert, Peggy, & Co. (Oxford) Phila, t.  
 Cameron, Skeets (Orph.) Memphis, t.  
 Campbell, Burns (Javo Jungle) Pittsburgh, nc.  
 Canglosi, Toto (Place Elegante) NYC, nc.  
 Capel, Mlle. (St. Regis) NYC, h.  
 Carita, La (Valencia) NYC, nc.  
 Carlton, Lydia (Frolic) Albany, N. Y., nc.  
 Carney, Bob, & Co. (Nixon, Phila, t.  
 Carroll, Helen (Arcadia) NYC, h.  
 Carroll, Marie (Paradise) NYC, re.  
 Carter, Johnny (5th Ave.) NYC, h.  
 Carter, Louise (Maj.) Dallas, Tex., t.  
 Carter & Schaub (Jimmy Kelly's) NYC, nc.  
 Carlay, Rachel (Zell's) NYC, nc.  
 Carroll Sisters (Yacht) NYC, nc.  
 Caruso, Judy (Show Boat) Phila, nc.  
 Casino, Del (Hollywood) NYC, re.  
 Casoli, Eugene (Verrillas) Phila, nc.  
 Chandler, Pat (Cony Club) Chi, nc.  
 Chappy (Casino Parisien) Chi, nc.  
 Charles & Barbara (Kenmore) Albany, N. Y., h.  
 Charleston, Milton, & Co. (Riverside) Milwaukee, t.

Dawn, Dolly (Taft) NYC, h.  
 Dawn & Darrow (Commodore) NYC, h.  
 Dawn's, Dolly, Boys (Taft) NYC, h.  
 DeBold Twins (Royal Palms) Miami, Fla., nc.  
 DeCleo, the Magician (F. O. E. Lodge) Delaware, O.  
 Dean, Carol (Hollywood) Galveston, Tex., nc.  
 Deauville Boys, The (885 Club) Chi, nc.  
 Dell, Lillian (18) NYC, nc.  
 Delmont, Dolly (McGee's) Phila, c.  
 Denning, Ruth (Park Central) NYC, h.

De Clchini, Baroness Marie (Du Pierrot) NYC, nc.  
 DeFlores, Felipe (Yumuri) NYC, nc.  
 De Marco, Joe (Arbor Club) Scranton, Pa., nc.  
 De Marlo & La Mariette (Club Paree) Hartford, Conn., nc.  
 De Monfco & Phillips (Wagner) Bath, N. Y., h.  
 DeSota, Nina (El Gaucho) NYC, nc.  
 Deon, Illis (St. Moritz) NYC, h.  
 Devlin, Irene (Paradise) NYC, re.  
 Deyer, Ted (Gay '90s) NYC, nc.

Diane & Del Campo (Philadelphian) Phila, h.  
 Diaz & Doroles (Valencia) NYC, nc.  
 Dick, Don & Dunah (Loew) Montreal, t.  
 Dick & Dot (Jimmy Kelly's) NYC, nc.  
 Diplomats, Four (Dickie Wells) NYC, cb.  
 Divorcees, Seven (Ball) NYC, nc.  
 Dixon, Dixie (Villa D) Detroit, cb.  
 Dolan, Peggy (Shelton) NYC, h.  
 Dull, Vivian (Frolic) Albany, N. Y., nc.  
 Dolores & Rossini (Wivel) NYC, re.  
 Donahue, Red, & Co. (Lyric) Indianapolis, t.  
 Donatella Bros. (Met.) Boston, t.  
 Donn, Berta (Valhalla) NYC, re.  
 Doro, Grace (Lyric) Indianapolis, t.  
 Doriva, Tamara (Valhalla) NYC, re.  
 Dorne, Dorothea (El Chico) Binghamton, N. Y., nc.  
 Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc.  
 Dorsl, Chiquita (Kenny Mar) Oakdale, Pa., nc.  
 Dot & Dash (Kit Kat) NYC, nc.  
 Douglas, Milton (Riverside) Milwaukee, t.

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

Cheers, The Three (Colosimo's) Chi, re.  
 Cheers, Three (Colosimo's) Chi, re.  
 Chita (El Chico) NYC, nc.  
 Chuck & Chuckles (Maj.) Dallas, Tex., t.  
 Circle, Terry (Golden Grill Inn) Rochester, N. Y., nc.  
 Clymas, Al, & Partner (Riverside) Milwaukee, t.  
 Claude & Corinne (Mayfair Casino) Cleveland, nc.  
 Coca, Imogene (Ambassador) NYC, h.  
 Cole, Lillian (Colosimo's) Chi, re.  
 Cole, Walter (Barrel of Fun) NYC, nc.  
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.  
 Collette & Barry (Blackstone) Chi, h.  
 Collette & Galle (Chin Lee) NYC, re.  
 Colson & Ost (Clarendon) Daytona Beach, Fla., h.  
 Conrad, Lew (Cocoanut Grove) Boston, nc.  
 Conti, Mickey (Savoy-Plaza) NYC, h.  
 Continental Three (Brass Rail) NYC, re.  
 Cook, Eileen (Village Casino) NYC, nc.  
 Cook, Ted (Tower) Kansas City, t.  
 Cooper, Evelyn (Kit Kat) NYC, nc.  
 Coral Islanders (Montclair) NYC, h.  
 Coral, Tito (Palmer House) Chi, h.  
 Costello, Jimmy (Jimmy Kelly's) NYC, nc.  
 Coriell Trio (Elks' Circus) Fargo, N. D.; (Elks' Circus) Bismarck 28-Mar. 6.  
 Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.  
 Cortez, Gene (Frontenac) Detroit, nc.  
 Cortez, Gypsy (Mirador) NYC, nc.  
 Cosmopolitans, The (Savoy-Plaza) NYC, h.  
 Cotton, Larry (Biltmore) NYC, h.  
 Craft, George (Tille's) NYC, re.  
 Craven, Fran (Bertolotti) NYC, re.  
 Craven, Ruth (Ball) NYC, c.  
 Crawford, Jack (Ringside) Ft. Worth, Tex., nc.  
 Crawford, Loretta (Maria's) NYC, nc.  
 Crider & Nelson (Polk) Lakeland, Fla., 26; (Victory) Tampa 27, t.  
 Crone, Roberta (Melody Gardens) Elmira, N. Y., nc.  
 Cross & Dunn (Palm Island Casino) Miami, nc.  
 Cummings Sisters (Peacock Alley) Detroit, nc.  
 Cunningham, Fairy (Forest Inn) Birmingham, Ala., nc.  
 Cunningham, Paul (Holland Tavern) NYC, nc.

Dowling, Elaine (Capitol) Washington, D. C., t.  
 Downing, Dee (Ball-Ball) Chi, nc.  
 Doyle, Buddy (Tower) Kansas City, t.  
 Drake, Connie (Deauville) New York, nc.  
 Draper, Paul (Plaza) NYC, h.  
 Drayton Sisters (Moonlight Gardens) Saginaw, Mich., nc.  
 Drefser, Mrs. Theodore (McAlpin) NYC, h.  
 Duchin, Eddy, & Orch. (Fox) Phila, t.  
 Dunn Bros. & Betty (Kenmore) Albany, N. Y., h.  
 Dunn, Vera (Village Casino) NYC, nc.  
 Duran, Adeline (El Chico) NYC, nc.  
 Duskun, Joyce (Paradise) NYC, re.  
 DuPont, Bob (Casino Atlantico) Rio de Janeiro, nc.  
 Duval, Ade (Ritz-Carlton) NYC, h.  
 Duval & Co. (State) NYC, t.  
 Dyer, Hubert (Shrine Circus) Fargo, N. D.; (Shrine Circus) Bismarck, N. D., Mar. 1-6.

**E**

Earns & Gordon (Levaggis Club) Boston, nc.  
 Ebony Rascals (Uproar House) NYC, nc.  
 Edwards Sisters (Uproar House) NYC, nc.  
 Elaine & Barry (Village Barn) NYC, nc.  
 Elfont, Hilda (French Casino) NYC, cb.  
 Elliott, Baron (Showboat) Pittsburgh, nc.  
 Elliott, Lee (Parrish) Phila, c.  
 Elton & Gilrone (Club Belvedere) Des Moines.  
 Endor & Farrell (Savoy-Plaza) NYC, h.  
 Eno Troupe (Nixon) Phila, t.  
 Erickson, Iris (Club Belvedere) Des Moines.  
 Errico, Edna (Colosimo's) Chi, re.  
 Errol's, Leon, Revue (Shubert) Cincinnati, t.  
 Esquires, Four (Mayfair) Cleveland, nc.  
 Esquires, Three (Commodore) NYC, h.  
 Estelle & Leroy (Victor Hugo) Hollywood, h.  
 Evans, Bobby (Ubangi) Phila, nc.  
 Evans, Brown & Mary (Club Circus) Mansfield, O.  
 Evans, Janet (Stevens) Chi, h.  
 Evans, Melvin, & Revue (31 Club) Phila.  
 Evans, Stanley (Basque) NYC, c.  
 Evert, Ray & Leola (Red Wagon) St. Louis, nc.

**F**

Farries & Goodelle (Vanderbilt) NYC, h.  
 Fast, Al (Seneca Terrace) Rochester, N. Y., nc.  
 Feeley, Mickey (St. George) Brooklyn, N. Y., h.  
 Feindt, Cilly (Earle) Phila, t.  
 Felecia & Delrey (Grey Wolf Tavern) Sharon, Pa., nc.  
 Ferguson, Bobby (Saddle Grill) Phila, re.  
 Fernandez, Jack (Le Mirage) NYC, nc.  
 Ferreril, Ed (Kenny Mar) Oakdale, Pa., nc.  
 Fields, Benny (Hollywood Country) Hollywood, Fla., nc.  
 Pink, Maxine & Harry (Mabel Thorpe's) St. Louis.  
 Fitzgerald, Lillian (Uproar House) NYC, nc.  
 Fleming, Frank (Lincoln) NYC, h.  
 Florence & Alvarez (Paradise) NYC, re.

**D**  
 Dandies, Four (Larue's) NYC, re.  
 Danny & Eva (Kit Kat) NYC, nc.  
 Darby, Margene (Club Joy) Lexington, Ky., nc.  
 Dare, Dolly (Doc's Club) Baltimore, nc.  
 Darrow, Chick (Jimmy Frolics) Troy, N. Y., nc.  
 Davis, Lew (Lang's) Albany, N. Y., h.  
 Davis, Lois (Eldorado) Detroit, nc.  
 Davis, Rufe (Hollywood) NYC, re.  
 Davis, Rufe (Paramount) NYC, t.

**K**  
**Kaiser & McKenna** (Frolics) Niagara Falls, N. Y., c.  
**Kajar** (Park Central) NYC, h.  
**Kaloah** (Cotton Club) NYC, nc.  
**Kane, Allen, & Boys** (Monte Carlo Bar Hotel) Chi, h.  
**Kar, Li** (Ballyhoo) Columbus, O., nc.  
**Karele & Andre** (Hollywood) NYC, re.  
**Karson Duo** (Jermyn) Scranton, Pa., h.  
**Kavanaugh, Stan** (Congress) Chi, h.  
**Kay, Beatrice** (Tony's) NYC, nc.  
**Kay, Dolly** (Royale Frolics) Chi, nc.  
**Keck, Eddie** (Shrine Circus) Minneapolis Mar. 1-7.  
**Kelly, Marie** (Plaza) Brooklyn, c.  
**Keloa, Princess** (Kenny Mar) Oakdale, Pa., nc.  
**Kelsey, Billy** (Anselmo) NYC, re.  
**Kemble, Letty** (Hollywood) NYC, re.  
**Kenmore & Helene** (Palm Garden) Columbus, O., nc.  
**Kenny, Phyllis** (Park Central) NYC, h.  
**Kentucky Serenaders** (Rainbow Grill) NYC, nc.  
**Kerr, Jack** (Rainbow Room) NYC, re.  
**King, Bob** (Park Central) NYC, h.  
**King, Joy** (Barritz) Phila, nc.  
**King Sisters, Four** (Biltmore) NYC, h.  
**Kirby & DuVall** (Tower) Kansas City, t.  
**Kirkland, Paul** (St. Louis) St. Louis, t.  
**Kirst, Albert** (Roosevelt) New Orleans, h.  
**Kissinger, Dick** (Lincoln) NYC, h.  
**Kramer, Ida** (Swanee) NYC, nc.  
**L**  
**La Marr, Bobby** (New Earl) Baltimore, nc.  
**La Redd, Cora** (Black Cat) NYC, nc.  
**LaFayette & Laverne** (Jefferson) St. Louis, h.  
**LaMont, Peggy** (Skylight Club) Cleveland, nc.  
**Lane, Honey** (Webster Hall) Pittsburgh, h.  
**Lane, Joe** (Maria's) NYC, nc.  
**Lane, Lovey** (Uproar House) NYC, nc.  
**Lane, Mary** (Jimmy Kelly's) NYC, nc.  
**Lane, Toni** (885 Club) Chi, nc.  
**Lanigan, Joe** (McGee's) Phila, c.  
**LaMarr, Mitzie** (Mabel Thorpe's) St. Louis, h.  
**La Monte, Jean** (Frontenac) Detroit, nc.  
**La Page, Paul** (K-9) Baltimore, nc.  
**LaRoche, Cecile** (Port Arthur) Providence, R. I., re.  
**La Rue, Bobby** (Ballyhoo) Columbus, O., nc.  
**Lasky's, Andre** (French Revue (Riverside) Milwaukee, t.  
**LaTourne Trio** (Riverside) Milwaukee, t.  
**La Vall, Ynez** (Dimitri) NYC, nc.  
**LaVerne, Francis** (Mabel Thorpe's) St. Louis, Lawrence, Lucille (Swanee) NYC, nc.  
**Lawton, Judith** (Carlton) Washington, D. C., h.  
**Lazier, Freda** (Club Diamond) Wheeling, W. Va., nc.  
**LeBarron, Karre, Trio** (Drake) Chi, h.  
**La Centra, Peg** (Meadowbrook) Cedar Grove, N. J., nc.  
**Lederer, Francis** (Shea) Toronto, t.  
**Lee, Ada** (Chin's) NYC, re.  
**Lee, Gabby** (31 Club) Phila, nc.  
**Lee, Gail** (Venezia) NYC, nc.  
**Lee, Jerry** (Shelton) NYC, h.  
**Lee, Virginia** (Riverside) Milwaukee, t.  
**LeMercler, Xavier** (French Casino) NYC, nc.  
**Leonard, Ada** (Hollywood) NYC, re.  
**Leonard, Jack** (Commodore) NYC, h.  
**Leslie Sisters** (Maj.) Augusta, Ga.; (Tennessee) Johnson City, Tenn., Mar. 1-2, t.  
**Leslies, Three** (Met.) Boston, t.  
**Lester, Ted** (St. Louis) St. Louis, t.  
**Lewis, Betty** (Park Central) NYC, h.  
**Lewis, Jeanne** (Mayfair) Cleveland, nc.  
**Leroy & Rogers** (St. George) Brooklyn, h.  
**Lewis, Ann** (Cotton Club) NYC, nc.  
**Le Maire & Reynolds** (Winter Garden Ice Arena) St. Louis.  
**Lewis, Norman** (Club Paree) Hartford, Conn., nc.  
**Lewis, Tex, & Hillbillies** (Village Barn) NYC, nc.  
**Libbys, The** (Chicago) Chi, t.  
**Libuse, Frank** (Oriental) Chi, t.  
**Liebling, Tod** (Earle) Washington, D. C., t.  
**Lightner, Fred** (State-Lake) Chi, t.  
**Lilly, Joe** (One Fifth Ave.) NYC, h.  
**Lime Trio** (Ritz Carlton) NYC, h.  
**Lindy Hoppers** (College Inn) Chi, re.  
**Lisbi, Connie** (Anselmo) NYC, re.  
**Little Sachs, Three** (Barrel of Fun) NYC, nc.  
**Little Words, Three** (Small's) NYC, cb.  
**Livingston, Mary V.** (Riverside) Milwaukee, t.  
**Lloyd, Dee** (Uproar House) NYC, nc.  
**Lombardo, Guy, & Band** (Paramount) NYC, t.  
**Long & Lee Sisters** (Oxford) Phila, t.  
**Lopez & Anita** (Brill's) Newark, N. Y., nc.  
**Lorna & Carr** (Capri) Lawrence Mass., re.  
**Lorraine, June** (Loew) Montreal, t.  
**Lowell, Alice** (Maria's) NYC, nc.  
**Low, Verne** (Ballyhoo) Columbus, O., nc.  
**Lucas, Lynn** (Drake Hotel) Chi, h.  
**Lucille** (Madeleine) NYC, re.  
**Lurya, Dee** (Vanderbilt) NYC, h.  
**Lutier, Maurice** (Bertolotti's) NYC, re.  
**Lyons, Geo.** (Drake Hotel) Chi, h.  
**Lyon, Irma, & Jerry Marlowe** (Chicago) Chi, t.  
**M**  
**Mack, Della & Billy** (Hollywood) NYC, re.  
**Mack, Helen** (Jefferson) St. Louis, h.  
**Mack, Lyle** (Frontenac) Detroit, nc.  
**Mackie & Paul** (Ball) NYC, nc.  
**Maclovio & Candido** (El Chico) NYC, nc.  
**Mac, Edna** (Paradise) NYC, re.  
**Malone, Jay** (Boody House Bar) Toledo, O.  
**Manners, Gene, & Bernice Lee** (Paradise) NYC, re.  
**Manners & Marcia** (Terrace Gardens) Rochester, N. Y.  
**Manolita** (Russian Art) NYC, re.  
**Manon, Sylvia, & Co.** (Lyric) Indianapolis, t.  
**Mansfield & Lamar** (Ambassadeurs) Cannes, France, nc.  
**March & Play** (Tabor) Denver, t.  
**Marcus, Arthur** (Leon & Eddie's) NYC, nc.  
**Mario & Floria** (Waldorf-Astoria) NYC, nc.  
**Marion & Irma** (Grosvenor House) London, h.  
**Marlow, the Great** (Shrine Circus) Cleveland 15-28.  
**Martin, Dorothy, & Co.** (Oxford) Phila, t.  
**Martin, Lynn** (Loew) Montreal, t.  
**Martin, Mary** (Mirador) NYC, nc.  
**Marsh, Howard** (Mayfair Club) West Orange, N. J., nc.  
**Marta, Joan** (Club Diamond) Wheeling, W. Va., nc.  
**Martin, Della** (Variety) NYC, nc.  
**Martin, Mary** (Mirador) NYC, nc.  
**Martyn & Margo** (85 Club) Kansas City, Mo., nc.  
**Mary Bros. & Beatrice** (Tower) Kansas City, t.  
**Mary, Erik & Co.** (Savoy) London, h.

Marvillas, The (French Casino) NYC, nc.  
 Mason, Harry (McGee's) Phila, c.  
 Mason, Jack (Jean's Tavern) NYC, nc.  
 Mathews, Babe (Ubangi Club) NYC, nc.  
 Maurice & Vincent (State-Lake) Chi, t.  
 Maxine, Dorothy (Callente) NYC, nc.  
 Maye, Dorothy (Ball-Ball) Chi, nc.  
 Mayfield, Katharine (Queen Mary) NYC, re.  
 Mayo, Sheila (El Bolero) NYC, nc.  
 Maxine (Uptown) Toronto, t.  
 Maza, Ted (Village Casino) NYC, nc.  
 McBride, Jack (Romance Inn) Angola, N. Y., nc.  
 McCauley, Jean (Mirador) NYC, nc.  
 McCoy, Elena (Jimmy Kelly's) NYC, nc.  
 McCoy, Eleanor (Chateau Moderne) NYC, nc.  
 McCullough, Gene (Kennel Club) Miami, nc.  
 McDaniel, Harry, & Julia Gerity (Kenmore) Albany, N. Y., h.  
 McHugh, Joe (Guest House) Easton, Pa.  
 McMullen, Eddie (18) NYC, nc.  
 McNally Sisters (Bismarck) Chi, h.  
 Medrano & Donna (St. Regis) NYC, h.  
 Meehan, Danny (Roxy) NYC, t.  
 Mel & Melma (Gaiety) Brussels, cb.  
 Melba (Colosimo's) Chi, re.  
 Mercer, Maryann (One Fifth Ave.) NYC, h.  
 Merrimacs, The (Loew) Montreal, t.  
 Michon Bros. (St. Louis) St. Louis, t.  
 Middleton, Thelma (Uproar House) NYC, nc.  
 Miller, James & Pages (Frolic) Albany, N. Y., nc.  
 Miller, Joyce (Place Elegante) NYC, nc.  
 Miller, June (Ball) NYC, c.  
 Miller, Marty (Turi Club) Pittsburgh, nc.  
 Mills, Kirk & Howard (Yacht) NYC, nc.  
 Minevitch, Borrah, & Pals (Chicago) Chi, t.  
 Mitchell & Durant Unit (Pal.) Chi, t.  
 Mitchell, Vivano (Cocoon Palm) East Detroit, nc.  
 Mogul (Buffalo) Buffalo, t.  
 Mona, Jean (Mayfair Casino) Cleveland, nc.  
 Montaya, Carlos (El Chico) NYC, nc.  
 Monte, Hal (Peacock Alley) Detroit, nc.  
 Montgomery, Anne (Brill's) Newark, N. Y., nc.  
 Montgomery, Howard (Butler's) NYC, c.  
 Montmartre Boys (Jimmy Kelly's) NYC, nc.  
 Moroccans, Eight (College Inn) Chi, re.  
 Morales Bros. & Little Daisy (Shamrock) Detroit, nc.  
 Moreno, Consuelo (Yumuri) NYC, nc.  
 Morgan, Marlon (Harry's New York Cabaret) Chi, nc.  
 Morgan, Stuart (Versailles) NYC, re.  
 Morgner, Large (Embassy Club) San Francisco, nc.  
 Morrell, Mack (Plaza Grill) Brooklyn, c.  
 Morrison, Jack (Leon & Eddie's) NYC, nc.  
 Morton, Eddy (Club Frontenac) Detroit, nc.  
 Morton, Naomi (18) NYC, nc.  
 Mura, Corinna (Blackstone) Chi, h.  
 Murdoch & Mayo (Dugout) Toledo, nc.  
 Murray, Ken, & Oswald (Pal.) Chi, t.  
 Murray, Kitty (Parrish) Phila, c.  
 Murray, Eddie (Barbary Coast) NYC, nc.  
 Myers, Timmie & Vivian (Cocoon Grove) Gary, Ind., nc.  
 Myra (Tillie's Chicken Grill) New York, nc.  
**N**  
 NTG's Revue (Colonial) Dayton, O., t.  
 Nary, Charles (St. Regis) NYC, h.  
 Nash, Nyra (18) NYC, nc.  
 Natcha (Nini's) NYC, nc.  
 Nations, Evelyn (Allerton) Cleveland, h.  
 Nazarro, Nat (Lookout House) Covington, Ky., nc.  
 Nazarro Jr., Nat (Lido) Montreal, nc.  
 Neissen, Gertrude (Chez Paree) Chi, nc.  
 New Yorkers, Two (Trocadere) London, nc.  
 Newman, Harry (Gabriel's) NYC, re.  
 New Yorkers, Three (Stork Club) NYC, nc.  
 Nice, Florio & Lubow (Yacht Club) Chi, nc.  
 Nichols, Howard (Hollywood) NYC, re.  
 Niles, Nona (Swanee) NYC, nc.  
 Nils & Nadyne (Show Boat) Pittsburgh, nc.  
 Nixon, Lois (Mayfair) Cleveland, nc.  
 Noble & Donnelly (Drake) Chi, h.  
 Nolan, Marion (Netherland Plaza) Cincinnati, h.  
 Nolan, Nancy (Queen Mary) NYC, re.  
 Nolan, Paul, & Co. (Orph.) Memphis, t.  
 Noll, Eddie (Netherland Plaza) Cincinnati, h.  
**THE NONCHALANTS**  
 NORMANDIE THEATER & A. B. C. THEATER.  
 Paris, France.  
 Personal Direction  
 MUSIC CORPORATION OF AMERICA.  
 Norman, Fay (Paddock Club) Louisville, nc.  
 Nova, Yvonne (Village Casino) NYC, nc.  
 Novis, Donald (Drake) Chi, h.  
 Nubi (Park Central) NYC, h.  
 Nyaray, Charles (St. Regis) NYC, h.  
**O**  
 Oakland, Will (Murray Hill) NYC, h.  
 Olympic Trio (Radio City Rainbow Room) NYC, nc.  
 Olson & Johnson (Ambassador) St. Louis, t.  
 Orlins, Toddy (Nut Club) NYC, nc.  
 Oshins & Lessy (Callente) NYC, nc.  
**P**  
 Pace, Bob (Venezia) NYC, nc.  
 Paco & Blanche (Bal Tabarin) NYC, nc.  
 Page, Lucille (Roxy) NYC, t.  
 Paige, Ken & Roy (Oriental) Chi, t.  
 Paley, Nellie (Round Room) NYC, re.  
 Palmer Bros. (Uproar House) NYC, nc.  
 Palmer, Peggy & Paddy (Harry's New York Cabaret) Chi, nc.  
 Pancho & Dolores (Valhalla) NYC, re.  
 Park Ave. Revue (Pal.) Cleveland, t.  
 Parker, Cecile (Steuben) Boston, re.  
 Parker, Marion (State-Lake) Chi, t.  
 Parrish, June (Palmer House) Chi, h.  
 Paul & Esther (Commodore) Detroit, nc.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
 Pecoraro, Dick (Monte Rosa) NYC, re.  
 Pedro & Luis (Granada) Bluefield, W. Va., t.  
 Podulla, Hugo (LaRue's) NYC, re.  
 Pogue, Paul (Gloria Palast) NYC, nc.  
 Peppers, Three (Yacht) NYC, nc.  
 Puppino & Beatrice (New Yorker) NYC, h.  
 Perry, Ariel (Rainbow Room) NYC, re.  
 Perry, Frank (Tuxedo Club) Phila, nc.  
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.  
 Perry, Margy (Palm Garden Club) Columbus, O.  
 Perry Twins (Orph.) Memphis, t.  
 Peterson, Ivor (McAlpin) NYC, h.  
 Pickford, Murry (Ballyhoo) Phila, nc.  
 Pierce, Burton (Paramount) NYC, t.

Pierce, Jack, Radio Revue (Tally Ho) Leesburg, Va., 26; (Fairfax) Culpeper, Va., 27; (Pitts) Suffolk, Va., Mar. 1-2, t.  
 Plaut, Jerry (Dizzy Club) NYC, nc.  
 Pope Sisters (Kit Kat) NYC, nc.  
 Powell, Johnny (Callente) NYC, nc.  
 Prendergast, Agnes (Henry) Pittsburgh, h.  
 Proctor, Ferne (Romance Inn) Angola, N. Y., nc.  
 Purdy, Lee (Yacht Club) Chi, nc.  
**Q**  
 Queens of Rhythm, Four (Blue Moon Club) Milwaukee, nc.  
**R**  
 Rabold, Rajah (Governor Clinton) NYC, h.  
 Racket-Cheers, Three (Venezia) NYC, nc.  
 Radio Ramblers (Earle) Phila, t.  
 Ramos, Carmen (Yumuri) NYC, nc.  
 Ramon, Sig (Bertolotti's) NYC, re.  
 Ramona (Savoy Plaza) NYC, h.  
 Rancheros, Los (El Chico) NYC, nc.  
 Randall, Peter (Village Casino) NYC, nc.  
 Randolph, Amanda (Black Cat) NYC, nc.  
 Ray & Harrison (Oxford) Phila, t.  
 Ray, Iris (Royal) Long Island, N. Y., nc.  
 Ray, Joey (Paradise) NYC, re.  
 Ray, Linda (1523) Phila, nc.  
 Raymonds, Three (Jimmy Kelly's) NYC, nc.  
 Ramon & LaMoyné (Skylight Club) Cleveland, nc.  
 Raye & Stanley (Chin's) NYC, re.  
 Rector, Ray (Le Mirage) NYC, nc.  
 Red Dust (Earle) Washington, D. C., t.  
 Reddingtons, Three (Colosimo's) Chi, nc.  
 Reeve Sisters, Three (Barrel of Fun) NYC, nc.  
 Reeves, Billy (Wonder Bar) Port Huron, Mich., nc.  
 Regar, Charlotte (Skylight Club) Cleveland, nc.  
 Reinhart, Robert (Ambassador) NYC, h.  
 Rekkofs, The (French Casino) NYC, nc.  
 Renaud, May (Royal) Long Island, N. Y., nc.  
 Renaud, Rita (Bertolotti's) NYC, re.  
 Rene & Estelle (Yumuri) NYC, nc.  
 Renee (Jimmy Kelly's) NYC, nc.  
 Reta, Miss (Skylight Club) Cleveland, nc.  
 Rey, Alvino (Biltmore) NYC, h.  
 Reburn, Beth (St. George) Brooklyn, h.  
 Reynard & Rea (Empire) Toledo, O., 26-Mar. 5, t.  
 Rhodes, Dale (Northwood Inn) Detroit, nc.  
 Rhodes, Dorothy (Yacht) NYC, nc.  
 Rhoadrad Troupe (French Casino) NYC, cb.  
 Rhythm Kings (Hollywood) NYC, re.  
 Rich, Arabelle & Marlo (Casino Parisien) Chi, nc.  
 Richards & Monnette (Leon & Eddie's) NYC, nc.  
 Rios, Rosita (El Chico) NYC, nc.  
 Rickard, Vernon (Sapphire Room) NYC, nc.  
 Richman, Harry (Royal Palm) Miami, nc.  
 Ridenour, Mr. & Mrs. the Mysterious Pays (The Wigwam) Everett, Wash., nc.  
 Ringwald, Claude (Park Central) NYC, h.  
 Rio Rita & Rhythm Makers (Orph.) Memphis, t.  
 Ripley, Bernice (Riverside) Milwaukee, t.  
 Rivero, Rudy (Pelican) Houston, Tex., nc.  
 Roaldn, Mary (Paradise) NYC, re.  
 Roberts Bros. (Embassy) Phila, nc.  
 Roberts, Dianne (Harry's New York Cabaret) Chi, nc.  
 Roberts, Don, & Co. (Riverside) Milwaukee, t.  
 Roberts, Kiki (Klown Klub) NYC, nc.  
 Roberts, Three (French Casino) NYC, nc.  
 Robin, Sydney (Piccadilly) NYC, h.  
 Robinson, Evelyn (Ubangi) NYC, nc.  
 Roe, Chuck (Wivel's) NYC, re.  
 Rogers, Sally (Skylight Club) Cleveland, nc.  
 Rogers, Teddy (Chin Lee) NYC, re.  
 Rohmer, Billie (Frontenac) Detroit, nc.  
 Roland, Dawn (Ambassador) Hollywood, h.  
 Rolando & Verditta (Philadelphia) Phila, h.  
 Rolph, Wynne (Wivel's) NYC, re.  
 Romero, Arturo (Buckingham) NYC, h.  
 Rooney, Pat (Roxy) NYC, t.  
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.  
 Ross, Eddie (Park Central) NYC, h.  
 Ross, Joe (Frolic) Albany, N. Y., nc.  
 Ross, Marion (Variety) NYC, nc.  
 Rossi, Pat (Cafe Loyale) NYC, re.  
 Rowe, Dorothy (Bossert) Brooklyn, h.  
 Royal Duo (Leon & Eddie's) NYC, nc.  
 Royce, Thelma (Melody Grill) Los Angeles.  
 Rugel, Yvette (Gay '90s) NYC, nc.  
 Rulowa, Zena (Club Belvedere) Des Moines, Moines.  
 Rulson, Tamara & Dee (Club Belvedere) Des Moines.  
 Russell, Al & Sally (Cafe Madrid) Buffalo, nc.  
 Russell, Johnny (Paradise) NYC, re.  
 Russell, Mabelle (Half Moon) NYC, nc.  
 Russell, Paul (Ballyhoo) Columbus, O., nc.  
**S**  
 Sable, Mickey (Man About Town) NYC, nc.  
 Sallers, Dorothy (Kit Kat) NYC, nc.  
 Samuels, Ray (State-Lake) Chi, t.  
 Sandino & Fairchild (Park Central) NYC, h.  
 Santelli, Countess Lida (El Gaucho) NYC, nc.  
 Santino & Fairchild (Murray Hill) NYC, h.  
 Santschi, Lorraine (Chez Paree) Chi, nc.  
 Sarschee, Bee (Harry's New York Cabaret) Chi, nc.  
 Satch & Satchell (Half Moon) NYC, nc.  
 Saunders, Alex (Terminal) Augusta, Ga., h.  
 Saunders, Sylvia (Worthmore) Sunnyside, L. I., NYC, nc.  
 Savage, Jean (Southern) Baltimore, h.  
 Saxon, Bea (Venezia) NYC, nc.  
 Schauliner, Jean (Barritz) Phila, nc.  
 Sedgwick, Edna (Chez Paree) Chi, nc.  
 Selandia, Prince & Princess (Lookout House) Covington, Ky., nc.  
 Seldn & Endler (Edgewater Beach) Chi, h.  
 Seror (Riverside) Milwaukee, t.  
 Seror Twins & Melita (Beacon) Vancouver, B. C., Can., t. (Golden Gate) San Francisco Mar. 3-9, t.  
 Seton, Ann (Sapphire Room) NYC, nc.  
 Shannon, Dick (Rendezvous) Houston, Tex., nc.  
 Shaver, Buster (Casino Parisien) Chi, nc.  
 Shaw & Mead (Gloria) Columbus, nc.  
 Shaw, Sonny (Yacht Club) Chi, nc.  
 Shaw, Winni (State) NYC, t.  
 Shawn, Jack (Club Royal) McAllen, Tex., nc.  
 Sheridan, Eleanor (Stork Club) NYC, nc.  
 Simpson, Faith & Carl (Palmer House) Chi, h.  
 Sing, Toly (Biltmore) Los Angeles 17-27, t.  
 Sharon & Alalith (Beacon) Winnipeg, Can., t.  
 Shaw, Sondra (Oliver Twist) NYC, nc.  
 Shutta, Ethel (Congress) Chi, h.  
 Siboney Quartet (Le Mirage) NYC, nc.  
 Sillman, June (Ambassador) NYC, h.  
 Simmons, Lee (Ubangi) NYC, nc.  
 Singing Sailors, The (Red Men's Club) Rochester, N. Y.  
 Singing Trio (Maj.) Dallas, Tex., t.

Siroy & Weaver (Jefferson) St. Louis, h.  
 Sissman, Dan (Fort Pitt) Pittsburgh, h.  
 Smith, Alma (Ubangi) NYC, nc.  
 Smith, Chubby (Swanee Club) NYC, nc.  
 Smith & Sully (Dizzy Club) NYC, nc.  
 Snowhill, George (Gov. Clinton) NYC, h.  
 Snyder, Glyde (Cocoon Grove) Minneapolis, nc.  
 Sokolska (French Casino) NYC, nc.  
 Songwriters on Parade (Earle) Washington, D. C., t.  
 Sophisticates, The (Gibson) Cincinnati, h.  
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.  
 Sparkettes (New Penn) Pittsburgh, nc.  
 Spencer, Florence (French Casino) NYC, nc.  
 Speeds, Three (Savoy-Plaza) NYC, h.  
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.  
 Spurr, Horton (Chicago) Chi, t.  
 St. Clair, Sylvia (El Gaucho) NYC, nc.  
 Stefer, Freddie (Freddie's) Cleveland, nc.  
 Stephens, Frances (Village Barn) NYC, nc.  
 Stepsons, Three (Ubangi) NYC, nc.  
 Stevens Sisters (St. Louis) St. Louis, t.  
 Still, Lois (College Inn) Chi, re.  
 Stone, Dick (Essex House) NYC, h.  
 Strickland, Charles F. (Buckingham) NYC, h.  
 Stroud, Claud & Clarence (Royal Frolics) Chi, nc.  
 Stuart, Ann (Village Casino) NYC, nc.  
 Stuart & Lee (Park Central) NYC, h.  
 Stuart & Morgan Dancers (State) NYC, t.  
 Sullivan, Joe (Elysee) NYC, h.  
 Sutton, Johnny (18) NYC, nc.  
 Sultanna, La (Valencia) NYC, nc.  
 Suzanne & Evelyn (Royal) Long Island, N. Y., nc.  
 Swifts, Three (French Casino) NYC, nc.  
 Sydel, Paul (Chez Paree) Chi, nc.  
 Sykes, Harry (State) Sandusky, O., t.  
 Symington, Eve (Waldorf-Astoria) NYC, h.  
**T**  
 Tappen, Maxine (Essex) NYC, h.  
 Taylor, Evelyn (Chin Lee) NYC, re.  
 Theodore & Denesha (Hollywood) NYC, nc.  
 Templeton, Alec (Rainbow Room) NYC, re.  
 Terry, Ruth (Dempsey's) Miami, re.  
 Thomas, Eddie (College Inn) Phila, nc.  
 Thompson, Helen Waterbury (Ambassador) NYC, h.  
 Thompson Twins (Torch Club) Canton, O., nc.  
 Thorsen, Art (Biltmore) NYC, h.  
 Three Sailors, The (Colonial) Dayton, O., t.  
 Thury, Iona de (Tokay) NYC, re.  
 Tic Tac Girls (Casanova) Hollywood, Calif., nc.  
 Tinberg, Herman (Roxy) NYC, t.  
 Tip Top Girls, Five (Edgewater Beach) Chi, h.  
 Toots & Al (Kit Kat) NYC, nc.  
 Towne & Knott (Ten Eyck) Albany, N. Y., h.  
 Tranger, Don (Villa Valencia) Springfield, Ill., nc.  
 Truce, Mildred (Bruno's) NYC, nc.  
 Tudor Sisters & Avery (Shrine Circus) Minneapolis Mar. 1-7.  
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.  
**U**  
 Uyeno Japs (Met.) Boston, t.  
**V**  
 Valdez, Vern (Frontenac) Detroit, nc.  
 Vallee, Sunshine (Anselmo) NYC, re.  
 Valley & Lee (Sherwood) Burlington, Vt., h.  
 Van Deusen, Bert (Folly's) Brooklyn, t.  
 Van Petten & Van Petten (Parrish) Phila, c.  
 Vance, Carol (Bertolotti) NYC, re.  
 Varela, Adelta (Crisis) NYC, c.  
 Variety Boys, Three (Hi-Hat) Chi, nc.  
 Variety Gambols (Earle) Washington, D. C., t.  
 Vasco, Rudy (Valhalla) NYC, re.  
 Venezia, Chiquita (Mirador) NYC, nc.  
 Verrill Virginia (Paramount) NYC, t.  
 Vespers, Four (Palmer House) Chi, h.  
 Vestoff, Floria (Village Barn) NYC, nc.  
 Vigil, Victoria (Ubangi) NYC, nc.  
 Villano & Lorna (The Pines) Somerset, Pa., nc.  
 Villon, Renee (Mirador) NYC, nc.  
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.  
 Vine, Billy (Colosimo's) Chi, re.  
**W**  
 Wacker, Bob (Lexington) NYC, h.  
 Wages, Johnnie (Option House) Bradford, Pa., h.  
 Wald, George (Bismarck) Chi, h.  
 Waldrop, Inez (Plaza) Brooklyn, c.  
 Waldron, Jack (Hollywood) NYC, re.  
 Walker, Jean (Hi-Hat) Chi, nc.  
 Walker, Buddy (Harry's New York Cabaret) Chi, nc.  
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.  
 Walkmirs, The (Earle) Phila, t.  
 Walton & Joanne (Astor) NYC, h.  
 Walton, Vera (Palm Garden Club) Columbus, O.  
 Ward, Diana (LaRue) NYC, re.  
 Ward, Frankie (Penthouse) Boston, nc.  
 Ward, Mae (Lido) Tulsa, Okla., b.  
 Ward, Sid (Plaza Cafe) Pittsburgh 20-27, nc.  
 Ward, Will (Gay '90s) NYC, nc.  
 Ware, Dick (Pick's Madrid) Milwaukee, nc.  
 Warner, Lillian (Colosimo's) Chi, re.  
 Warner, Pat (Seneca Terrace) Rochester, N. Y., nc.  
 Washington, Geneva (Kit Kat) NYC, nc.  
 Waters, Edna May (Maj.) Dallas, Tex., t.  
 Waters, Ethel, Revue (Mainstreet) Kansas City, t.  
 Wayne, Iris (French Casino) NYC, cb.  
 Weber & Lorraine (LaSalle) Chi, h.  
 Weber, Rex (Met.) Boston, t.  
 Webster, Hazel (One Fifth Ave.) NYC, h.  
 Weiser, Michael (Old Roumanian) NYC, re.  
 Weiser, Leo (Michela Tavern) Niles, Mich.  
 Wessels, Henri (Cotton Club) NYC, nc.  
 White's, George, Scandals (Boston) Boston, t.  
 Williams, Chic (Club Embassy) Jacksonville, Fla.  
 Whalen, Jackie, Streamline Steppers (Show Boat) Cypress Hills, L. I., N. Y.  
 White, Ann (Bertolotti's) NYC, re.  
 White, Jack (18 Club) NYC, nc.  
 White's Maniacs (Cotton Club) NYC, nc.  
 White, Paul (Kit Kat) NYC, nc.  
 Wicke, Gus (Gay Nineties) NYC, nc.  
 Williams, Corky (Callente) NYC, nc.  
 Williams, Rosette (Kit Kat) NYC, nc.  
 Wilkins, Lady Suzanne (Mon Paris) NYC, nc.  
 Wilkins & Walters (Congress) Chi, h.  
 Wills, Frances (Colosimo's) Chi, re.  
 Wilson, Edna May (Nixon) Pittsburgh, c.  
 Wolf, Tiny (New Yorker) NYC, h.  
 Wolner, Taz (Webster Hall) Pittsburgh, h.

Wolman, Harold (Port Arthur) Providence, R. I. re.  
Woolsey & Wanda (Flor D'Italia) Modesto, Calif., re.  
Wright, Cobina (Ambassador) NYC, h.  
Wright, Edith (Commodore) NYC, h.  
Wright, Jack (Martin's Rathskeller) NYC, re.  
Wynn, Natalie (Club Beauville) NYC, re.

Yacht Club Boys (Hollywood Country Club) Miami, re.  
Yost's, Ben, Collegians (Lyric) Indianapolis, t.  
Young, Ben (Blackstone) Ft. Worth, Tex., h.  
Youngman, Henry (Yacht) NYC, re.

Zaska, Karen (Casino Parisien) Chi., re.  
Zeigler, Billy (New Earl) Baltimore, re.  
Zig & Zag (Radisson) Minneapolis, h.  
Zita & Marselle (Chez Parée) New Orleans, re.  
Zudella & Co. (Jefferson) Goshen, Ind., t.

**BANDS AND ORCHESTRAS**

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

**A**  
Abbott, Dick: (Netherland Plaza) Cincinnati, h.  
Adams, Jackie: (Piccadilly Club) Baltimore, re.  
Adams, Johnnie: (Dutch Gardens) Dayton, O., re.  
Adcock, Jack: (Bankers' Tavern) Phila., re.  
Alberto, Don: (El Chico) NYC, re.  
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.  
Albin, Jack: (Bossert) Brooklyn, N. Y., h.  
Alfonso, Don: (Savoy-Plaza) NYC, h.  
Alfredo, Don: (Du Plerot) NYC, re.  
Alston, Obe: (Ubangi) NYC, re.  
Americo, Tony: (New Cotton Club) New Orleans, re.  
Anton, Doc: (Barritz) Phila., re.  
Applegate, Joe: (Red Dragon) St. Louis, re.  
Aristocrats, The Four (Hollywood) Springfield, Ill., re.  
Arnhelm, Gus: (Congress Casino) Chi., re.  
Arthur, Zinn: (Roseland) Brooklyn, b.  
Ash, Paul: (French Casino) NYC, re.  
Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.  
Auwater, Fred: (Flamingo Club) Orlando, Fla., re.  
Azpiazu, Don: (Radio City Rainbow Room) NYC, re.

**B**  
Banco, Pedro: (Benny the Bum's) Phila., re.  
Ballou, Dick: (Arcadia) NYC, b.  
Bannen, Al: (Henry) Pittsburgh, h.  
Barber, Charles: (Basque) NYC, re.  
Barris, Harry: (Uptown) Portland, Ore., b.  
Barton, Mary: (Jimmy Kelly's) NYC, re.  
Batkins, Alex: (St. Moritz) NYC, h.  
Berger, Jack: (Leon & Eddie's) NYC, re.  
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., re.  
Bernie, Ben: (Ambassador) Los Angeles, h.  
Berrons, Fred: (Laurel-in-the-Pines) Lakewood, N. J., re.  
Bestor, Don: (Netherland Plaza) Cincinnati, h.  
Black, Bob: (Pere Marquette) Peoria, Ill., h.  
Blackburn, John: (Pioneer) Leadville, Colo., re.  
Blaine, Jerry: (Park Central) NYC, h.  
Blake, Ted: (Ritz) Pittsburgh, h.  
Boroff, Mischa: (Morocco) Mountainside, N. J., re.  
Boucher, Jimmy: (Coliseum) Paris, France, b.  
Brandwynne, Nat: (Essex House) NYC, h.  
Bray, Jimmy: (New Penn) Pittsburgh, re.  
Breinholt, Verdi: (White City) Ogden, Utah, b.  
Brennan, Morey: (Grand Terrace) Detroit, b.  
Brigode, Ace: (Gibson) Cincinnati, h.  
Britton, Mill: (Olmos) San Antonio, re.  
Brooks, Alan: (Savarin) Buffalo, N. Y., c.  
Broudy, Dave: (William Penn) Pittsburgh, h.  
Brown, Les: (Trianon) Cleveland, b.  
Brunesco, Jan: (Dempsey's) NYC, re.  
Bruno, Al: (Butler's) NYC, re.  
Bulowski, Count: (Merry-Go-Round) Miami, Fla., re.  
Burnside, Dave: (Washington Duke) Durham, N. C., h.  
Busse, Henry: (Chez Parée) Chicago, re.  
Butteau, Herb: (Guyon's Paradise) Chi., b.

**C**  
Caceres, Emilio: (Chez Ami) Buffalo, re.  
Calloway, Cab: (Cotton Club) NYC, re.  
Campus Jesters: (Cypress Arms) West Hartford, Conn., re.  
Carlton, Duke: (Sienna) Menominee, Mich., re.  
Carroll, Frank: (Schierenbeck's) Bronx, NYC, re.  
Carter, Chick: (Indiana Roof) Indianapolis, b.  
Casinelli Bros. (Club Casino) Pittsburgh, re.  
Cessenor, Charles: (Castle Terrace) Columbus, O., re.  
Chandler, Chan: (Rustic Inn) Corinth, Miss.  
Childs, Reggie: (Commodore Perry) Toledo, O., h.  
Circle, Terry: (Golden Grill Inn) Rochester, N. Y.  
Clayman, Bob: (Roosevelt) Pittsburgh, Pa., h.  
Cleff, Pat: (Brightview) Rochester, N. Y., re.  
Coburn, Jolly: (French Casino) Miami, re.  
Codelban, Cornelius: (St. Regis) New York, h.  
Coleman, Emil: (St. Regis) NYC, h.  
Collins, Harry: (Gladstone) Casper, Wyo., h.  
Conlin, Justin: (Bartlett's) Rochester, N. Y., re.  
Continental Four, The: (Backstage) Cleveland, re.  
Cornelius, Paul: (Royal Villa) Peony Park, Omaha, re.  
Costello, Jimmie: (Jimmy Kelly's) NYC, re.  
Courtney, Del: (College Inn) San Diego, re.  
Covato, Etzi: (Frolics) Miami, re.  
Covert, Michael: (Ten Eyck) Albany, N. Y., h.  
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.  
Cromwell, Chauncey: (French Casino) NYC.  
Crone, T. H.: (Three-Mile Inn) Monroe, La., re.  
Crosby, Bob: (Congress) Chi., h.  
Cugat, Xavier: (Hollywood Country Club) Miami, re.  
Cullom, Red: (Blue Ribbon) Albuquerque, N. M., re.  
Cummins, Bernie: (Gibson) Cincinnati, h.

**D**  
D'Angel, Jimmy: (Frolic) Albany, N. Y., re.  
Dale, Bill: (Italian Gardens) Pittsburgh, re.  
Datsko: (Russian Art) NYC, re.  
Denny, Carl: (Benny the Bum's) Phila., re.  
Darrell, Pat: (Wonder Bar) Zanesville, O., re.

Davis, Johnny: (Showboat) St. Louis, b.  
Davis, Eddie: (LaRue) NYC, re.  
Davis, Fess: (House of Jacques) Oklahoma City, Okla., re.  
De Salvo, Emile: (L'Aiglon) Chi., c.  
Deazo, Tony: (Cocoanut Grove) Bridgeport, Conn., re.  
Dee, Don: (Pine Grove) Middletown, N. Y., c.  
Deutsch, Emery: (Rainbow Grill) NYC, re.  
Libert, Sammy: (Webster Hall) Detroit, h.  
Dickler, Sid: (Arlington Lodge) Pittsburgh, re.  
Dixon, Bobby: (Peacock Ballroom) Chi., b.  
Dixon, Dick: (Gloria Palast) NYC, re.  
Don Juan: (Valencia) NYC, re.  
Donaldson Boys: (Lawrence) Erie, Pa., h.  
Dorsey, Tommy: (Commodore) NYC, h.  
Dougherty, Doc: (31) Phila., re.  
Drummond, Jack: (Moonglow) Syracuse, N. Y., re.  
Duchin, Eddy: (Fox) Phila., t.  
Duerr, Dolph: (Green Derby) Cleveland, re.  
Duffy, George: (Mayfair) Cleveland, O., re.  
Dvorak, Francis: (Valhalla) NYC, re.

**E**  
Edmund, George: (Loyale) NYC, c.  
Engle, Freddy: (University Club) Albany, N. Y., re.  
Estlow, Bert: (Morton) Atlantic City, N. J., h.  
Evans, Gil: (Trianon) Seattle, Wash., re.  
**F**  
Farrar, Art: (Chase) St. Louis, h.  
Felix, Don: (Pines) Newtown, Conn., h.  
Fenton, Ray: (Hitchin' Post) Union, N. Y., re.  
Fields, Shop: (Arcadia) Providence, b.  
Flo-Rito, Ted: (Palomar) Los Angeles, h.  
Fisher, Jack: (Steuben) Boston, h.  
Fisher, Mark: (Ball-Ball) Chi., re.  
Fitzpatrick, Eddie: (St. Francis) San Francisco, b.  
Flindt, Emil: (Park Casino) Chi., b.  
Fodor, Jerry: (Talk of the Town) Toledo, O., re.  
Fomeen, Basil: (Ritz-Carlton) NYC, h.  
Foster, George: (Maduras Danceland) Hammond, Ind., b.  
Franklin, Sid: (Callente) NYC, re.  
Freeman, Jerry: (Paradise) NYC, re.  
Froman, Jack: (Roseland) Brooklyn, b.  
Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.

**G**  
Garrett, Jimmy: (Merrion) Chi., h.  
Gasparré, Dick: (Ambassador) NYC, h.  
Gentry, Tom: (St. Paul Hotel) St. Paul, h.  
Gerken, Joe: (Brevort) Chi., h.  
Gilbert, Irwin: (Coq Rouge) NYC, re.  
Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.  
Glenn, Duke: (Graystone) Utica, N. Y., b.  
Golden, Neil: (Brass Rail) NYC, re.  
Goodman, Benny: (Pennsylvania) NYC, h.  
Gordon, Roger: (Villa Royale) Pittsburgh, re.  
Gorner, Mischa: (Murray Hill) NYC, h.  
Gothelf, Manfred: (Via Lago) Chi., re.  
Grafholer, Frenchy: (Southern Mansion) Kansas City, Mo., re.  
Gray, Glen: (Rainbow Room) NYC, re.  
Gray, Len: (New Cedars) New Bedford, Mass., re.  
Grayson, Bob: (Blossom Heath) Shreveport, La., re.  
Greer, Eddie: (Village) Pittsburgh, re.  
Grey, Joe, Trio: (Madeleine) NYC, re.  
Grimes, Pope: (Wyoming Valley) Pittston, Pa., h.

**H**  
Hal, Munro: (Ivanhoe Gardens) Chi., re.  
Hall, George: (Taft) New York, h.  
Hall, Sleepy: (Hanley's) Baltimore, re.  
Hamilton, George: (Palmer House) Chi., h.  
Hauck, Carlton: (Sak's) Detroit, re.  
Hardie, Dick: (Club Frolics) Albany, N. Y., re.  
Harris, Claude: (Joey's Stables) Detroit, re.  
Harris, Ken: (Ben Lomond) Ogden, Utah, h.  
Hart, Ruth: (Spanish Villa) Detroit, re.  
Harnett: (Detroit Athletic Club) Detroit, re.  
Hawkins, Erskine: (Uproar House) NYC, re.  
Hayes, Bobby: (Edison) NYC, h.  
Hayton, Lennie: (Hollywood) NYC, re.  
Headrick, Pearl: (Manhattan) Johnstown, Pa., re.  
Heldt, Horace: (Biltmore) NYC, h.  
Herbeck, Ray: (Utah) Salt Lake City, h.  
Herman, Woody: (Roseland) NYC, b.  
Hermanos, Le Betard: (San Sonce) Havana, Cuba, re.  
Hess, Charlie: (Maduras Danceland) Hammond, Ind., b.  
Hills, Al: (Jess Willard's) Pittsburgh, c.  
Hines, Earl: (Cotton Club) Chi., re.  
Hoagland, Claude: (Ten Eyck) Albany, N. Y., h.  
Hoffman, Earl: (Medinah Club) Chi., re.  
Hoffman, George: (Old Heidelberg) Denver, Colo., re.  
Holst, Ernie: (El Morocco) NYC, re.  
Hope, Hal: (Montclair) NYC, h.  
Hudson, Dean: (Tantilla's Garden) Richmond, Va., c.  
Hummel, Ray C.: (Hummel's) Silver City, N. M., b.  
Hunley, Lloyd: (Mount Royal) Montreal, h.  
Hudson, Dean: (Tantilla Gardens) Richmond, Va., re.  
Hurtado: (Valencia) NYC, re.  
Hyder, Coc: (Ubangi) Phila., re.

**I**  
Imperial Trio: (Imperial) NYC, h.  
Iona, Andy: (New Yorker) NYC, h.  
**J**  
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., re.  
James, Jimmy: (Lookout House) Covington, Ky., re.  
Johnson, Jerry: (New Kenmore) Albany, N. Y., h.  
Johnson, Johnny: (Kenmore) Albany, N. H., h.  
Jones, Isham: (Bellevue) NYC, h.  
Juele, Frank: (Bellevue-Stratford) Phila., h.  
Julian, Colonel: (Perroquet) NYC, re.

**K**  
Kains, Paul: (De Witt Clinton) Albany, N. Y., h.  
Keats, Henri: (Anne Millstone's Rendezvous) Chi., re.  
Keebler, Paul: (885 Club) Chi., re.  
Keener, Lee: (Madison) Jefferson City, Mo., h.  
King, Henry: (Fairmount) San Francisco, h.  
King, Tempo: (Hollywood) NYC, re.  
King, Wayne: (Biscayne Kennel) Miami, re.  
King's Jesters: (LaSalle) Chi., h.  
Kirkham, Don: (Blakeland Inn) Denver, re.  
Klein, Jules: (Stattler) Detroit, h.  
Knight, Harold: (Adelphi) Phila., h.  
Knowles, Jesse: (DelRio) Nashville, Tenn., re.  
Koretzky, Boris: (Merry-Go-Round) NYC, re.

Kress, Andya: (Avon Inn) Asbury Park, N. J.  
Krumlin, Costya: (Russian Bear) New York, re.  
Kuenzler, Robert: (Martin's Rathskeller) NYC, re.  
Kuhn, Richard: (Firenze) NYC, re.  
Kyser, Kay: (Trianon) Chi., h.

**L**  
La Salle, Frank: (Wivel) New York, re.  
Lagman, Bill: (Club Trianon) Mobile, Ala., re.  
Lamb, Drexel: (Lido) Jackson, Mich., re.  
Lande, Jules: (St. Regis) NYC, h.  
Lane, Eddie: (Vanderbilt) NYC, h.  
Lang, Lou: (Bossert) Brooklyn, N. Y., h.  
Lavigne, Bryce: (Saranac) Saranac Lake, N. Y., h.  
LeBaron, Eddie: (Waldorf-Astoria) NYC, h.  
Leali, Lee: (Grey Wolf Tavern) Sharon, Pa., re.  
LeBrun, Duke: (Colonial) Rochester, Ind., h.  
Lehmas, Al: (Granada) Chi., b.  
Leonard, Leonard: (Cotton Club) Chi., re.  
LeRoy, Howard: (Jermyn) Scranton, Pa., h.  
Levant, Don: (Stratford) Bridgeport, Conn., h.  
Levant, Phil: (Bismarck) Chi., h.  
Lewis, Harry: (Victor) Seattle, Wash., re.  
Liebering, Tod: (Cocoanut Grove) Boston, re.  
Light, Enoch: (McAlpin) New York, h.  
Lindeman, Udo: (Gloria Palast) New York, re.  
Lishon, Henri: (Royale Frolics) Chi., re.  
Littlefield, Frankie: (Edgewater) Lafayette, La., re.  
Livingston, Jimmy: (Charlotte) Charlotte, N. C., h.  
Lucas, Clyde: (Drake) Chi., h.  
Lofner, Carol: (Washington-Youree) Shreveport, La., h.  
Lombardo, Guy: (Paramount) NYC, t.  
Long, Johnny: (Merry Gardens) Chi., b.  
Lopez, Vincent: (Astor) NYC, h.  
Loss, Jimmy: (Royal Worth) West Palm Beach, Fla., h.  
Lustig, Billy: (Riviera) Washington, D. C., c.  
Lyman, Abe: (New Yorker) NYC, h.  
Lyon, Bob: (Commodore Club) Vancouver, B. C., Can.

**M**  
McGarn, Grace: (Chinese T Gardens) Detroit, re.  
McCune, Will: (Bossert) Brooklyn, h.  
McKenna, Red: (Continental Club) Flint, Mich.  
Mack, Austin: (Harry's New York Bar) Chi., re.  
Mack, Babe: (Anselmo's) NYC, re.  
Mack, Ed: (Martin's Tavern) Lima, O., re.  
Madden, Flea: (Silver Slipper) Brentwood, Pa., re.  
Maddie, Larry: (Place Elegante) NYC, re.  
Maitland, Johnny: (Pershing) Chi., b.  
Malanga, Alberto: (Village Casino) NYC, re.  
Malone, Don: (Trimbale Springs) Durango, Colo., re.  
Manning, Sam: (Melody Gardens) Elmira, N. Y., re.  
Maples, Nelson: (Byerly Crest) Pittsburgh, re.  
Mareno, Frank: (Sweeney) Baltimore, c.  
Mariani, Hugo: (Blackstone) Chi., h.  
Martel, Gus: (Stork Club) NYC.  
Martin, Felix: (Halfway House) Stamford, Conn., re.  
Mayhoff, Eddie: (Wellington) NYC, h.  
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.  
Meadowbrook Boys: (Versailles) NYC, re.  
Meyers, Ikie: (Ubangi) NYC, re.  
Meyers, Jack: (Club New Yorker) New York, re.  
Middleman, Herman: (Nixon) Pittsburgh, c.  
Miller, Dave: (French Casino) Miami, re.  
Millender, Lucky: (Vendome) Buffalo, re.  
Mills, Dick: (Powell's) Alexandria, La., re.  
Mills, Floyd: (Du Pont) Wilmington, Del., h.  
Morey, Al: (Aragon) Chi., b.  
Montmartre Boys, Four: (Jimmy Kelly's) NYC, re.  
Monroe, Jerry: (Tip Top Tavern) Flushing, L. I., N. Y.  
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.  
Morelli, Larry: (Merry Gardens) Lynchburg, Va.  
Morris, Griff: (Wagon Wheel) Akron, c.  
Morro, Bobby: (Palumbo's) Phila., re.  
Motely, Berk: (Casa Grande) Berwyn, Md., re.  
Munro, Hal: (Ivanhoe Gardens) Chi., re.  
Myers, Stan: (Surf Club) Miami, re.

**N**  
Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.  
Navarro, Al: (Belvedere) Baltimore, h.  
Naylor, Oliver: (Rex) Birmingham, Ala., re.  
Neibaur, Eddie: (Casino Moderne) Chi., b.  
Nelson, Ozzie: (Lexington) NYC, h.  
Newton, Bill: (Patterson's Grill) Steubenville, O., re.  
Nickles, Billie: (Waldorf) Los Angeles, re.  
Nicola, Frank: (Pink's) Passaic, N. J., re.  
Noble, Ray: (Loew) Montreal, t.  
Nodzo, George: (Imperial) Utica, N. Y., re.  
Norris, Stan: (Merry Gardens) Chi., b.  
Noury, Walt: (Roma) Haverhill, Mass., re.  
Novitt, Jules: (Gay '90s) Chi., re.

**O**  
O'Hara, Ray: (Governor Clinton) NYC, h.  
Ohman, Frank V.: (Pelice's) Westbury, L. I., N. Y., re.  
Olson, George: (Edgewater Beach) Chi., h.  
Olson, Walter: (New Julius) Gardenville, N. Y., re.  
Osborne, Will: (Adolphus) Dallas, Tex.  
Oxford Entertainers: (Gamecock) NYC, re.

**P**  
Pablo, Don: (Merry-Go-Round) Dayton, O., re.  
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.  
Pancho: (Plaza) NYC, h.  
Panico, Louis: (Oriental Gardens) Chi., re.  
Pantone, Mike: (The Ambassador) Albany, N. Y., re.  
Parks, Rex: (End-o-Main) Houston, Tex., re.  
Peary, Bob: (Graemere Hotel) Chi., h.  
Pecoraro, Dick: (Monte Rosa) NYC, re.  
Pendarvis, Paul: (Pal.) San Francisco, h.  
Perry, Mert: (Oliver Twist) NYC, re.  
Pete, Werner: (Merry Gardens) Chi., b.  
Peterson, Dee: (Villa D) Detroit, re.  
Peterson, Eric: (Woodlands) Ardley, N. Y., re.  
Pettit, Emil: (Savoy Plaza) NYC, h.  
Pettis, Jack: (LaSalle) Los Angeles, re.  
Phalen, Jimmy: (Romance Inn) Angola, N. Y., re.  
Pitman, Jack: (Port Arthur) Providence, R. I., re.  
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.  
Pollack, Ben: (Beverly) Hollywood, h.  
Powell, John: (Callente) NYC, re.

Prima, Louis: (Famous Door) Hollywood, re.  
Provost, Eddie: (Penthouse) Baltimore, re.

**R**  
Raeburn, Boyd: (Trianon) Chi., b.  
Raginsky, Mischa: (Commodore) NYC, h.  
Rainbow Ramblers: (Club Moose) Haverhill, Mass., re.  
Ramos, Ramon: (Ambassador) NYC, h.  
Rand, Lionel: (Jimmy Kelly's) NYC, re.  
Rando, Henry: (Chez Parée) New Orleans, re.  
Rausch, George: (Melody Mill) Chi., b.  
Ravell, Carl: (Roosevelt) New Orleans, La.  
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.  
Redmond, Don: (Majestic) Dallas, t.  
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.  
Resh, Benny: (McCurdy) Evansville, Ind., h.  
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
Richards, Barney: (Limehouse) Chi., re.  
Richards Brothers: (Diamond) Wheeling, W. Va., re.  
Riley, Mike: (Hickory House) NYC, h.  
Rinaldo, Nino: (Yacht Club) Chi., re.  
Robbins, Little Sammy: (Raleigh) Washington, D. C., h.  
Roberts, Eddie: (Red Mill) Bronx, re.  
Roberts, Keith: (Grand Terrace) Wichita, Kan., b.  
Rodriguez, Chago: (Hildebrecht) Trenton, h.  
Rodriguez, Jose: (Montparnasse) NYC, re.  
Rogers, Roly: (Burnswick Casino) Boston, h.  
Romano, Phil: (Palm Island) Miami, re.  
Romer, Bill: (National Greensboro, N. C., 26-27: (Masonic) Enfield Mar. 1; (New Columbus) Whiteville Mar. 2, t.  
Rosen, Tommy: (Wisteria Gardens) Atlanta, re.  
Russell, Jack: (Melody Mill) Chi., b.

**S**  
Sabin, Paul: (Town Casino) Miami, re.  
Santora, Al: (Anchorage) Pittsburgh, c.  
Santry, Henry: (Pompeian Gardens) North Hollywood, Calif.  
Schofield, Al: (Child's Old France) Boston, re.  
Schroeder, Dave: (Piccadilly) NYC, h.  
Schreiber, Carl: (Pershing) Chi., b.  
Schellang, Augie: (Roosevelt) New Orleans, h.  
Scott, Bud: (Crystal) Natchez, Miss., h.  
Sears, Carl: (Childs Paramount) NYC, re.  
Senators, Three: (French Casino) Miami, re.  
Septelo, Canto: (San Souci) Havana, re.  
Shapiro, Zeke: (Rose) Mishawaka, Ind., b.  
Shaw, Art: (Meadowbrook) Cedar Grove, N. J., re.  
Shaw, Ben: (Plaza Grill) Brooklyn, c.  
Sherr, Jack: (St. Moritz) NYC, h.  
Simmons, Lonnie: (Black Cat) NYC, re.  
Smith, Joseph C.: (Montparnasse) NYC, re.  
Smith, Stuff: (Onyx) NYC, re.  
Snyder, Dick: (Heidelberg) Baton Rouge, h.  
Slater, Hap: (Motor Square Garden) Pittsburgh, h.  
Stabile, Dick: (Raymor) Boston, b.  
Stanley, Arthur: (Yacht) NYC, re.  
Staulcup, Jack: (Vanity) Detroit, b.  
Steck, Gus: (Dempsey's) Miami, re.  
Steele, Roger: (Ball) NYC, re.  
Stevens, Dale: (Club Circus) Mansfield, O.  
Stewart, Fred: (Half Moon) NYC, re.  
Strom, Roy: (5th Ave.) NYC, h.  
Stuart, Nich: (Mad House) San Diego, Calif., c.  
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

**T**  
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
Thoma, Wit: (Amarillo) Amarillo, Tex., h.  
Thomas, Eddie: (Nut Club) NYC, re.  
Thompson, Glenna Jane: (Three-Mile Inn) Monroe, La., re.  
Tompkins, Tommy: (Raymor) Boston, b.  
Torney, Bob: (Jefferson Gardens) South Bend, Ind., re.  
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.  
Town Tattlers: (Mirador) NYC, re.  
Towne, Loren: (Shadowland Club) Kilgore, Tex., re.  
Tracy, Jack: (Frances) Monroe, La., h.  
Travers, Vincent: (French Casino) NYC, re.  
Tyndesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.  
Tucker, George: (Cofers Club) St. Simons Island, Ga., re.  
Tuttle, Elisha: (Le Mirage) NYC, re.

**V**  
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
Ventura, Ray: (Cirque Medrano) Paris, France.  
Vouzen, Nick: (Sapphire Room) NYC, re.

**W**  
Wagner, Bill: (Jimmy Kelly's) Brooklyn, re.  
Wagner, George: (Barrel of Fun) NYC, re.  
Wagner, Perc: (Crystal) Natchez, Miss., re.  
Waldman, Herman: (Peabody) Memphis, h.  
Waring, Fred: (Michigan) Detroit, t.  
Webster, Ralph: (Lido) Tulsa, Okla., b.  
Weeks, Ranny: (Cocoanut Grove) Boston, re.  
Weiser, Leo: (Michigan Tavern) Niles, Mich., re.  
Whalen, Jimmy: (Bertolotti) NYC, re.  
White, Dave: (Oasis Grill) New York City, re.  
White, Lew: (Variety) NYC, re.  
Whiteman, Paul: (Biscayne Kennel Club) Miami, Fla., re.  
Whitney, Palmer: (Baker) St. Charles, Ill., h.  
Widmer, Bus: (Rendezvous) Battle Creek, Mich., re.  
Williams, Cookie: (Le Mirage) NYC, re.  
Williams, Griff: (Mark Hopkins) San Francisco, h.  
Williams, Hod: (Odenbach) Rochester, N. Y., re.  
Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
Winton, Barry: (Sapphire Room) NYC, re.  
Wintz, Julie: (Top Hat) Union City, N. J., re.  
Witt, Joe: (Klown Klub) NYC, re.  
Wolfe, Al: (Circus Club) Bloomington, Ill., re.

**Y**  
Young, Ben: (400) Wichita, Kan., re.  
**Z**  
Zarin, Michael: (Waldorf-Astoria) New York, re.  
Zarnow, Ralph: (Kit Kat) Des Moines, re.  
Zatour, Joseph: (Shelton) NYC, h.  
Zelman, Rubin: (Caravan) NYC, re.  
Zito, Horatio: (Merry-Go-Round) NYC, re.

**DRAMATIC AND MUSICAL**

Amazing Dr. Clitterhouse: (Royal Alexandra) Toronto 22-27, t.  
(See ROUTES on page 84)

## Hoot Gibson For Wallace

Screen star will be feature of Rogers' new show — special lines of paper

YORK, S. C., Feb. 20.—Hoot Gibson, Western screen star, will be the feature attraction of the new Wallace Bros.' Circus, it was announced this week by R. W. Rogers, manager.

Representatives of the new circus corporation of York recently returned from the West Coast with a contract signed by Gibson.

Special lines of paper of Gibson and the show are being printed.

Activities at the quarters are being speeded up. The show will carry six elephants, several head of horses and a big menagerie. Everything will be new.

Press department headquarters will be established in York in the near future and elaborate layouts and press releases will be prepared. Plans call for one of the most beautiful motorized circuses in the country.



HOOT GIBSON, screen star, who will be featured with the new Wallace Bros.' Circus, R. W. Rogers, manager.

### Darr in St. Louis

ST. LOUIS, Feb. 20.—Harry V. Darr, manager of advertising cars for the Chase & Son Circus, arrived here from his home in Arkansas and conferred with Fielding Graham and J. C. Admire.

Eight new semi-trailer trucks with light equipment left here for Kansas City for the show.

Bill Loy, former boss canvasman, is now in the selling game, covering local territory.

### Indoor Dates for Waite

CINCINNATI, Feb. 20.—Kenneth Waite Troupe will appear at the Shrine Circus in San Francisco, followed by Buffalo Shrine Circus, St. Louis Police Circus and the Hamid-Morton Eastern dates of six weeks. Will again play fairs for Barnes & Carruthers, Waite's fourth season with that office.

### Lynch Leaves Hospital

BRIDGEPORT, Conn., Feb. 20.—Tom Lynch, former boss hostler with the Ringling-Barnum Circus, was violently seized with hemorrhages at his home here several days ago and was rushed to Bridgeport Hospital. His condition improved so well that on Thursday he was discharged from the hospital in the care of his private physician and removed to his home at 165 Norman street, where he is resting comfortably.

### Bob Hickey With H-W

CHICAGO, Feb. 20.—Robert E. (Bob) Hickey, last season publicity man on Cole Bros.' Circus, has been engaged to do publicity for the Hagenbeck-Wallace Circus, which returns to the road this spring. Hickey will handle the press for the Chicago engagement at the Coliseum.

### Barnes Opens March 20

CHICAGO, Feb. 20.—Opening date for the Al G. Barnes-Sells-Floto Circus has been definitely set for March 20. Show opens at San Diego, Calif., playing there Saturday and Sunday.

### Atkinson Framing Howe Bros.' Show

PHOENIX, Ariz., Feb. 20.—Tom Atkinson is no longer connected with Barney Bros.' Circus. He is putting out Howe Bros.' Three-Ring Wild Animal Circus. Everything is humming at quarters here. Several new trucks have been added and all canvas is new. There will be two trucks and two cars in advance and 15 trucks back on show.

Billie Dicks' side show will be a 60 with two 30s and will have a 160-foot double-deck banner line; menagerie, a 60 with two 30s; big top, an 80 with three 30s. There will be three rings and an arena featuring wild animal acts trained and worked by Capt. John Hoffman. Show will have a 10-piece band and callope.

## Peru Again Center Of Circus People

PERU, Ind., Feb. 20.—The Bearss Hotel lobby has taken on old-time circus atmosphere again. The following have been here:

Eddie Arlington, of Hagenbeck-Wallace; Ralph J. Clawson, of Ringling-Barnum Circus, who is assisting Messrs. Arlington and Hatch; Howard Y. Barry, president of Circus Operating Corporation, and C. W. Finney, his general agent.

Stated officially H-W contracts have been let for canvas—160 round top with five 50s, and menagerie, a 90 with five 30s. Jack Joyce is daily working and breaking new menage stock. Stated he will be assisted by wife, Martha.

Cheerful Gardner has broken eight elephants at fair to work and make parade. Assisted by Mrs. Bessie Gardner.

Feature of H-W parade will be baggage stock horses, purchased by Steve Finn from all sections.

Stated by Mr. Arlington that many officials had been selected and that the following would probably be confirmed: Cheerful Gardner, superintendent bulls, assisted by Hurley Woodson; Terrell Jacobs, menagerie superintendent; Louis A. Benadone, cookhouse; John Boicourt, chief electrician; Charles Brady, wagon rebuilding shop and road props; Waxey Loyd, superintendent harness; Frank Seigar, car shops; Walter K. Sibley, Side Show manager; George Singleton, superintendent big-top canvas, assisted by Spider Harris; Orrin Davenport, equestrian director, assisted by family in big top.

R. M. Harvey, Earl Lindsey, Jimmy Albanese and Messrs. Miller and Campfield renewed acquaintances.

### Carl Hathaway at Sarasota

SARASOTA, Fla., Feb. 20.—Carl T. Hathaway, general superintendent of the Ringling-Barnum Circus, returned to his home here last week from Atlanta, where he had been under medical observation. He is rapidly regaining his health following the serious illness that befell him before the close of the 1936 season.

A. P. Hull, Associated Press staff photographer, visited winter quarters last week in quest of training shots for his organization.

### Hall Animal Show Opens at Byron, Ga.

BYRON, Ga., Feb. 20.—Hall's Trained Wild Animal Circus opened season here February 8 to a packed house. Weather very cold.

Show moves on three trucks and two trailers, one of trucks being a 24-foot semi-trailer. Show carries its own light plant and callope mounted on truck for ballyhoo and parade.

Big-show program opens with high-diving dogs, followed by four-pony drill; dogs riding ponies; riding monkeys (See HALL ANIMAL SHOW on page 45)

### Testimonial Dinner Tendered Merle Evans

DETROIT, Feb. 20.—Friends in show business honored Merle Evans with a dinner at the Lorelei night club February 10 in celebration of his 20 years as band leader with the Ringlings.

Program was arranged by Vern Wood and the orchestra was under the direction of Joseph Tirri, while Felix Adler officiated as master of ceremonies.

Among the guests were Karl L. King, well-known writer of circus music; Theodore Schroeder, head keeper of the Detroit Zoo, and wife; Mickey McDonald, clown; Mr. and Mrs. Rudy Rudynoff, horse trainers and equestrians; Shorty Flemm, Joe Lewis, Art Lind, Roy Barrett, clowns, and Pinkey and Bessie Hollis.

### Reception for Siegrists

MIAMI, Feb. 20.—Billy Siegrist, son of Edythe Siegrist, and Rosalie Roselle, of Miami, were married by a prominent judge of Ft. Lauderdale night of February 16. The former Miss Roselle is a nonprofessional and only met Siegrist recently.

After the ceremony a wedding supper and reception was held in the dance pavilion in Funland, where a large number of the friends of the couple enjoyed themselves as the guests of the Funland management.

Among those in attendance were noted Mr. and Mrs. Dave Endy, Mr. and Mrs. Ralph Endy, Mr. and Mrs. Bill Tucker, Mrs. Edythe Siegrist, Mrs. Yasted, Ed Yasted, Mrs. Bertha Melville, Mrs. P. Roselle, Mary Roselle, Ann Roselle, Paul Griffey, Mr. and Mrs. Collins, Harry and Bench Bentum, Mary Louise Ketrow, Pauline Black, A. F. Arculler, James Schell, Freddy Beattie, Jack Carman, Mrs. Quigley, Mr. and Mrs. Jack Lambert, Thomas Lambert Jr., Grace Marion, Mr. and Mrs. Schorr, Larry Osborne, Rose Ott, Mrs. Rose Ott, Ben Weiss, Harry Weiss and Mr. and Mrs. Walter K. Sibley.

The newlyweds left for a honeymoon in Cuba.

### J. M. Beach, E. J. McKnight Have Enjoyable Florida Tour

MACON, Ga., Feb. 20.—James M. Beach, general agent for Robbins Bros.' Circus, and E. J. McKnight, Circus Fan, recently completed a two weeks' tour thru Florida.

During the course of their journey they visited Mr. and Mrs. Rodney Harris, of the Downie Bros.' Circus, in Orlando, and Joe Gilligan and wife, also of the Downie show, in Jensen, Fla. In Miami they encountered many acquaintances in the circus and carnival business, including J. Frank Hatch and members of Endy Bros.' carnival and Kay Bros.' Circus.

The Ringling-Barnum quarters were visited in Sarasota and a look-see was given the annual convention of the Tin Can Tourists being held there.

Fisher Bros.' Circus was taken in en route at Cross City, Fla., where Beach and McKnight were cordially welcomed by Mrs. Haag and son and Legal Adjuster Frank McGuyre.

McKnight returned north on business. Beach will remain at Macon until March 1, then go to quarters of Robbins show at Poplar Bluff, Mo.

### Ingalls Engages Oyler

SARASOTA, Fla., Feb. 20.—Clyde Ingalls, manager of the Ringling-Barnum Side Show, has engaged J. H. (Doc) Oyler as assistant manager. Ingalls states that he is assembling his greatest kid show.

### Special Attraction For Marlow Shows

FACEVILLE, Ga., Feb. 20.—Marlow's Shows stopped over here last Saturday to open Monday with their usual program.

On the morning of February 15 a daughter was born to their star performer "Toto." The youngster was named Patricia and exhibited from the main stage to the audience that night by the manager, adding a touch of human interest in the show. Show had a capacity attendance.

## J. T. Harriman Lines Up Staff

Includes F. C. Kilgore, W. L. Wilken, W. F. Gilbey and Harry Mack

MACON, Ga., Feb. 20.—Jerome T. Harriman, general agent of Downie Bros.' Circus, will have in his department this year Fred C. Kilgore, contracting agent; Will L. Wilken, general press representative; Walter F. Gilbey, manager of advertising cars, and Harry Mack, press representative back with show.

Kilgore returns to the show after spending two years as contracting agent for Cole Bros.' Circus. He served in same capacity with Downie Bros. four years before going to the Cole show in 1935.

Gilbey for many years was special agent of Ringling Bros.-Barnum & Bailey Circus under the late W. H. Horton. He also served as assistant billing agent under Horton and one season as manager of advertising car No. 1 with the Big Show.

Wilken for many years was connected with Ringling Bros. and Hagenbeck-Wallace shows.

Mack spent many years with the Sparks Circus as contracting press agent and story man.

The advance billing force will be increased and the all-union crew will have six trucks ahead instead of the previous four. A new banner truck and opposition brigade truck have been added.

The Erie Lithographing and Printing Company is making a complete line of new paper this year in keeping with the fact that every feature of Downie Bros. will be new.

Harriman and Wilken have been designing new ad-display mats and pictorial paper since middle of January. A beautiful pictorial booklet will be used in exploiting the show.

Kilgore has reported for duty and with Harriman has made several prospecting trips.

### Frank Stout Leases LaPearl Show Title

CINCINNATI, Feb. 20.—Harry LaPearl states that he has leased the J. H. LaPearl Circus title to Frank Stout, veteran showman. Show is being organized at Gosport, Ind., and will move on about 15 trucks. The LaPearl Circus was well known thru the Middle West a number of years ago.

### Patterson Bros.' Show Buys Animals, Equipment

PONTIAC, Mich., Feb. 20.—J. C. Patterson, president of Patterson Bros.' Circus, wintering here, recently returned to quarters after purchasing three dens of animals from the Fowler Bros.' Circus and three ponies from Thad Brown at Muskegon, Mich. Two new trucks have been finished by General Motors to be used on the advance. They are fitted with sleeping accommodations for the billers. Frank Kuba has been signed as chef.

Doc White, general agent, visited the Donaldson plant to look after a new line of special printing. He has contracted several Detroit dates under auspices. John Ellis and family were recent visitors at quarters.

## Many Employees At Cole Quarters

ROCHESTER, Ind., Feb. 20.—Winter-quarter activities of the Cole Bros.' Circus continue to move rapidly as the season's opening nears. More than 200 employees in the various departments are on the pay roll. Adkins and Terrell, the owners, announce that the work of rebuilding the show is 10 days ahead of the regular schedule.

P. A. McGrath, trainmaster, is in San Antonio, Tex., on a business trip and is due back in quarters next week. He (See MANY EMPLOYEES on page 59)

# CIRCUS CARNIVAL CONCESSION TENTS

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THE STANDARD OF COMPARISON FOR OVER 46 YEARS. S. T. JESSOP, PRES.

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## With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Secretary, THAMES BANK, NORWICH, CONN. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 20.—Frank J. Walter, CFA, owner of a private circus at Houston, Tex., gave six performances for benefit of the Gulf Coast Fire Association. Show ran four days and was held at Olympia Building. On February 5 the following CFA officials attended performance and returned to San Antonio the following day: President Frank H. Hartless, Vice-President C. G. Sturtevant and National Directors Harry Hertzberg and Pasco Scaperlanda. Reported an excellent performance.

Following the Friday night performance Mr. and Mrs. Walter entertained the visitors and performers at Guido's White Horse Tavern with the following present: Mr. and Mrs. Al Conners and Jimmie Conners, Mr. and Mrs. George Engesser, Velma Egge, Joe Ambrose, Senator Harry Hertzberg, A. W. Kennard, Mr. and Mrs. Arthur Henry, Frank H. Hartless, Mrs. B. Robinson, F. C. McKnight, Francis Reiner, Ruby Sheffield, Mrs. Matt Laurish, Col. C. G. Sturtevant, Pasco J. Scaperlanda, Mr. and Mrs. Harry Schoonover, Roy Valentine and Mr. and Mrs. Frank J. Walter. During the day Walter, who is an ardent member of the Circus Fans, conducted the party thru his winter quarters on ground he has purchased near Herman Park. Here he has large training barns, stables, storage for wagons and equipment, trophy room, office, etc. This privately owned circus includes 28 wagons, including most of the Gentry Bros.' miniature equipment; 40 head of Shetland ponies, including a performing group; 14 horses for Liberty and menage acts, two trick mules, a troupe of performing dogs, goat in high-rope act, lions, monkeys, sebu, emu and various cage animals.

Dr. and Mrs. Tom Tormey, of Madison, Wis., spent the week-end with Mr. and Mrs. Don S. Howland, of South Bend, Ind. They spent all day Saturday at Rochester and Peru winter quarters. They had a nice visit with Jess Adkins and were shown every courtesy by show officials.

The Fred Warrell Tent, CFA, at South Bend, will have a spring opening in near future. Bill Dunkle is secretary.

The new Jess Adkins Tent at Fort Wayne, Ind., is meeting regularly. Will have a tent raising in near future. Many of the new members have visited Peru and Rochester quarters. Cliff Borjman visited Red Finn at Peru past week. Cliff is a baggage stock fan.

Karl K. Knecht and wife, of Evansville, Ind., and sister, Klara, broke bread with the boys at the Atwell Luncheon Club, Hotel Sherman, Chicago, February 15. Fred Schmager, of Sterling, was a guest at the club two days last week.

Mr. and Mrs. Walter M. Buckingham spent Lincoln's Birthday in Boston. They attended a night club just outside of the city called "Haufbrow" that was putting on a circus show composed of five acts. They visited with Jane (Skippy) Boland, one of their friends in the show, and on following day had lunch and attended a matinee in Boston together.

### Cole Files Action Against Jack Joyce

PERU, Ind., Feb. 20.—Cole Bros.-Clyde Beatty Circus has filed an action in Miami County Circuit Court here against Jack Joyce charging breach of contract. Plaintiff alleges that by the defendant's failure and refusal to exert his skill and unique ability in training the plaintiff's horses and ponies the circus is suffering irreparable loss.

Joyce, who was with the Cole show since it was organized two years ago and who has been the head horse trainer during the period, signed a contract with the circus last November. Under its terms Joyce was to receive \$25 per week while in winter quarters and \$50 per week during the road season.

It is stated in the complaint that Joyce is now with another circus and should be restrained from continuing with that show and ordered to serve as a performer and trainer for Cole Bros.

during the period specified in the contract.

Hearing on the injunction will be heard by Judge Hal Phelps in the Miami Circuit Court February 24.

### Evans Breaking Act

MASSILLON, O., Feb. 20.—J. J. Evans has purchased four mules and is breaking the new act at his winter-quarters barn here. Plans to feature act at parks and celebrations and later at fairs. He has disposed of most of his former dog and pony stock and will have all new animals this season.

### WPA Show Briefs

NEW YORK, Feb. 20.—The WPA Federal Theater Project's circus opened the first of a series of week-end engagements at the New Star Casino last Friday afternoon. House was packed at matinee, with many being turned away. Friday night biz was fair, Saturday afternoon another packed house and Sunday afternoon a fair house despite rain. Project was host to underprivileged children of the Heckscher Foundation on Friday and as a result grabbed a lot of space in Manhattan papers.

"Dodo," a new member of clown alley, has introduced his one-man wrestling match in program. He is assisted by "Milo," who acts as announcer and second. Bandmaster Max Tilkin has introduced a new march number for grand entry and has a new number for the three web acts. Oscar Lowande is being urged by his friends to write his memoirs.

Press department has uncovered the fact that Lew A. Ward, producing clown, was at one time a professional boxer. He fought under the name of Kid Lew A. Ward and has 10 knockouts to his credit. Collections are still being taken up for the victims of the flood and the kids willingly contribute their pennies as the band plays *Pennies From Heaven* following announcer Billy Walsh's appeal, reports Wendell J. Goodwin.

### Sun Family at Miami

MIAMI, Fla., Feb. 20.—Gus Sun and wife and daughter, Mrs. Wren, and her two children, are in Miami to spend their winter vacation.

Gus, who operates a booking agency in Springfield, O., told Walter K. Sibley that he already had bookings for over 100 fairs, against 75 which he booked last year.

Mr. Sun also said that he is the oldest living active circus man in America. The Sun Bros.' Circus, which was a nine-car show and looked like a 20-car outfit when on the lot, played Florida spots yearly and is well known here and well thought of. The title is on the shelf now.

Sun is not only active in outdoor amusements but also books over 60 theaters. He says "that the theatrical business is getting better every minute."

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## Central Show Printing Co.

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- (1) Transformation Cabinet, complete with 7x7-ft. Plate Glass and Salt Water Rheostat. Price, \$100.00
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  - Large Thuma Cabinet (Half Lady) 30.00
  - Spidora with Extra Mirror 40.00
  - Sword Chair, \$40; Knife Illusion, 15.00
  - Mystic Hand Cabinet with extra Mirror, 40.00
  - All Illusions best material of Polished Wood Work and White Enamel Paint.
  - 1 Small Organ, weight 50 lbs., Music Pin Barrel, 6" Round, 17" Long. Made by Frati & Co., Berlin;
  - 2 Bass Horns, 10 Whistles, 34 Keys and can be regulated to play loud or soft. Operated by 3/4 h. p. Motor or Crank. Price, \$60.00.
- Property of Mike Golden and A. J. Budd. Write HAL COMPTON, Mercer Hotel, 1347 So. Hill, Los Angeles, Calif.

## "GONE WITH THE CIRCUS"

Yes, 1937 will be my third season with Cole Bros.-Clyde Beatty Circus, operating Candy Floss with my own make machine. I open and close without losing a day. If my machine will take care of the demands of the Cole Bros.-Clyde Beatty Circus crowds, I am sure it will take care of your business. Write for prices and photos.

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272 South Broadway, Peru, Ind.

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Musicians on all instruments for the Big Show Band. Good bus accommodations, sure salary and long season. Write JACK ERWIN, Leader. Colored Musicians on all instruments, and a Leader for SIDE SHOW. This Band must be plenty HOT. Colored Comedians? Yes. Write. Good Dancers for the Hawaiian department as well as good Talkers and Useful People in all departments around the Side Show. If you have a good Side Show Act, write. Wanted also, a good Fifer for Fife and Drum Corps. Make salary low, as we pay, and tell it all in first letter, to save correspondence. Address WM. NEWTON, JR., Manager, Exchange Hotel, Montgomery, Ala.; JOE HAYWORTH, Legal Adjuster; REX COLE, Mgr. Concert; W. L. MAIN, Gen. Agent.

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Acts for Big Show — Girls for Iron Jaw, Menage, Etc. Send photos, which will be returned. State lowest salary first letter. People wanted for all departments. All address

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Candy Butchers, Concession Men address JACK FOX, Care The Billboard, 1564 Broadway, New York City.

# Under the Marquee

By CIRCUS SOLLY

**THE ORTON Troupe** will be with Barney Bros.' Circus.

**PAULINE KING** is at her home in Buffalo, N. Y.

**ELLIS SCOTT**, midjet clown, is sojourning in St. Louis.

**S. B. RUSSELL**, billposter, will be with Barney Bros.' Circus.

**NORMAN HANLEY** will have a 10-piece band on the Mighty Haag Circus.

**H. BEN OLIVER** left Detroit last week for a month's vacation at Miami.

**IF YOU CAN'T** say a good word for a fellow showman then skip it altogether.

**BERT AND CORINNE DEARO**, after playing Shrine Circus at Miami for Bob Morton, have returned to Tampa.

**ROBERT E. HICKEY** is in Detroit, handling *Ice Follies of 1937*, an all-professional show, at Olympia this week.

**HENRY BARTH**, last three seasons with Tom Mix Circus, is at present active at Miami Beach, Fla.

**H. A. CHRISTY** and Bert Rutherford are building seats, ring curbs and other properties at Houston, Tex.

**THE KLINES** (Elmer and Elvira) were at Shrine Circus, Detroit, for the Dodge car.

**BILL (SLIM) NIPPO**, who has been with various big circuses, has joined Harry LaPearl's clowns.

**EDDIE BILLETTI Troupe**, high wire, will play Frank Wirth's Jamaica, L. I., date, also San Francisco Shrine Circus.

**YOU ARE** a smart showman, eh? You will be given credit for it if you come back home in the fall with a bank roll.

**BILLY LORETTE**, veteran clown, who has been at Oak Forest Infirmary, Chicago, for some time, is in bad condition.

**FRANCES O'CONNOR**, armless girl, has signed contracts with Duke Drukenbrod to appear with the Barnes-Sells-Floto Side Show.

**BOB EUGENE Troupe** is practicing at Performers' Club, Chicago. Will play Minneapolis and St. Paul Shrine circuses.

**WILL HILL'S** elephants and animal circus will play Junior Order Circus, Mansfield, O.; also San Francisco Shrine Circus.

**SCHELL BROS.' CIRCUS** is still in quarters at Houston, Tex. George Engesser and Mat Laurich are shaping up acts for the opening.

**DAIL TURNEY** and P. N. Branson recently headed a delegation of Tom Mix Circus troupers on a visit to the Downie Bros.' Circus quarters in Macon, Ga.

**THE ATTENTION** of show owners and managers is directed to an article by Louis Engel on the subject of a proposed canvas shows' code on The Forum page of this issue.

**C. E. EATON**, former boss lithographer with Hagenbeck-Wallace on No. 2 car with the late Fred Bates as car manager, is now with the Indian River Medicine Company, of La Follette, Tenn.

**BRISON FAMILY** is now in Decatur, Ala., playing a few dates; then will play schools in North Carolina before going to quarters of Silver Bros.' Circus at Petersburg, Va.

**GEORGE W. WORMALD** (Wombold), who is at the Ohio Soldiers and Sailors' Home, Erie County, O., states that he is improving. His eyesight, however, is not very good.

**AERIAL LA ZELLAS**, after playing vaude dates on West Coast, will go east to play St. Louis Police Circus. Are booked for Canadian B Circuit of fairs. Will not be with a circus this season.

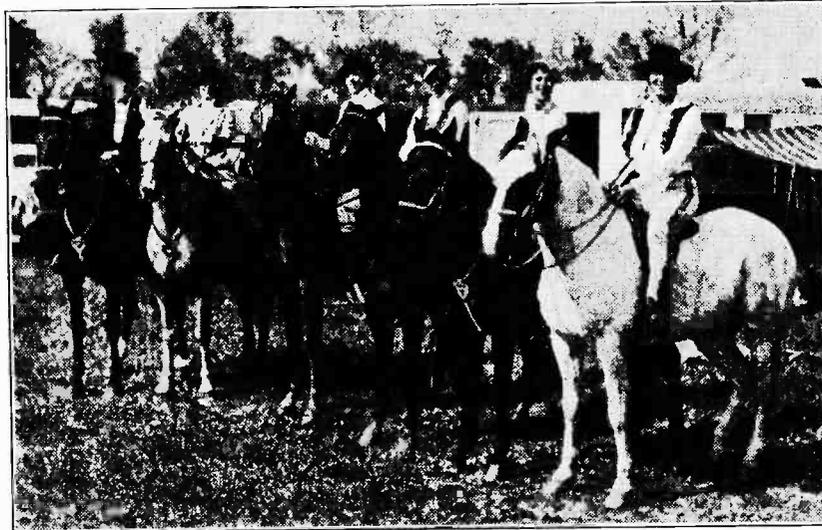
**A MISTAKE** occurred in the caption of the Show Family Album picture issue of January 30. The picture of the midjet shown was labeled Baron Pauchi. It should have been Prince Denis.

**LOUIS ENGEL**, attorney and former showman, has extended his Federal law practice to include the general practice of law before the local courts of the District of Columbia.

**THE INHERENT ENERGY** of the circus is never more fully demonstrated than when there is tardiness in arriving at the town of exhibition. There are no faint hearts or falterers with the show and no weakness in these crises.

**JOE M. HEISER JR.**, secretary-treasurer of the Terrell Jacobs Top at Houston, Tex., who recently underwent an operation for appendicitis, has fully recovered.

**HARRY LAPEARL** and his clowns will play Frank Wirth's Eastern indoor dates, starting at Jamaica, L. I., with White Plains, N. Y.; Hartford, Conn.; Waterbury, Conn., and others to follow.



**MENAGE RIDERS** with Russell Bros.' Circus last season. Left to right: Frank B. Miller, trainer; Bobbie Warinner, Hazel King, Genevieve Hughes, Mickey Purdue and Lola Hunt.

## 15 Years Ago

(From The Billboard Dated February 25, 1922)

An explosion and fire destroyed the Salome, a cruiser owned by John Ringling. No lives were lost but several were injured, including Mr. Ringling's first wife, Mrs. Mabel Ringling. . . . J. S. Bullock, concessioner, purchased the Old Kentucky Shows. . . . Jack Warren, formerly a member of the editorial staff of *The Cincinnati Enquirer*, was engaged as press agent for the Hagenbeck-Wallace Circus. Warren succeeded the late Frank White. . . . Mrs. Minnie Thompson Green was reported as fully recovered from injuries received during the 1921 season with the Sparks Circus when the elephant "Mut" went on a rampage.

The probated will of Johnny Wilson, noted four-horse rider, showed a net estate of \$3,000. . . . James Patterson, of the Patterson Shows, was visiting in Chicago. . . . Lew Graham was a weekly visitor to the Ringling-Barnum quarters in Bridgeport, where he displayed great interest in a new wagon front that was being constructed for the side show. . . . Pat Valdo, playing vaude in Cincy with his wife, Laura, and Freddy Meers, visited *The Billboard*. . . . New York State Athletic Commission announced the retirement of Tex Rickard from the management of Madison Square Sporting Club and the

## Old-Time Showmen

By CHARLES BERNARD

Among the aged circus men who have passed to the Great Beyond in recent years, Charles Andress, of Great Bend, Kan., was one of the real veterans who began a show career at the age of 12 in 1861. Early in that career magic was his favorite, and the Andress Carnival of Novelties toured many successful seasons; was enlarged to the extent of becoming a prominent circus, operating in competition with the organizations of the '70s and '80s. After 1890 Andress discontinued as an owner, disposed of his circus property and became the legal adjuster for the Ringling Bros. Season of 1898 he was in that capacity for the Walter L. Main Circus. On return of the Barnum & Bailey Circus from its five-year European tour Andress was on the business staff of that show as legal adjuster, seasons of 1903 to 1907, inclusive. Was a photographer of unusual ability and published some of the most interesting and profusely illustrated season route books that have been issued by any circus.

The connection with traveling show organizations thru so many years, the practical experience in operation and management, combined with a natural aptness that made him an expert in any duty he assumed, Charles Andress was a gifted dispenser of information on the historical facts that were discussed by the profession and the newspaper fraternity who sought authentic news for publication. He could give the details of how John Robinson had struggled for years in building up from a small mud show to a mammoth rail-transported outfit; how Gil Eldred and John Robinson operated as partners for almost a score of years; how Robinson and William Lake became partners in 1859 and continued that partnership until 1862, and how the John Robinson Circus and the William Lake Circus were in spirited competition thru the remaining years of the Civil War. Andress could give all the interesting detail of how candles were used for lighting the night performances in those early days of wagon-show tours; of how kerosene lamps became an innovation that delighted the circus owners (See *OLD-TIME SHOWMEN* on page 42)

## Miami

**MIAMI, Feb. 20.**—Since J. Frank Hatch announced his intention of becoming a circus magnate he has lived in three different hotels. So many old friends have looked him up he doesn't have time to do his work, so he has to keep ducking.

William Hamilton, formerly of Barnett Bros.' show, may re-enter the circus business. He is on his way to Miami and stopped over to visit at York, S. C.

J. Frank Hatch doesn't actually take over the equipment and wintering of the H-W Circus until March 1, altho a number of men are engaged in getting paraphernalia in shape under direction of Ralph Clawson in Peru.

William Ketrov's daughter with her tight-wire act was one of the hits at Bob Morton's Shrine Circus in Miami.

John Robinson IV is visiting in Miami. Frank Sheppard made his usual hit at the Shrine circus here with his daring heel catch from the flying trapeze without the aid of a net.

owns the old opera house in Sterling, as well as the posting plant.

Gene Enos and wife, formerly of Downie show, passed thru Macon on way to Longwood, Fla., on their annual trip to spend some time with Rodney and Ella Harris. Gene has forsaken the white tops and is half owner with Bert Doss in the Circus night club at Bloomington, Ill.

Rosa Rosaline Meyers (formerly Rose Killian), well-known somersault rider with Sells-Floto Circus, passed thru Macon en route to Ohio from Florida.

Eddie Jackson spent several days the past week as the guest of Al and Leo Rock in Fort Valley, Ga.

Brock and Meyers, formerly of Robbins Bros.' Circus and this winter with a tab unit, spent last Sunday in Macon on way to Milledgeville.

Fred Kilgore is sporting his new Chevrolet on the streets of Macon.

Fred Delvy is still the busy boy at Downie quarters; in fact, everybody is busy. Building and painting go on at a high speed.

Jerome Harriman and wife, as well as "Jerry," are guests at Central Hotel.

## Macon

**MACON, Ga., Feb. 20.**—Carlos and Etta Carreon have returned from West Palm Beach, ready for work at the Downie winter quarters.

Mrs. Dinty Moore, after several weeks at hospital in Macon, is again a guest of the Central Hotel.

Charles Katz, assistant manager of Downie show, has returned from Miami. Says it's a great financial center.

Irvin Arnold, Bert Wallace and wife, soldier Lansdorf and 25 assistants have returned with the elephants and horses of the Downie show to quarters.

George Olmstead and wife passed thru Macon on way home to Sterling, Ill., after a pleasant trip to Florida. George still

**EDDIE KECK** will be in clown alley at Dennie Curtis' Minneapolis and St. Paul Shrine dates. Tudor Sisters and Avery are also contracted to play these dates.

**NAIDA PEREZ**, of Naida and Ernie Perez, has recovered from recent illness and act is rehearsing daily at Performers' Club, Chicago. Ishikawa Troupe is preparing for the season.

**MICKEY GRAVES**, head property man with the Ringling-Barnum show, left New York last week for Sarasota for a brief rest before undertaking duties for the season.

**ARTHUR DUPREE**, of Cole Bros.' Circus, is in Montreal, where he has been spending the winter. He never fails to entertain show visitors by letting them look over last season's route cards.

**BILLY HOUSE**, featured comedian of "White Horse Inn," now playing at the Center Theater, New York City, was formerly property man on Gentry Bros.' Circus.

**IN LAST WEEK'S** issue it was stated that the Three Arleys will be with the Barnes show. This was in error. They have been contracted to play park and fair dates.

**AERIAL LAKES** are playing seven weeks of indoor circus dates for Performers' Consolidated Attractions. Will (See *UNDER THE MARQUEE* on page 46)

## WANTED

For established Motorized Circus, two good, hustling Seat Butchers and a good Sweet Man. Also have Lunch Stand Privilege to sub-lease to responsible party. Address **C. V. CRAWFORD, 1315 S. Emporia Ave., Wichita, Kan.**

# The Corral

By ROWDY WADDY

LOOK OVER the Letter List in each issue. When your name appears therein send mail-forwarding address promptly.

TO ALL of you who are interested in the betterment of Wild West and rodeos we again extend the use of our columns when you have NEWS.

CHIEF ED EAGLE, last season with Vanderburg Bros., is now doing a rope spinning and whip act on the Cooper Bros.' Shows.

A RODEO and general Wild West celebration will be held at Blythe, Calif., this summer for the benefit of the Blythe Hospital. Prize money totals \$500. Event is under sponsorship of the local 20-30 Club.

FOLLOWING the thrills (and spills) at La Fiesta de Los Vaqueros, Tucson, Ariz., which was concluded Monday (this week), comes the rodeo at Wickenburg, Ariz., which gets under way February 26. This enables the hands to work two events without the necessity of a long jump.

BOB CALEN, trick roper and radio entertainer, is being featured daily over Station WBAP, Fort Worth, prior to opening of Southwestern Exposition and Fat Stock Show there. Calen, together with Ruth Roach and Tad Lucas, is also taking part in the good-will tours being made thruout Texas by Fort Worth business men in the interests of the stock show and rodeo.

FINAL PREPARATIONS for the coming season are rapidly progressing at the JE Ranch, Delaware City, Del. Saddle, high school and bucking horses, and Brahma and wild steers are being put thru their paces in a huge corral. Jim Eskew is busy purchasing stock to add to the already big number on hand. Herb Maddy reports that he has the organization booked for practically the entire season. A huge building, said to be 120 years old, is housing the bosses and help.

CULLED FROM the pages of *The Billboard* during February 10 years ago: George Bartow booked his troupe of Indians, known as the "Congress of All Nations," with the Great Eastern Shows. . . . Pauline and Grady Wilson were reported to be among the latest arrivals in Ft. Worth for the Pat Stock Show Rodeo. . . . Fog Horn Clancy had just presented a one-rodeo performance and barbecue on his ranch as a special entertainment for the delegates to the National Sheet Metal Contractors' Convention at Dallas. . . . Guy Weadick was filling his annual midwinter vaudeville engagements on Keith-Albee Time around New York. . . . Eddie McCarty had 50 bucking bronks appearing at Ft. Worth (Tex.) Rodeo. . . . Red Randolph was wintering in Kissimmee, Fla. . . . Sighted at the Tampa Fair were Herbert Maddy, Jack King, Abe Goldstein, Eddie Harney and Col. Leon Lamar. . . . Walter Lindgren, known as Kid Rocky, cowboy roper and whip cracker, was wintering in Cudahy, Wis., and readying a new act preparatory to joining a Wild West show.

## Duval Makes Tour In the South

AMARILLO, Tex., Feb. 20.—George Felix Duval, representative for U. S. Printing and Engraving Company in the winter and Howe Bros.' Circus during the summer, recently arrived here after an extensive tour thru the Southwest. Leaving Kansas City, Duval, accompanied by his wife, made it a point to visit as many circuses and carnivals as possible. First visited quarters of Sells-Sterling Circus in Springfield, Mo., then Russell Bros. at Rolla and from there went to St. Louis to be the guests of Mr. and Mrs. Ray O'Wesney, former circus folk. Itinerary next progressed thru the flood territory of Missouri, Louisiana and Arkansas to Texas, where the Duvals attended the Texas fair meeting at Dallas. En route to Texas they attended the fair meeting at Monroe, La., where Duval arranged for several fair dates for the Howe show, which will be used as a free attraction. Duval has engaged three additional acts for the Howe show—Matamoto Troupe; Herr Dreisbeck, wild animal trainer, and Aba Del Ben Deb Troupe.



WALTER L. MAIN, co-owner and general agent of the Walter L. Main Circus.

## At Peru Quarters

PERU, Ind., Feb. 20.—George Cutshall, who recently became "mine host" at downtown hotel, elated with business venture and retired from road temporarily.

Pat Kramer will be with the Ringling-Barnum Circus.

Ruth Zapan, niece of Ralph J. Clawson, was moved from City Hospital to Methodist Hospital, Indianapolis, past week. She suffered relapse, with condition stated critical.

Jimmy Albanese, past season conducting night club at Columbus, O., arrived here.

Roxy, singing mule, died past week at circus farm.

Russell Reed, local contractor, has force of men repainting eight stocks and one Pullman sleeper of R-B show at car sheds. Color combination, silver, black, red and green.

Louis A. Benadone, chef at farm hotel, confined to hospital several weeks, is back on job.

Perry Plank is back from trip to Chicago.

Eddie Trees is confined to city hospital with broken ankle, resulting from car skidding and throwing him against steering gear.

Assisting Steve (Red) Finn, boss hostler of R-B, are Stanley Wacht, Charles Gable, Tom Clancy, Ted White, William Bloch and Edward Johnson.

Harry Smith, blacksmith, is busy with more than 300 head of baggage stock.

Bull barn has been redecorated under direction of Cheerful Gardner.

Mary Jane Patterson is secretary at main office.

Joe Hodgini and troupe and five resin backs have been working out daily.

John Bolcourt is wiring all stock cars of R-B. Will provide greater safety for men and animals.

Eldridge Rumley stopped en route to Rockford and Aurora, Ill., Shrine shows. James (Smoky) Cole is here, as are Irish Deady, Walter Radde, Fred B. Huett, Louis Engelheim and Joseph Hays.

Aerial Potters arrived here past week after European engagement. Troupe headed by Harry Potter and featuring Ralph Swisher and Robert Jacobs as leapers. Stated act will be enlarged by three members.

## Pickups From Europe

PARIS, Feb. 15.—Sarah Caryth and her lions; the Two Albertinis, perch and tumbling, and Mady and Hellys, contortionists, are at the Casino Municipal in Nice, and the Arlys' dogs are at the Nouveau Casino. George and Jack Dormonde, unicyclists, are at the Ambassadeurs in Cannes.

The Bedini-Tafani Troupe, equilibrist, and Paolo Bedini, juggler, are at the Odeon in Marseille. The Korodeschis, bar, and Dereillat, juggler, are at the Casino Municipal in Aix en Provence. Miss Dora, contortionist, is at the Gallia Palace in Bordeaux. Lambert's Menagerie is at the street fair in Niort.

The Three Codonas, flying trapeze, and the Hazel Mangan Girls, tumblers, are at the Ronacher in Vienna. Edith and Aldino, leapers, are at the Empire in Brussels. The Favoritas Sisters, equilibrist; Moran, juggler, and Ayres and Avalon Sisters, roller skaters, are at the Pole Nord in Luxembourg.

## Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, Feb. 20.—Snoozing thru the mail: A letter from Jim Chloupek in which he infos that he has picked up several photographs of B. & B. wagons, as well as a Tom Thumb photo and a Dan Rice pass. . . . Jim's collection is building up rapidly and while he specializes in circus itineraries as far as California is concerned, he is getting together a fine lot of heralds, programs, etc.—An epistle from Charlie Bernard wafts its way up from the South and the one paragraph which stands out with me is the following. . . . "The reports of death and destruction in Cincinnati, Louisville and that long stretch of river towns makes me reminiscent in mood; in February, 1884, I was in Cincinnati while that record-breaking flood along the Ohio River was raging at its height; the record high water marks were made on the piers of the Covington bridge and they have never been reached since until this flood. . . . Bill Woodcock, of Savannah, has signed contracts by which both he and his wife will be on the Barnett show. . . . Latest from Jake Josey says that the Barnes winter quarters is very busy in preparation for coming season; the wagons are already decorated with the added Sells-Floto title."

Another letter from Savannah from W. H. (Bill) Davis, who writes, among other things. . . . "I have just returned to winter quarters after nine weeks at Hot Springs and will be busy till our opening date."—*The Capitol Times* of Monday afternoon of December 28, 1936, in the syndicated column of Robert S. Allen and Drew Pearson, a full column and a quarter of material written in Rome about Clyde Beatty. . . . It seems that the famous animal trainer was on the same ship with them going abroad and they made good use of the acquaintanceship. We quote the last paragraph of the article, which deals with things of the circus. . . . "One of the champion circus fans in America is Cong. Maury Maverick, of San Antonio. He knows almost every important trapeze performer, clown and animal tamer in the country. . . . Chief problem of the circus these days is finding adequate grounds for the tents. Cities are growing up so fast that real estate near town is getting scarce. . . . Another problem is the rabble of 'trallers' that travel with the circus but are not a part of it. . . . Hardest animals to raise in captivity are giraffes. They cost about \$10,000 apiece. Elephants usually cost around \$3,000, but the price is down now. Elephants live for years in captivity but seldom breed. . . . There is almost no drinking among circus performers on the (See DEXTER FELLOWS on page 65)

## Paris Circus Bills

PARIS, Feb. 15.—The Amar Bros. have installed their semi-permanent circus arena at the Porte de Clichy for a three weeks' run. Opening bill features big animal acts, elephants, polar bears and lions, presented by Amar Sr., and horses, ponies and mules presented by Amar Jr., Gautier and Strassburger. The Sobolewskys on in their jockey number.

Best part of the bill are the clowns, Manetti and Rhum and Boulicot and Recordier, altho Germain Aeros with his clever "bumps" and comedy bit on the slack wire also scores a hit. Other numbers on bill are Miss Belgica, trapeze; the Hai Tong troupe of Chinese acrobats; Birkeneder, aerial; Nicoletto Trio, modest aerial flash, and a big troupe of Arab tumblers.

Several circus acts at the Alhambra,

including the Wetzel Sisters, aerial; Four Georgys, perch; Bird Gondis Trio, equilibrist; Maurice Chester's dogs; Three Bonos, tumblers, and the Six La Founs, contortionists. Berkey and Deen, tumblers; Joe Laurin, juggler, and the Tainys, aerial, are at the Bobino. Charlie Twines, contortionist, and the Two Gautiers, acrobats, are at the European. Gealks and Gealks, musical clowns; Four Lopezitos, comedy acrobats; Two Learys, leapers, and Deffet, equilibrist, are at the Petit Casino.

The Three Gazettis, equilibrist; the Cristescos, bar, and the Dorvils Trio, tumblers, are at the Rex. The Seven Racos, springboard tumblers, are at the Gaumont Palace. Rossi and his pony are at the Chateau d'Eau.

## World Wonder Car in N. C.

GASTONIA, N. C., Feb. 20.—World Wonder Car, large traveling museum on wheels, was in Winston-Salem, High Point and Salisbury last week. In Winston-Salem and High Point tieup was with large store and in Salisbury auspices of Lions' Club. At High Point Dr. "Coke" Cecil, owner of several drug stores and a well-known amateur magician, was of considerable help in arranging school tour and parking permit. John D. Lippy Jr., director of the tour, and his wife visited with Dr. Cecil and with Rex M. Ingham, agent, had an enjoyable time.

Mayor of Salisbury was so impressed with the big car and its exhibit that he officially invited the car to stay over and be open on Sunday following the Saturday date there. Captain Farmer, head of the State Highway Patrol of North Carolina, extended every courtesy to the car during its trip thru the State. Car is at four to six schools each day and then is parked on the main street until 9 o'clock each evening.

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# PALISADES PREPARES

## Rosenthal Bros. To Retain Reins

Season of '37 and World's Fair period get attention—deny Rose lease rumors

NEW YORK, Feb. 20.—Management of Palisades Amusement Park, on Jersey side of the Hudson opposite 125th Street Ferry, declares there is no truth to some published rumors and reports that Billy Rose has leased the park. However, no such reports have appeared in *The Billboard*. Irving Rosenthal, co-partner of the resort with his brother, Jack, speaking for Palisades management, said:

"It is true that negotiations were started some time ago for Rose to bring his Casa Manana show from the Texas Centennial to Palisades next summer. There were also some arrangements begun for the Broadway producer to erect his own World's Fair on the Palisades site, but nothing definite has as yet been settled. Definite arrangements have already begun for elaborate alterations under the present management for the coming summer as well as for the 1938-'39 seasons during the New York World's Fair."

Construction has begun at Palisades for a mammoth new ride, Lake Placid Toboggan Slide, to be introduced at opening of the season. Among other attractions being planned is the Flying Scooter, another new ride. It is pointed out that these rides, being planned for the New York World's Fair also, will be introduced to parkgoers in the East two years prior to Palisades.

Park will take on a modernistic motif this summer and it is planned that during 1939 it will be made an official Jersey State gathering place for visitors to the fair from all over the country. Arrangements are being made by New Jersey officials to stage various ceremonies in connection with the World's Fair in Palisades during 1939.

## More Attractions Planned At Geneva-on-the-Lake, O.

GENEVA, O., Feb. 20.—The year 1936 having been the best for business at Geneva-on-the-Lake, resort village, plans are in the making for added attractions the coming season. Ray Fisher and Sid Ramsey, localites, are considering installing rides and concessions on a 13-acre plot.

The Pier, dance hall, owned by E. M. Pera, and the Casino, owned by Glick & Johnson, have presented name orchestras, such as those of Vincent Lopez, Glen Gray, Cab Calloway, Ina Ray Hutton and Duke Ellington. Concessionaires are Mrs. E. Snell, pitch, putt golf course and cork gun gallery; Paul Jansen, lead gallery and bingo; Joseph Hicks, frozen custard; Erie Shores, ice cream; Jerry LaValle, Cottage Restaurant; Walter Rawdon, photo gallery; Vic Goettel, miniature golf; Konald and Allen, Sportland, pin games and Skee-Ball; E. M. Pera, night club and cigaret shooting gallery; Konald and Allen, bouncing ball and fishing well; Harry Quin, golf and dart game and bowling alley.

Thirteen bicycle riding stands are operated by E. D. Shupp, Frank Lomas, E. M. Pera and Spencer. There are also motor and speed boat races, boats and canoes and a riding academy.

FREEHOLD, N. Y.—William Cravata, formerly in amusement park business, who, with Roger Cravata, owns and manages Pine Spring Farm in the Catskills here, recently added a large casino to the buildings at the resort.

TOMS RIVER, N. J.—Despite apparent boosting of the county tax rate above the \$1.09 levy of last year to as much as \$1.15, Ocean County freeholders ignored pleas of three agricultural groups that the county-financed publicity bureau for the county resort towns be abolished. Budget allotted \$8,500 for the publicity bureau.



REESE H. JONES, who has signed as publicity director, picnic and ballroom manager with operators of Forest Park, Dayton, O., for the 1937 season. He has had considerable experience in these branches and has arrived in Dayton from his former post as manager of Mackinaw Dells Amusement Park, near Peoria, Ill.

## Gibson Will Direct At Jefferson Beach

DETROIT, Feb. 20.—J. F. Gibson has been named managing director of new Jefferson Beach Park on Lake St. Clair. It was announced by L. Wagner, of Jefferson Beach Company.

More than a decade has been spent by Mr. Gibson, it was said, in the field of ballroom, cabaret and amusement park management in the States, he having booked some of the largest outings at spots in Ohio, Pennsylvania and New York.

Great improvement and additions have been made, the management reported, to the park, which will be publicized as "Detroit's \$2,000,000 Playland."

## Huge Outing Goes to Idora

YOUNGSTOWN, O., Feb. 20.—Idora Park here has contracted the annual outing of the National Brotherhood of Operative Potters, which attracts from 15,000 to 20,000 from a score of Eastern Ohio and Western Pennsylvania cities. One of the most desirable outings for Ohio park managers, it will be held on June 12. For several years it has been in Meyers Lake Park, Canton, O., which was strongest opposition in bidding this year. Public wedding and children's tap-dancing contest will be features, George Goppert, East Liverpool, O., chairman of the picnic committee, said. Previous reunions also have been in Rock Springs Park, Chester, W. Va., and Cascade Park, New Castle, Pa.

## Famous Line Plunger Is Lured by Park Biz

SAN FRANCISCO, Feb. 20.—Showmanship has lured Ralston (Rusty) Gill, All-American fullback of the University of California, 1929-'31, according to announcement by Whitney Bros., operators of Playland-at-the-Beach.

"Rusty," determined to make yardage in tackling a career, has joined the Playland staff "to learn the business from the ground up." "His addition to our personnel is a happy one," said C. J. Thompson, executive of the Whitney interests. "We are looking for one of the most successful years in our history. Many improvements and added rides have made it necessary for us to give considerable thought to bolstering our personnel."

## Jones Takes Post At Dayton's Forest

DAYTON, O., Feb. 20.—Reese H. Jones has been contracted for the 1937 season by management of Forest Park here as publicity director and picnic manager, the connection also calling for management of the park ballroom.

He has arrived in Dayton from Mackinaw Dells Amusement Park, near Peoria, Ill., where he has been manager for six years. During A Century of Progress in Chicago he was identified with the department of administration.

Mr. Jones said that he is pleased to be located in Ohio, as he believes the Buckeye State to be rich in opportunities for park men and that its residents, "are, to use a hackneyed expression, 'park-conscious' to a degree unknown in farther reaches of the Middle West where latterly I have been employed."

## G. K. Whitney and Family Leave on Trip to Australia

SAN FRANCISCO, Feb. 20.—George K. Whitney, who with his brother, Leo C., operates Playland-at-the-Beach here, sailed for Australia on the Matson liner Monterey on February 9. Death of his father-in-law, William Fowler, Melbourne hotel operator, who succumbed to pneumonia while visiting in San Francisco, necessitated Mr. Whitney's presence in Australia to settle estate matters.

Accompanying Mr. Whitney are Mrs. George K. Whitney; his daughter, Beatrice; Mrs. Whitney's mother, Mrs. William Fowler, and her son and daughter, Robert and Adele Fowler. While in Australia and Pacific Islands Mr. Whitney will interview dealers and manufacturers in curios, seeking unusual items for Cliff House gift shop, which the Whitneys recently purchased with the famous Cliff House.

Work of reopening the caravansary at entrance to the Golden Gate is being rushed, with Leo C. Whitney mapping plans.



A. E. SELDEN, "THE STRATOSPHERE MAN," recently purchased for his trouping activities in 1937 a Covered Wagon De Luce Trailer. In the photo also are shown Raymond Sellhorn, East Lansing, Mich., distributor of Covered Wagon Coaches, and (right) Mr. Selden.

## Glad-Hander

ATLANTIC CITY, Feb. 20.—That film of several seasons back, depicting a mayor of Atlantic City on a revolving platform reading the same speech to all incoming groups, may in a way be put into actuality if General Manager Richard Endicott, Steel Pier, has his way. He advocates appointment of an official greeter to meet all delegations, special excursions and conventions and give them the glad hand. He would augment this by a band right in front of the new Union Terminal to further put visitors in holiday mood. Flags, banners and all kinds of gay decorations for duration of the season are also advocated.

## A. C. Urges Fed Support

Govt. financial backing for Atlantic Coast resorts will be asked

ATLANTIC CITY, Feb. 20.—An effort to put resort advertising and publicity on a national basis will be made by business interests here following a meeting of the publicity committee, Chamber of Commerce, this week, when it was advocated that the American resort situation be taken to the federal government. It was pointed out that foreign governments spend great sums attracting American trade while resorts on this side of the water must look out for themselves. Senator William Smathers and Congressman Elmer Wene will be asked to have the resort question brought up nationally.

It is the contention here that the government should take a hand in advertising all resorts, those of the South in winter, those of the North in summer and those of California in season.

## Hoffman for Bureau

As it is now, it was declared, Atlantic City spends \$100,000 a year to advertise; Miami, several hundred thousand; while Wildwood, Asbury Park and Ocean City all have publicity and advertising departments. Wildwood spends \$35,000, with Marshall Brainbridge as publicity (See A. C. URGES on page 42)

## Creditors Move for Sale Of Waukesha, Wis., Beach

WAUKESHA, Wis., Feb. 20.—Property of Waukesha Beach Amusement Company will be sold at sheriff's sale on April 9 to satisfy claims of Charles C. Brown, Benjamin C. Bugbee and Walter Frame, plaintiffs in an action against the firm.

Theodore M. Toll operates the spot under lease from Earl Hardy, receiver. Plaintiffs claim judgments against the property to recover principal and interest on a \$30,000 investment.

The 40-acre property originally was developed by A. M. Jones and in 1894 Waukesha Beach Land Company bought the Jones property and other smaller holdings to expand the park to its present size, with a frontage of 1,874 feet on Pewaukee Lake. Assessed valuation in 1936 was \$120,520.

## Kahn on Sandy Beach Staff

RUSSELLS POINT, O., Feb. 20.—Harry Kahn will be outing and convention manager during 1937 for management of Sandy Beach Amusement Park, Indian Lake. He is also secretary of Auglaize County Fair, Wapakoneta, O., and has made a record there for increasing attendance and receipts, booking grandstand shows with change of program every night and for carrying out effective publicity.

CAPE MAY C. H., N. J.—Possible decrease in assessing property owners along Cape May County resort water fronts was foreseen at a hearing by the State board of commerce and navigation and attorney-general's office. Property owners requested the hearing, testing action of the board in levying assessments. It is the contention of litigants that the State does not have a valid riparian claim for charging the \$5 fee.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

## Theoretically Speaking

There have been many wacky theories concerning the subject of swimming. Every now and then some aquatic coach pops up with an entirely new and startling idea of how to teach the art or why certain persons can't swim. And every now and then a good sensible doctrine is expounded.

This time it's Russell (Jake) Daubert, swim coach at Michigan State College tank, who offers the new wrinkle. It's from Phil Gundelfinger Jr., erstwhile sports scribe of *The Pittsburgh Press*, that we learn Daubert's startling discovery that boys who are accustomed to using a cloth for washing their faces have an aversion towards water generally and find it twice as hard to learn swimming as boys who scoop up water and dash it on their faces.

The discoverer of this fact, if it can be called that, has been the Michigan aquatic coach for the past 10 years and he has statistics to prove his theory. According to the Pittsburgh commentator, Daubert has taught 3,500 men to swim during the past decade and about half of them learned how to paddle around the pool within three weeks, while the others took twice as long. Checking all angles to discover the whys and wherefores of this situation, Daubert stumbled on the wash-cloth theory. Applied over an extended period, it worked out correctly in a high percentage of cases.

"Dashing water on face with hands helps a non-swimmer to accustom himself to it," says Swim Teacher Daubert. "Boys who have always used a wash cloth hesitate to do this and are slow to learn it. They don't like to get their faces wet and consequently do not quickly yield to the instructor's urging to plunge into the water."

Professor Daubert also found that four out of five city boys knew how to swim when they came to college while only half the farm boys could master the art. All of which is a fistful of scientific data, to say the least. How true or practical Coach Daubert's theories are is hard to state, but I would like opinions of other swim instructors concerning this.

## More Teaching Hints

Apropos of the Michigan collegiate swim tutor's opinions, it is interesting to note that still another Michigan swimmer has a novel instruction idea. Ben York, Detroit, recently figured out a way to stay under water almost indefinitely while instructing pupils how to swim. He just hitches on a diving helmet, sinks below the surface and shouts his criticism and guidance thru a loud-speaker. According to reports, York's unique lessons are attracting quite a number of pupils to the indoor tank with which he is affiliated.

## Just a Thought

A great many swim pools, outdoor and indoor, have a practice of charging a spectators' tariff. That plan has always struck me as being a poor one. To my mind, it's all right to fix a look-on charge when there's a swim meet or some such special event. But when it's just a case of having to pay to watch swimmers bathe, it's a horse of a different color. Charges vary from 10 cents to as high as a half a buck. Frankly, who wants to pay 50 cents just to look on? Of course, the general purpose of a spectators' admish is for swimmers bringing along relatives or friends who don't swim and who hang around all day watching and waiting. Still, the better idea would be to allow these spectators in free with the hope that some day they may be converted into swimmers. As a matter of fact, Park Central and St. George indoor pools, New York City, have discovered that one of the best ads they have is the spectators' balcony where outsiders may look on and see the many advantages that exist. And they've learned that many spectators have actually become regular swimmers. In cases where balconies do not exist I think that a special look-on section should be erected for free use of friends of patrons or even general outsiders, all of whom are prospective swimmers.

## Dots and Dashes

Floridian open-air tank, Miami, is

staging a series of Sunday afternoon so-called Olympic water shows under supervision of Marshall Layne, Olympic champ—Seen coming out of a booking agent's office on Broadway to her afternoon. Eleanor Holm and friend hub-by. . . Tony Fiduccia started alteration work on his Olympia-Van Cortlandt tank in uptown Manhattan last week. —And, according to the Red Cross, many pool operators and swimmers cooperated admirably in the recent flood-relief drive . . . for which this column thanks you, the Red Cross thanks you and the flood victims thank you.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Gang beginning to flock back from Miami to begin work on the Island. Trommers is planning to make Roadside Rest, near Long Beach, bigger than ever as an outlet for hot dogs and beer. The beer outfit, which acquired the spot (one of the largest of its kind in the country) at a reported price of \$1,000,000, has a similarly designed but smaller place in Miami.

One of the puzzles has been the absence of national radio broadcasts from Long Island during summer months. It is virtually teeming with possibilities of all sorts in the way of broadcasts. With exception of Pavillon Royal, Valley Stream, and one or two other spots, the networks have practically ignored the region.

Dave Volk rates a paragraph for his grind from pitch work to one of the large Island amusement property owners. It is in every tone a success story if ever there was one. Like many of those who are confronted with hardships, Volk profited richly from them, until one day he tossed aside his bag of merchandise for a cubby-hole realty office. Today he has a goodly share of what society has to offer in the way of worldly goods. And best of all, he has it with the good wishes of all who know him. Suffolk County is making a play for New England summer visitors, explaining that ferry facilities over the Sound afford an easy and rapid connection.

ROCKAWAY BEACH: In the Rockaway Peninsula area there are a total of 40,000 bathing lockers used for commercial purposes, Art Hiber tells us. Perhaps no other shore resort on the Eastern seaboard has as confronting a problem in handling parked automobiles as the Rockaways, becoming more serious the past two or three years. Last summer Police Captain Streib and others figured that were all the cars coming into town on Sundays and holidays to be permitted to park at will the community would be one solid mass of vehicles, with hardly a square foot for walking. Authorities look at the parking problem more from a standpoint of safety than convenience, tho they do not overlook the latter. Considering that the whole shore community is one mass of wooden structures, it is harrowing to even speculate on what might happen if fire were to break out on a Sunday, especially with a wind of any sort. Then to bar automobile parking under any circumstances would be a gesture motioning for business to stay out of town.

LONG BEACH: The town's been so empty of new faces all winter that everyone's on edge to greet the first new arrival in the spring. Bert Gold has a couple of schemes for next season. Betty Halko, formerly of Atlantic City's Boardwalk, will be on the local promenade. Big plans on for dedication of the new Boardwalk, and President Roosevelt may be asked to press a button in Washington.

## Jersey Racing Bill Is In

ATLANTIC CITY, Feb. 20.—Those who have for five years been fighting for pari-mutuel legality in this State, which number does not include amusement men, have renewed hopes this week upon introduction in the Legislature of a bill giving horse racing and pari-mutuel betting an okeh. Atlantic City is one of possible sites for a racing plant, altho amusement interests are doubtful whether it will prove the boon expected.

RAYNES BEACH, N. B.—Mrs. Bud Tippet, co-proprietor and manager with her husband in operation of Dominion Park here, has been appointed a member of the Municipal Home Commission of St. John County, administering the county home.

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WATER SKOOTER, LUSSE BROS., LTD., London W. C. 2, England.

## American Recreational Equipment Association

By R. S. UZZELL

John J. Carlin while in New York told us that his winter sports have grown by leaps and bounds. His best winter's business is on now. They turned them away in numbers this season because he cannot accommodate the crowds. Sorry, he says, to have spring come, as his winter business far exceeds the summer returns of his amusement park in Baltimore. He is looking on the artificial ski run with favor.

The one at the Polo Grounds, New York, does not depend on natural snow for its supply, but it is manufactured from ice with a machine which has a capacity of 25 tons per hour. John J. says he can do this in Baltimore as well as it is done in New York. We are glad to see this man put things over and to have Dame Fortune smile at him broadly once more.

## Humphrey Tradition

When the writer, as a youth just out of college, first visited Euclid Beach, Cleveland, Harvey J. Humphrey was a boy. Now we get an announcement of the marriage of his daughter, Doris Elizabeth, to John Oliver Sprowl Jr. First we congratulate Mr. and Mrs. Harvey Humphrey on having such a fine daughter and then congratulate these young people on the happy event. With the Humphrey tradition as a guide, they are sure to go far and accomplish much in this life. Doris Elizabeth has accomplishments and a fine college education which fit her well in holding a place as a member of this remarkable (See RECREATIONAL on page 42).



I have a number of used single units suitable for Parks or Shows. There are no used dual units available. Parkmen, I have a number of prospects who are interested in purchasing a dual Loop-o-Plane to book with a reliable Park in a good location. Write or telegraph

ROBIN REED BOX 237 SALEM, OREGON

## For Sale -- Lindy Loop

Good operating condition. Complete except Motor. Price \$1,000.

N. S. ALEXANDER

Woodside Park, Philadelphia, Pa.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES PARKS-RESORTS SPORTLANDS-CARNIVALS CATALOGUE FREE W. F. MANGELS CO. CONEY ISLAND, N.Y.

## FOR SALE DODGEM JUNIOR

Fifteen Cars, Steel Plates, Bumpers, etc. Write ALBERT PEDACE, Crenshaw, Pa.

## WANT

Experienced Whip Operator for Park. One who understands his business. If married, can give work for the madam if desired. Boozers don't answer. R. W. SPANGLER, Hummel's Wharf, Pa. P. S.—Would like to buy about 6 Mirrors for Fun House.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 20.—The resort is busy entertaining a record throng of Washington's Birthday week-end guests but meanwhile is laying plans for a series of crowd attracters for the near future. Foremost on the holiday program is the Ice Carnival in Convention Hall tomorrow night, and General Manager P. E. M. Thompson said reservations pointed to one of the largest crowds of three seasons. March 12-14 has been set for the 50th anniversary celebration of the Morris Guards, with parades and special events in hotels and on piers. Organizations from the 13 original States will participate.

Palm Sunday ballyhoo and giving away of corsages to best dressed in the Boardwalk parade, with leading style experts as judges, will again be held, announced Mayor C. D. White. Hotels, restaurants and amusement places are preparing big for this week-end, which easily equals Easter, which marks beginning of Canadian Week. City is going to town on the latter and expects big results. April 19 has been set for the next good-will trip, with Richard Endicott again in charge of a special train, will take resort ballyhoosers into near Southern States.

Upon exclusive publication in *The Billboard* of the proposal to open Million-Dollar Pier for Easter there was a rush on the part of near-by concessioners to get back to town and ready by that time. These include arcade, James' salt-water taffy exhibit; Johnny's bumper, only one on Walk with an okeh, and several postcard and candy shops. Dr. Frederick A. Cook, North Pole discovery claimant, who first lectured at Million-Dollar Pier following his announced

discovery in 1908, returned this week to address the Legion in Ventnor. Louis Porta, Germaine, who does plaster work of most resort amusement statuary, is doubling in West Palm Beach for a few months. Lowering of toll on Delaware River Bridge is expected to have good effect on South Jersey resorts.

### Italian Government Aids Jarrett A. C. Collection

ATLANTIC CITY, Feb. 20.—Lieut. G. Burling Jarrett, director of exhibits for Atlantic City Steel Pier and whose pier war exhibit is said to be the most complete ever assembled, was this week honored by the Italian government for his vivid Italian war case. Acting on orders of the minister of war in Rome, attaches of that department have sent for augmentation of Jarrett's collection 27 volumes by contemporary Italian historians whose works deal with Italy's part in the World War. Besides these were several field pieces and photographs.

Formed shortly after the World War, Jarrett's collection now contains 7,600 pieces and weighs more than 66 tons. After touring the East in 1928 the exhibit was placed on Steel Pier in 1930. At one time it occupied principal part of an upper deck of the pier.

A new presidents' exhibit and collection has since replaced it in most part, while Jarrett has taken the larger pieces to Morristown, where two acres are laid out as Artillery Park.

## With the Zoos

SAN DIEGO, Calif.—Contrary to reports, the membership drive of the Zoological Society of San Diego has not ended and has not as yet been a success, say officials. Five-dollar memberships are being offered, holders being entitled to bring their families to the zoo as many times as they wish during the year without additional charge.

DETROIT—Terrell Jacobs, wild-animal trainer, who appeared at Detroit Shrine Circus with a lion act, has secured four nine-month-old lions born in Detroit Zoo for Hagenbeck-Wallace Circus. The cubs, born to the same mother in the zoo on May 16, 1936, will be put into training by Jacobs at winter quarters in Peru, Ind., in a few weeks.

PRAIRIE DU CHIEN, Wis.—The Manitou, an excursion steamer which plied Ohio and Mississippi rivers many years, has been converted into a floating zoo. The boat, which has been tied up at Guttenberg, Ia., two years, was recently purchased by Paul Jones, St. Paul.

BATON ROUGE, La. — Commission council has under contract a \$75,000 project for improvement of the zoo in City Park. Entire gardens will be rebuilt and modernized in a new location.

CHICAGO—Floyd S. Young, director of Lincoln Park Zoo, advises that Lincoln Park aquarium has been discontinued and is being converted into a reptile exhibit. The old tanks are being used, but high steel cages are going up above them and extensive concrete settings to resemble rock formations will be built in each. Growing plants are to be supplied in each cage. There will be two systems of running water, one at 70 degrees and the other at 80 degrees, each adapted from previous water supplies to fish. "Most of our snakes, particularly those from forests, will be provided with large swimming tanks in their cages, and I believe it will be rather a novel departure from the usual manner in which these reptiles are exhibited," he said.

CINCINNATI—One million paid admissions will be necessary at the zoo this year to maintain current program of modernization, James A. Reilly, president of the Zoological Society, told

members at the annual meeting. He made the statement after announcing that 681,000 paid admissions last year was a record. But 300,000 more will be needed this year if the modernization program, for which more \$1,000,000 has been spent on major improvements, is to continue. Zoo management paid \$7,500 to the opera association last year. This represented 70 per cent of gate receipts on opera nights. More than 60 per cent of attendance last year came from more than 25 miles from Cincinnati. There will be no delay in opening the season's four new feature attractions, bear grottoes, reptile house, hippopotamus bayou and new parking lot. Animal committee, former Judge Alfred K. Nippert, Sol A. Stephan and Joseph A. Stephan, reported there are 359 animals, 741 birds and 101 reptiles at the zoo. Sales of surplus animals and birds totaled \$1,180.

### A. C. URGES

(Continued from page 40)

director. Harry Stanton handles publicity for Ocean City and Louis F. Cunningham occupies the post for Atlantic City.

Of Atlantic City's fund \$13,000 goes into radio station WPG, \$5,300 goes to personnel, leaving \$79,700 for supplies and advertising. Therefore, it is pointed out, resorts of Jersey with limited capital are trying to reach a national market and are only scratching the surface.

Governor Harold G. Hoffman, member of Circus Saints and Sinners and favorable to amusement interests, is trying to stir enthusiasm for a State bureau of publicity to work for benefit of all Atlantic Ocean resorts. While resort representatives are willing to put on a fight for the measure, they are outnumbered by inland representatives unable to grasp the resorts' problems of attracting trade.

### Take Cue From Europe

Coast resorts on the Atlantic Ocean in New Jersey are Asbury Park, Long Branch, Atlantic Highlands, Sea Bright, Bradley Beach, Atlantic City, Ventnor, Margate, Ocean City, Sea Isle City, Stone Harbor, North Wildwood, Wildwood and Cape May.

It is expected that the State bill will be introduced this month, but little hope is seen for passage. That is why the resort is trying to bring this subject into a national light. Members of the chamber say the government did a good job in promoting national parks, but believe it can do even better in capitalizing on its resorts. Amusement men here and elsewhere along the coast are 100 per cent for the plan.

Richard Endicott, manager of Steel Pier and director of Atlantic City goodwill cruises, who is one of the leading backers of the movement within the chamber, declares European resorts have nothing to offer which cannot be duplicated in American resorts, but that the former have the advantage of government backing in their trade-getting.

### RECREATIONAL

(Continued from page 41)

family. In the words of Rip Van Winkle, "May they live long and prosper."

The flu, flood and strike are over. Now down to real business again. There is time yet to catch up on orders unfilled because of these interruptions. Let us bend to it with a will in the hope that the worst is over and that we shall have no more such hurdles in 1937.

### Better Year Promised

C. D. Bond, of Dodgem Corporation, ever active and alert, is on his usual rounds drumming up business. He is optimistic and tells us his company is doing things. He is familiar with the outdoor field, especially the Eastern U. S. A., and promises us a better year than 1936. We shall hold you to it, Cy.

Lusse Bros. and Philadelphia Toboggan Company are laying it as of old times. All of our manufacturers are happy when they are busy, so now happiness prevails.

J. Eugene (Gene) Pearce, Fred's little brother, writes us that the latter not only suns himself on Florida beaches but continues it each day in his back yard in the sunny land. By March 1 he should have immunity from pneumonia for some time to come. Good news, Gene; many thanks. Fred may find time to pen a sunny line.

The magnitude of Ed Schott's task of rehabilitation at Coney Island, Cincinnati, can be thoroughly appreciated only by those of us who have visited that once

beautiful spot, which is sure to blossom again with more beauty than it has yet known. We all felt sure Ed would come up smiling and are giving him our fullest measure of moral support. The wreckage he must clean away is a man-sized job before his new work can start. Watch these fine fellows do it all and open on time.

### Parkdom's Tragic Trio

All of us in the East are glad to have February cold weather now. It perhaps presages better weather for opening parks than we had in 1936. There is more activity now than we had the last of April for about three years from 1932. Inquiries from park men and concessioners for supplies and devices are now equal to some of the "good old days."

Capitol Beach, Lincoln, Neb., going free gate for the first time in its long career shows Hoyt Hawk in fighting fettle. He has never had a flood, but he was in the dust bowl three years and suffered a fire and also severe wind damage. Hawk, of Lincoln; Ed Schott, of Cincinnati, and Otto Wells, of Norfolk, Va., are our tragic trio. Watch them fight and win.

### OLD-TIME SHOWMEN

(Continued from page 38)

and served to better please the circus patrons.

### In a Reminiscent Mood

In a reminiscent mood when visiting at my home while on his honeymoon in winter of 1931, Address used the contents of an autographed letter written to him by his showman friend P. A. Older, dated July 3, 1906. Older was then nearing his 80th birthday anniversary and the letter gave much extremely interesting data on how he had in 1849 traded a saw mill worth \$5,000 at Janesville, Wis., to E. F. and J. Mable, of Delavan, Wis., for a third interest in their circus. The letter stated that the show had about 70 horses, 8 wagons, an 85-foot round top, 30-foot dressing room top and that they had 20 spotted and cream ring horses which were led over the roads from town to town; that horses were cheap, the finest could be bought for \$75. They seldom ever had to pay ground rent, and license averaged from \$5 to \$10 for the day; advertising was done by one man ahead of the show; there were no billboards; posters of small size were used and without paste; they were tacked up on the inside of blacksmith shops, stores and public gatherings; small discs of leather were used with each tack to keep the paper from tearing loose; these posters would be gathered up on circus day and again used by the agent several times. He mentioned in particular that in 1850 Jake Showles was the property boy on the Mable Show; that he was paid extra for taking down the posters, carefully preserving them and the leather-head tacks so they could be used again; 10 cents was paid for taking down the largest posters and 5 cents each for the smaller ones.

A rider with the show at that time was Harry Buckley, and Walter Waterman rode a four-horse act. Another incident related in the letter was of a visit by Older to the Robinson & Eldred Circus when both shows were exhibiting in Alabama; the Robinson show was out of star candles and the night performance was lighted by having Negroes stand around the ring holding pine torches; the smoke from the torches was so dense that it was difficult to see the acts in the ring; performers and the audience were almost choked by the smoke, and as John Robinson rode his two-horse act he circled the ring standing on the pad of each horse, holding the reins, choking with smoke and cussing at every jump.

In the early '70s P. A. Older and P. T. Barnum were associated in operation of a circus; their partnership was dissolved in 1874; Barnum had shipped his equipment back to Bridgeport, Conn. Older had remained south with his equipment and fitted up a 40-car show. After operating three months he was caught in a yellow fever quarantine at Shreveport, La., and lost everything he had accumulated. Confirming the reminiscence by Address, there is record in old publications, in scrapbooks kept by professionals of that period and in some old advertising bills that are relics of the bygone days that show how active P. A. Older, the Mable Brothers, John Robinson, William Lake, P. T. Barnum, Yankee Robinson, Charles Address and others were during the exciting period of Civil War times and up to the 1876 centennial year, when the writer of "Old-Time Showmen" commenced tramping in schoolhouses and town halls.

## DEEMER BEACH AMUSEMENT PARK

NEW CASTLE, DELAWARE  
F. J. VOSS, Mgr.

The finest real park in 4 States. Two miles water front on Historic Old Delaware River. In addition to a fully equipped park. We want new Rides. Have 18 Midway Concession Stands, Concrete Buildings, 96 Acres of Land. We have a beautiful Carousel, Airplanes, Scooters, Custer Car Ride and modern 40,000 sq. ft. Roller Skating Rink. Now is your opportunity to get a real money-making concession.

Also open for Circus, no matter how large; Rodeo or Wild West Shows. A park with plenty of life, Swimming Pool, 1,000-Ft. Pier for Crabbing and Fishing. Entrance to park and pier free to our public. Make your definite plans now. Further particulars can be had by mail. Address DEEMER BEACH AMUSEMENT PARK, New Castle, Dela., F. J. Voss, Mgr.

## LARGE MODERN SANITARY SWIMMING POOL

and beautiful amusement park, with well-established following of 10,000-12,000 people weekly, interested in live-wire concessions of all kinds, especially rides. Ready to close quick. Address BOX D-63, Care The Billboard, Cincinnati, O.

## FOR SALE — CAPITAL PARK

IN NEW JERSEY.

Large Pavilion with maple flooring, can be used as Dancing, Skating Rink or Restaurant. Also adjoining Concession Buildings on main concrete highway. Immediate possession. In A-1 condition. Cheap. Large Parking Space.

MRS. B. J. HIXON, Broadway, N. J.

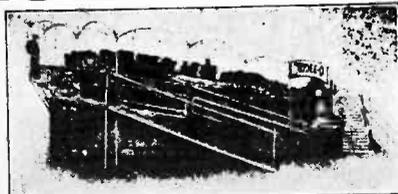
## RIDEE-O

1937 MODELS  
MORE BEAUTIFUL  
MORE POPULAR THAN EVER.

The Ride That Has Made Good on Dozens of Midways the World Over. For Permanent or Portable Use. For Big, Sure Profits Get Information Now!

SPILLMAN  
ENGINEERING CORP.

North Tonawanda, N. Y.



# NORTH AND SOUTH TALK AID

## La. Free Gate Move Outlined

Increased State aid plan of Wilson—data to ascertain amounts necessary

MONROE, La., Feb. 20.—Assurances that the governor and commissioner of agriculture, strong proponents of free fairs for Louisiana, are making every effort for increased State aid for fairs to enable them to have free gates instead of charging admission were met with elation by delegates to the annual meeting of Louisiana State Association of Fairs here on February 12 in the Virginia Hotel.

A resolution was unanimously adopted providing for a special committee to secure data from the fairs in the State, ascertaining from each fair board what difference it will need in appropriations annually to make it a free fair instead of having a paid gate. The difference, according to present plans, will be made up in added State aid to each fair, but before the governor and commissioner can have such a bill put thru the Senate they are desirous of learning what added amount will be required. The plan is that fairs are to continue drawing the same State aid as heretofore, with additional amounts to be given to cover receipts heretofore taken in at gates.

Such additional aid and free gates will tend to draw thousands of additional people to each fair annually and make each fair more successful in all departments, it is contended. Added appropriations probably will not be forthcoming until 1938.

### Illness Hits Officials

In deference to Harry D. Wilson, commissioner of agriculture and immigration and president of the association, unable to be present because of illness, appointment of the special committee was not made, inasmuch as delegates felt Mr. Wilson would wish to choose the committee to work with him. Vice-President William R. Hirsch, Shreveport, called the meeting to order, dispensing with a business session scheduled for Friday morning. Mr. Wilson was represented by his secretary, Mrs. Frank Redden, Baton Rouge. Also absent was R. S. Vickers, Donaldsonville, secretary-treasurer, confined to his home by illness.

P. O. Benjamin spoke on *Benefits of a Fair to the Community It Serves*, followed by a talk by C. C. Chapman, Donaldsonville, on *Have Fairs of the State Improved in the Past Few Years?* The chair appointed committees and gave amusement representatives introductions. Mrs. T. J. Smith, Bossier City, closed the session with a talk on *What Advantage Is a Free Gate to Fairs?*, following earlier discussions on this.

### Officers Made Permanent

Banquet in the ballroom of the Virginia Hotel at 7 p.m. was attended by 73. At the speakers' table were Mr. Hirsch; J. W. Bateman, director of extension, Department of Agriculture; Capt. C. W. Naill; Mrs. Frank Redden; Mayor Bell, West Monroe; George Freeman, president of the State Fair of Louisiana; L. A. Borne, president of South Louisiana State Fair, and A. Rodriguez, from the mayor's office in Monroe. Speakers and subjects at the evening session were: George Freeman, *What Amusement Feature Is Considered Most Popular at Fairs?*; C. E. Hester, Tallulah, *Resources and Connections of County Agents With Fairs*; B. B. Jones, New Orleans, *Benefits of Spring Fairs for Louisiana*, and Clyde Ingram, Baton Rouge, *Poultry Exhibits at Fairs*.

It was unanimously voted that Mr. Wilson, Mr. Hirsch and Mr. Vickers be re-elected as permanent president, vice-president and secretary-treasurer, respectively. Lafayette was chosen as the 1938 meeting place.

Dates were set for State Fair of (See LA. FREE GATE on page 46)

### Prospects

Everyone who attended the annual meeting of the Massachusetts Agricultural Fairs Association in Boston on January 21 and 22 must have gone away with the firm conviction that the 1937 season of fairs promises to be a most successful one and that fair officials are one and all full of courage and determination to put on the best fairs ever seen in New England this coming summer and fall.—FAIRS LETTER of Massachusetts Department of Agriculture for February.

## Western Pa. Meet To Boost Revivals

HARRISBURG, Pa., Feb. 20.—A movement to revive some Western Pennsylvania fairs as going concerns will be given impetus on February 24 at a meeting in Pittsburgh to consider formation of an association of fairs to serve the western part of the State, group probably to be known as Western State Association of County Fairs.

Dave G. McDonald, Pittsburgh, for years connected with fairs and racing in that section, is active for a new association and will endeavor to secure legislation more favorable to fairs. Purpose is to restore fairs in Greensburg, Johnstown, Altoona, Youngwood, Beaver, Carnegie, Imperial, Clinton, Jefferson, Dawson, Sandy Plains, Carmichaels, Washington, Indiana, Uniontown, Conneaut Lake and Meadville.

Many formerly connected with the old western association are interested, it is said. It is reported that Pittsburgh Chamber of Commerce, assisting in details, and other civic bodies are behind the move.

## More Money for Acts in Pa.

BUTLER, Pa., Feb. 20.—At annual meeting of the Coal and Iron Fair Circuit in the Nixon Hotel here, attended by more than 40 representatives from eight fairs, Waynesburg joined the loop and it was evident that more money for talent will be spent and higher gates may prevail. Butler, for example, will tilt its gate from 25 cents to 40 cents. Budget will be increased. W. W. Boyd, Stoneboro, president, and Walter Bowser, Ford City, vice-president, were re-elected. B. R. Gibson, Butler, was named secretary and treasurer, succeeding J. A. Mitchell, Butler. Frank Cervone, Pittsburgh representative for George A. Hamid, Inc., was on hand.

BATAVIA, N. Y.—Third generation of the Allen family of balloonists are about to take to the air. This season Eddie Allen, 18, and sisters, Gloria, 17, and Florence, 16, children of Manager Ed Allen, Allen Balloon Company here, will work from a 90-foot balloon in separate parachutes. They make 11 Allens who have been balloonists.

FORT WORTH, Tex.—Jack Martin, who was manager of Pioneer Palace at Fort Worth Frontier Centennial, has been made manager of River Crest Country club here.

## Org Is Set Up Looking to Opening Ft. Worth Frontier Fiesta June 5

FT. WORTH, Tex., Feb. 20.—Altho only about half of the \$400,000 needed to put on a 1937 Ft. Worth Frontier Fiesta was pledged during the 15-day survey of business houses, chairmen of the canvassing committees at a meeting on February 17 voted unanimously to set up a permanent organization to produce and operate a successor attraction to the Frontier Centennial.

It is believed by committeemen that there would be more subscriptions if a permanent organization were established, as many business men approached wanted to know who was to have charge



TAYLOR G. BROWN, re-elected president of Wisconsin Association of Fairs, and secretary of Winnebago County Fair and Exposition, Oshkosh, since 1918, was retained as head of the State body after Julius Cahn, Kewaunee, promoted from vice-president, insisted that Mr. Brown was entitled to the honor upon his record. Mr. Brown was one of the prime movers for the successful regional meetings of the association held several times a year in Badger State cities, next one scheduled for Chippewa Falls on April 15.

## New La. Building Assured

SHREVEPORT, La., Feb. 20.—Included in a large WPA allotment this week is a grant of \$263,222 for erection of an exhibit building, equipment and landscaping at plant of the State Fair of Louisiana here. Building, one-story and of unique design and construction, will be in a circle of 200 feet in diameter and cost about \$600,000. There will be two rectangular wings, 77 by 30 feet, one an auditorium and the other for displays. Entire building will have floor area of 25,000 square feet for exhibits and 3,600 square feet of auditorium. A garden of 10,000 square feet area will surround it. Air-conditioning is planned and latest in drives, parking space and walk approaches.

## Contracting Begun in York

YORK, Pa., Feb. 20.—Building and grounds committee of York County Agricultural Society awarded a contract for construction of horse barns at extreme northwestern end of fairgrounds. This improvement and others will entail cost exceeding \$50,000. Members of the committee who met are John H. Rutter, D. Eugene Frey and Samuel S. Lewis. On completion of new barns the old horse barns along Carlisle avenue will be razed and the ornamental iron fence on that avenue will be extended. Construction will be on land acquired by the society several years ago, but which has not been taken into the inclosure. Each barn of the 104 is to be of floor space not less than 10 by 12½ feet.

## Increase May Come in N. Y.

Jump from \$250,000 up to \$375,000 possible — turnout big at Albany meet

ALBANY, N. Y., Feb. 20.—When delegates to New York State Association of County Agricultural Societies, outdoor showmen and representatives of allied fields assembled in the Ten Eyck Hotel here on February 16 at the 49th annual convention and banquet attendance was heavy, and, as at other Eastern State conventions this winter, a spirit of optimism prevailed. Altho fun and frolic aplenty were in evidence, much time and attention were devoted to business and an unusually large number of transactions were sealed before the breakup.

Business opened Tuesday morning with President David L. Miller, Penn Yan, welcoming delegates and briefly outlining business to be consummated during the meeting. Roll call revealed an unprecedented attendance. Before the meeting progressed further a resolution was

(See INCREASE MAY on page 44)

## N. Y. 'Blue Ribbon' Class Has 23 in '36

ALBANY, N. Y., Feb. 20.—Its annual ratings of fairs in 1936 was announced by the State department of agriculture and markets here during the annual meeting of New York State Association of County Agricultural Societies in the Ten Eyck Hotel on February 16. Twenty-three are in the blue-ribbon class, with ratings between 90 and 100 per cent. In alphabetical order, they are the fairs in Batavia, Bath, Canandaigua, Chatham, Cobleskill, Cortland, Dunkirk, Gouverneur, Hamburg, Lowville, Malone, Middletown, Mineola, Morris, New York, Norwich, Rhinebeck, Riverhead, Rochester, Sandy Creek, Vernon, Watertown and White Plains.

The 26 "red-ribbon fairs," rating between 80 and 90 per cent, are those in Afton, Albion, Altamont, Angelica, Ballston Spa, Boonville, Brookfield, Caledonia, Cambridge, Dundee, Fonda, Gloversville, Horseheads, Little Valley, Lockport, Naples, Nassau, Orangeburg, Owego, Palmyra, Perry, Schaghticoke, Trumansburg, Walton, Westport and Whitney Point.

In the yellow-ribbon class, rating below 80 per cent, are given the eight fairs in Avon, Cairo, Hemlock, Ithaca, Kingston, Penn Yan, Waterloo and Watkins Glen.

## Flood Benefit Auto Races

TAMPA, Feb. 20.—At a flood benefit auto-racing program at Plant Field on February 14 about 3,000 saw Larry Beckett, Tampa, driver for Jack Sheppard, win the Dixie Sweepstakes, feature event. Sig Haugdahl, who retired in 1935, was slated for a comeback on the seven-event program but was forced out of competition with transmission trouble. A car driven by Eddie Elzea, Tampa, smashed into the infield wall as result of broken spindle in front axle. Elzea was not seriously injured.

SAGINAW, Mich.—Their home-town paper, *The News*, had a striking feature story on the Flying Melzoras, wintering here at spacious training quarters, to which they recently added a number of modern apartments. When they take the road again it will be with a new auto trailer, Packard sedan and other motor equipment.

CHICAGO—Lee Sims, of Jules Miller office, Minneapolis, was here last week lining up acts thru Performers' Consolidated Attractions for fair dates in the Northwest.

## Better Act Mart Seen in W. Va.

Added attractions talked at annual meet—attendance is cut by illness

CHARLESTON, W. Va., Feb. 20.—Dates for seven fairs in the State were set by West Virginia Association of Fairs in annual meeting in the Ruffner Hotel here on Thursday. Because of illness of numerous delegates attendance was small and remainder of dates will be picked later. Secretary J. O. Knapp, Morgantown, unable to attend, was represented by R. H. Gist, State agent for extension division of the university.

Full discussion of plans was likewise postponed, but all are hoping to add attractions this year. Several in Northern panhandle hope to use horse racing as a stimulus because of fine grosses of the State track.

Among those attending were J. W. Sydenstricker, association president and president of Greenbrier Valley Fair; S. C. Savage, president, and T. H. McGovern, Kanawha County agent, Kanawha Fair; Dr. F. C. Allen, Marlinton, vice-president of the association and president of Pocahontas Fair; W. L. Tabscott, secretary-treasurer of Greenbrier Valley Fair; W. E. Simpson, secretary of Nicholas County Fair; Fred Parsons, Braxton County agent; George Deens, secretary of Clay Fair; Harold Rymer and Emerson Gregory, State Department of Agriculture; Fred J. Hefner, Marlinton, and Frank Cervone, representing George A. Hamid, Inc., heavy favorite in last year's attractions. Agriculture Commissioner J. B. McLaughlin, who spoke on State aid, told how it would be allocated.

## AAA Board Moves To Protect Titles

WASHINGTON, Feb. 20.—After careful consideration of "the complexities resulting from advertising and publicity featuring the various sectional championships," the Contest Board of the American Automobile Association has ruled that "no advertising or publicizing whatsoever of any 'championship' other than the national AAA championship is permissible in connection with races held under AAA Contest Board sanction."

This was included in a notice dated February 11 from Secretary T. E. Allen to promoters, zone supervisors, field representatives and accessory manufacturers, which added: "Under no circumstances is the use of any title relating to an individual circuit or 'promoter circuit' to be used. Any violation of these two rulings is to be followed by an appropriate fine or withdrawal of further sanction, as the case may be.

"Recognizing that considerable attention has been paid to the three sectional point standings operated by the Contest Board during the last year, the Contest Board will permit, in pre-season publicity and advertising, mention of the leaders in the following manner: Bob Sall, leader of the AAA Southeastern Circuit for 1936; Rex Mays, leader of the AAA Midwestern Circuit for 1936, and Frank Bailey, leader of the AAA Eastern Circuit for 1936. You will note that we stress the words 'leader' and 'circuit,' carefully avoiding 'champion,' 'winner' or 'championship.'

"During 1937 the sectional circuit ratings will not be announced by the board, as in the past. Whether final positions will be left to the board's decision at that time. The board members feel that as a result of efforts in some localities to place undue emphasis on local or sectional standings, the value which should attach to the national championship has been impaired. To correct this, we solicit your full co-operation."

## Profit Shown in Davenport

DAVENPORT, Ia., Feb. 20.—Final checkup showed that Mississippi Valley Fair and Exposition here earned profit in 1936 of \$1,051. Receipts were \$46,543.62 and disbursements \$45,492.45. Profit shown is considered remarkable in view of three days of rain during the week's showing. Optimism was the keynote of the annual meeting.



J. EMERY BOUCHER, secretary of Quebec Exposition Provinciale, who reports many improvements to the big Canadian plant and steady growth of the fair in the past three years. With repetition of the popular Horse Show, booking of Conklin's All-Canadian Shows for the midway and grand-stand acts from George A. Hamid, Inc., and better economic conditions over the border, he expects a record 1937 annual.

## INCREASE MAY

(Continued from page 43)

adopted in remembrance of the late John M. Farr, Bath, elected treasurer last year and who died last summer. President Miller introduced W. A. Dardess, Chatham, who had acted as temporary treasurer since demise of Mr. Farr.

### Ask Premiums Earlier

Report of the legislative committee, Lewis K. Rockefeller, Chatham; Judge Oscar W. Ehrhorn, New York City; J. F. Williams, Troy, and J. A. McGinnies, Albany, revealed that there is good possibility of an increased State reimbursement to fairs within the near future. Present annual fund of \$250,000 may be increased to its former figure of \$375,000. A resolution was adopted urging the committee to keep up the work in behalf of the association, as well as to keep close tab on proposed legislation that might in any way affect State, county and town fairs.

Another resolution adopted urged co-operation with the town fairs' group in influencing the Legislature to reimburse fairs with annual premium money at an earlier date than usual. It was brought out that if State aid were received by November or early December each year instead of April or June, as is now the case, the money will be of considerable aid to some fairs in obtaining bank loans, etc., necessary to put on the next year's event. A resolution passed by Western New York Fair Managers' Association in Buffalo was adopted verbatim and referred to the executive committee for action. It reads: "... upon the closing of each fair and upon certificate of the managing body or other proper officials of each fair entitled to receive reimbursement from the State for premium awards, showing the amount and character of such awards for the payment of which the fair has made itself liable, that the premium money due each fair from the State be paid immediately to it, each such fair being required, however, to later file within a reasonable time a certificate showing itemized payment of all premiums or canceled vouchers. . . ."

### Officers Are Elected

Mr. Miller was re-elected president; J. C. Newton, Hamburg, re-elected first vice-president; John Greenman, Cortland, second vice-president; G. W. Harrison, Albany, re-elected secretary, and W. A. Dardess, Chatham, elected treasurer to fill the vacancy left by death of Mr. Farr.

Executive committee elected consists of: Districts 1 and 2, John M. Arthur, New York City; district 3, J. F. Williams, Troy; district 4, G. F. Devine, Hudson Falls; district 5, M. M. Lyman, Lowville; district 6, A. D. Driscoll, Whitney Point; district 7, William B. Boothby, Rochester; district 8, L. L. Stillwell, Angelica, and district 9, W. J. Elliott, West Nyack. Meeting adjourned for two hours and a large delegation paid respects to the governor at the Statehouse close by. Afternoon program was largely devoted

to addresses by members and some outsiders and discussion of problems confronting the average New York fair executive.

Importance of improved sanitary conditions on most fairgrounds in the State was emphasized by A. F. Dappert, principal sanitary engineer, New York State Department of Health. Mr. Dappert declared that large crowds assembled on fairgrounds are formidable breeding grounds for epidemics and cited A Century of Progress as an example of a large-order exposition that was menaced with the epidemic hazard. He said that conditions had improved generally throughout the State during the past 10 years but not to a great enough degree. He announced that the State will institute a rigorous investigation of county and fair sanitary conditions during the coming season.

Dorothy DeLany, assistant State club leader, reviewed work of 4-H Clubs throughout New York and reminded the fair men of the importance of this phase of fairs. She outlined vividly the average program of a 4-H unit and urged secretaries to co-operate with boys and girls as much as possible, emphasizing the fact that the club is accomplishing its purpose in extraordinary degrees.

### Talent Demand High

Importance of free attractions and organized grand-stand shows at modern fairs was brought out by George A. Hamid, who also discussed his recent European talent-scouting trip. He pointed out that the wide-awake fair man is continually demanding fresh talent in front of the grand stand, but that it is not always easy to obtain a new array of attractions each season. "New acts have not been available in this country for quite some time, and it is evidently not an easy matter to obtain them on the other side of the Atlantic. I saw 153 acts suitable for fair attractions on the Continent and succeeded in bringing back only two," Mr. Hamid said.

F. S. McGarvey, Bureau of Investigation, New York State Troopers, gave an interesting summary of work and history of that organization and pointed out how he and his fellow men are doing their best to protect agricultural fairs during their operation. He announced that very few arrests have had to be made on fairgrounds during the 20 years of State Trooper supervision and pointed out that it was the result of excellent fair management.

Leading selling assets for a fair were discussed interestingly by Will L. Davis, president of Rutland (Vt.) Fair. A veteran in fair operation, he emphasized the good will of the public, adequate financial backing by the public, good attractions, clean midways, and last, but by no means least, co-operation of the public in presenting large and interesting arrays of live stock, industrial and agricultural exhibits. Mr. Davis declared that it is of utmost importance that fair secretaries and members of boards visit other fairs for ideas.

### Dog Race Bill Favored

L. D. Howell, Queens-Nassau Agricultural Society, came thru with a request for fair men to assist in passage of the dog-racing bill now before the Legislature. He described contents of the bill and pointed out that regardless of whether the individual fair would be in a position to conduct dog races during the year, legal puppy running would aid all fairs from a pecuniary standpoint, inasmuch as the bill calls for at least \$250,000 in taxes, entire amount to be added to the State premium reimbursement fund. Mr. Howell urged everyone to employ their influence toward passage of the bill.

Judge Ehrhorn moved that the dog-racing bill be indorsed and referred to the legislative committee. Motion was passed by acclamation.

In absence of Peter G. Ten Eyck, State commissioner of agriculture and markets, C. P. Norgard, assistant in the same department, discussed the influence that fairs have in general on people. Most important element of the fair institution, Mr. Norgard said, "is that they belong to the community, are run by the community and entertain the community." Before close of the session President Miller thanked the Roeller Amplifying Service for furnishing the public-address system and the E. G. Staats Company for donating badges to delegates. Mr. Norgard explained the State system of rating fairs by classes and read the 1937 classification.

### Contracts Are Signed

Numerous contracts were signed by attractions, carnivals and supply houses.

George Hamid office reported return of several fairs to its books after an absence of one or more years, among them Elmira, Walton and Boonville. Other fair dates to return to the Hamid fold include Bedford, Pa., and Ebensburg, Pa. Oscar Buck Shows reported a list of contracted fairs that included High Point, N. C.; Lewisburg, N. C.; Beaufort, N. C.; Tarboro, N. C., and Dunn, N. C. Art Lewis Shows have signed Great Barrington, Mass., for 1937, in addition to a strong list of other Eastern United States and Canadian fairs. Max Linderman, general manager of World of Mirth Shows, reported signing of Plattsburg, N. Y., in addition to Rutland, Vt.; Ottawa, Ont.; Burlington, Vt.; Richmond, Va.; Raleigh, N. C.; Winston-Salem, N. C.; Orangeburg, N. C., and Anderson.

Attraction and supply interests contributed the customary large representation. George Hamid had Joe Hughes, Leo Grund, Al Hamilton and Leonard Traube; World of Mirth Shows, L. H. (Doc) Cann, Max Linderman; Cetlin & Wilson Shows, by Jack Wilson, Izzy Cetlin, Harry Dunkel; World's Exposition Shows, F. Percy Morency; Art Lewis Shows, Art Lewis, Bill Kerr; Heller's Acme Shows, Harry Heller; Ideal Exposition Shows, C. W. Cracraft; O. C. Buck Shows, Oscar Buck, Jack V. Lyles; New England Shows, John Kilonis; Kaus United Shows; Coleman Bros.' Shows, Tom, Dick and Nellie Coleman; De Luxe Shows of America, S. E. Prell; Strates Shows, James E. Strates; Billy Ritchey, Ritchey's Water Circus; Henry Rapp, American Fireworks Company; D. A. Ross, Ohio Fireworks Company; W. C. (Bill) Fleming, H. William Pollack Poster Print; Henry Roeller, Roeller Amplifying Service; Ben Botsford, publicity; L. C. (Ted) Miller, free lance; Walter Moore, *Harness Horse*; Smith Tent Company; J. H. Powell, Lucky Teter's Hell Drivers; Arthur Campfield, Baker-Lockwood Company; Donaldson Lithographing Company; Jake Shapiro, Triangle Poster Print; B. Ward Beam, Beam Attractions; Phil Wirth, Boyd & Wirth Attractions; Joe Basile, Joe Basile's Band; George Kinum, concessions and programs; Max Cohen, American Carnivals Association; James E. Victor Attractions; National Booking Corporation; Smith Tent and Awning Company; Ralph Hankinson, Charles Williams, Hankinson's Speedways.

In the evening interest centered around the banquet and floor show. As usual space was at a premium and it was necessary to bring in several extra tables. Floor show, probably one of the best ever to entertain the Albany congregation, was supplied by the George Hamid office. Mr. Hamid shared emcee honors with Herman Ulis and Clark, song and dance act. Show was capably paced thruout and not a dull moment was in evidence during the hour and a half entertainment. Lineup of entertainers included Herman Ulis and Minerva Clark, Pearl Haines' Girl Revue, Equillo Brothers, Donatello Brothers and Carmen, Miss Orsolla Arelli, Billy West and the Four Fays, Joe Basile and his trumpet, and George Ventry, who led the band.

### Sidelights on Conclave

Leo Grund, of the Hamid office, proved a capable bartender in the Hamid suite. And many availed themselves of the lavish free lunch in the same room. . . . W. C. (Bill) Fleming was the genial host that he always is, his room remaining open until the wee hours. . . . Al Hamilton, managing the Shrine Circus, with headquarters across the street, was a frequent visitor. . . . Billy Ritchey, of water circus fame, managed to get out of a sick bed in time for the conclave, last one of the season. He's been confined in his home since Christmas with an old ailment. W. B. Boothby and Harry Heller met in the lobby and planned to hunt up a Skee-Ball alley before leaving town. They're old rivals. . . . Max Cohen, general counsel for the American Carnivals Association, was all smiles when he realized that all the carnivals represented except one were members. Max revealed that he will have an important announcement shortly. . . . Leonard Traube arrived in time to, as he described it, "get in the way backstage," meaning back of the banquet floor-show stand. . . . Some of the boys evidently couldn't take it. Max Linderman and Ted Miller departed early Tuesday afternoon, as well as some others. . . . Jake Shapiro, of Triangle Poster Print, was as hurried as he always is, but took enough time out to recount some of his experiences in the flood district. Jake would get himself into a mess like that! . . . If the increase in attendance continues to persist, they will be forced to turn the banquet into a buffet.

## Shaffer Takes G. L. Bids to Chambers

CLEVELAND, Feb. 20.—Almon R. Shaffer, associate director of Great Lakes Exposition for 1937, returned this week after a round-the-West trip to complete arrangements for attractions. Flying to New York with Frank D. Shean, in charge of concessions on the midway, various contacts were made. Mr. Shaffer then left for Los Angeles, visiting Hollywood, San Francisco, Dallas, Fort Worth and Chicago. He dined with Chamber of Commerce representatives in these cities and extending invitations to the expo. It is assured that Ripley's Believe It or Not will be one of the attractions.

When Billy Rose held his first audition for girls for his water show at the expo more than 500 applicants reported. Weeding process is on. It is probable bathing girls who appeared at the Marine Theater last summer will appear this year at his Acquacade.

Visitors have included Teddy Goldstein, of Hum-All concessions, to be here this year; Vic Horowitz and Mike Alpern, penny crusher concessioners, who will be back, and Jack Melton, of the Nudist Show last year. Sammy Brin, in charge of admissions, has removed his offices from the grounds to Terminal Tower.

## Briggs Back From Mexico

NEW YORK, Feb. 20.—Ernest Briggs, balloon man, is back in this city after a prolonged stay in Mexico, where he has been exhibiting his grotesque rubber monsters at fairs and parks. He announced he will spend the summer of 1937 in this country and has arranged to display his wares at leading fairs and parks. Besides offering a parade of immense balloons before grand stands, he is planning to do downtown promotion work in conjunction with merchants' organizations.

## Fair Elections

SPRINGFIELD, Mass.—Eastern States Exposition re-elected Joshua L. Brooks president for his 22d consecutive term; vice-presidents, Harry G. Fisk, Springfield; Mrs. James J. Storrow, Boston; Wilson H. Lee, New Haven, Conn.; W. I. Cummings, South Berwick, Me.; E. Kent Hubbard, Middletown, Conn.; treasurer, George E. Williamson; first assistant treasurer, Robert J. Cleland; second assistant treasurer, A. C. White Jr.; general manager, Charles A. Nash; Sidney W. Stevens, vice-president of United Electric Light Company, was elected to the board of trustees and with Horace A. Noble was put on the executive committee. These appointments were made by Mr. Nash: Assistant general manager, Milton Danziger; director of publicity, J. H. Fifield; superintendent of grounds, Edmond J. Roberts.

TUSCUMBIA, Ala.—O. R. Woods, commander of Colbert County Post, American Legion, was elected chairman of the 1937 American Legion Fair Association to succeed James Di Rago. F. A. Pittman and Raymond Sherrill will be assistants. Paul Coburn is catalog chairman and Green Weaver, park chairman.

DAVENPORT, Ia.—Mississippi Valley Fair and Exposition re-elected: President, M. H. Calderwood; vice-president, Ned B. Curtis; corporation secretary, A. P. Arp; secretary-treasurer, Howard W. Power; assistant secretary, Mazie C. Stokes; directors, E. P. Adler, L. J. Dougherty, Charles H. Simon, Peter N. Jacobsen, Rudolph Koch, Emil Kroeger, Harry J. LeBuhn, P. F. McCarthy, Adolph Moeller, Roy Wiese, Howard W. Power, William H. Voss, S. T. Yocum.

WHITE HALL, Pa.—Directors of White Hall Farmers' Club and Improvement Association, sponsor of White Hall Fair, re-elected: President, W. Evans Anderson; vice-president, Clarence M. Burns; secretary, H. Ross Almonney; treasurer, John P. Mays.

VANCOUVER, B. C.—Nine more directors for Vancouver Exhibition Association include representatives of industries not already on the board: Dr. G. H. Worthington, chairman, Vancouver Tourist Association; E. B. Cale, poultryman; A. B. Paterson, Reeve of Delta; Alex Davie, Ladner, live stock; W. M. Carson, president Vancouver Board of Trade; F. M. King, professor of animal husbandry U. B. C.; W. T. Moodie, general

superintendent C. N. R.; Archibald Hogg, New Westminster, former president of Royal City Board of Trade. Prime Minister W. L. Mackenzie King will be asked to open the 1937 Canada Pacific Exhibition in August.

CAMBRIDGE, Ill.—Henry County Fair re-elected: President, Will Johnston; vice-president, V. J. Poppy; secretary, George Rogers; treasurer, John Gault.

BEAUMONT, Tex.—South Texas State Fair Association re-elected Howard W. Gardner president for the seventh term; B. A. Steinhagen, Ed Stedman, vice-presidents; P. B. Doty, treasurer; L. B. Her-ring Jr., secretary-manager.

ENID, Okla.—Garfield County Fair elected E. H. Hoar president; August H. Meyers, vice-president; J. B. Hurst, secretary; W. D. Harvey, R. N. Brittan, Oscar Winchester and Albert Dievert, directors.

## Fair Grounds

WAPAKONETA, O.—A grand-stand show with change of program every night has been booked by Secretary Harry Kahn for Auglaize County Fair here, the idea of a new show nightly having proved successful last year. He reports half of concession space sold, 24 horses training on grounds, some construction, that another speed barn for 24 horses probably will be built, that there will be harness and running races and that 36 billboards have been contracted in the territory.

MELLEN, Wis.—Bad River Valley Fair Association acquired three buildings for exhibition purposes from Morse CCC Camp near here ordered discontinued by the government. Buildings are 120x20, 112x20 and 40x20 feet.

MANITOWOC, Wis.—Manitowoc County Fair is \$500 better off this year, according to its financial statement. Gate receipts at the 1936 fair were \$6,824.25 and grand-stand revenues \$2,508.75, total receipts being \$24,461.99 and disbursements \$23,941.50.

PARIS—Three shifts of workmen are employed on all construction work for Paris International Exposition of 1937, each on a 40-hour-week basis.

HARRISBURG, Pa.—Legislative proposal to legalize pari-mutuel betting on horse races at county fairs has been affirmatively reported out of the House ways and means committee for two readings, after which a public hearing will be held. Move was a surprise after the bill was reported doomed two weeks

## Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

### WINTER SITUATION

Fifty-seven million acres of winter wheat in the ground, a record acreage. A crop of 600,000,000 bushels of winter wheat suggested for next summer on the basis of December 1 condition, but the crop still faces winter hazards. Wheat stocks of 129,000,000 bushels on farms January 1, the smallest in the 10 years of record.

World wheat situation closely balanced between supply and consumption. Heavy new crop shipments coming from the Argentine, but Europe is buying actively not only to cover deficits but to build up reserves. December pig report unexpectedly showed a 6 per cent larger pig crop this fall than year ago. Combined spring and fall 1936 pig crop 20 per cent over 1935. Five million more hogs slaughtered this fall, October-December. Large amount of pork put in storage. Probability of smaller slaughter in early spring and late summer and higher average prices than last summer.

Milk production running about 2 per cent above year ago even though the number of milk cows is down 2 or 3 per cent. Egg production January 1 was 20 per cent above year ago. Large proportion of pullets in flocks. Low-priced poultry and high feed prices worrying poultrymen.

Very tight situation as to supply of feed grains. Except for 1934, smallest supply in 42 years. Hay supplies larger than two years ago. More than half the corn had been used up by January

ago. It is by Representative Melchorre and would authorize temporary pari-mutuel licenses to be issued to county fairs for one week each year. License fee for fairs is proposed at \$2,500 for one week. An identical bill was introduced in the Senate by Senator Dent.

ST. JOHN, N. B.—City council refused application of St. John Exhibition Association for a grant of \$5,000 for the 1937 fair, but offered a \$2,000 guarantee against a deficit, asking the association to be especially economical this year because of city finances being in an unfavorable condition.

FINCASLE, Va.—Botetourt Fair Association re-elected Dr. W. N. Breckinridge, president; Alfred Preston, vice-president; C. E. Slusser, secretary-treasurer; executive committee, W. H. Rader, E. E. Mayher, G. T. Slusser, S. H. Gilliam, L. A. Moody, W. M. Minter.

MIAMI.—William W. Johnston, president of Dade County Tropical Fair, said practically all space for exhibits has been sold, attributing this partly to improved conditions in Florida.

MINEOLA, L. I., N. Y.—A drive has been started by Queens-Nassau Agricultural Society, sponsor of annual Mineola Fair, calling for legalization of dog racing at Mineola Fairgrounds thru a bill in the Legislature.

## HALL ANIMAL SHOW

(Continued from page 36)

jumping from pony to pony; clown number; dogs and monkeys in a clever routine; Tiny, dancing elephant; clown chair number; bear, Great Dane dog, camel, midget horse and pony in unique act; Great Dane and pony doing leap-frog; bear and ponies on teeter totter; clown ball-game number; pigs, goat and sheep act; clown paper and water number; Cuban, educated pony.

There are 14 people on show. E. Snoden Holland, general agent; Donald Butter, billposter and lithographer.

Personnel: Charles R. Hall, owner and general manager; Andy Fox, equestrian director and electrician; Howard Monthie, boss property man; Blackie Martin, superintendent of canvas; J. L. Harper, first assistant; Woodrow Harper, second assistant; Leo Collins, boss ring stock; Harry Holden, clown and assistant property man; Lois Fox works elephant; Neil and Lois Harper, sister team, swinging ladders; Ruby Gibson, clown and rides menage.

George Keene furnishes the music on calloppo. Mrs. Keene is on front door.

Show is presented under a 50 with a 30-foot middle; Side Show and menagerie, 20x40.

There were three days of rain and three exceptionally cold days first week, but show still made a small profit.

## Dissension Seen On Frisco Expo

Undercurrent reported in continued 'reorganization'—Theme Girl symbol

SAN FRANCISCO, Feb. 20.—At a luncheon sponsored by Junior and Senior Chamber of Commerce in the Commercial Club, Golden Gate International Exposition Theme Girl, symbolizing woman's part in publicizing the 1939 event, was formally presented by fair officials. Speakers were William F. Day, vice-president and director of works; Col. Franklin Bell, executive vice-president, and Clyde M. Vandenburg, director of publicity and promotion.

Ever anxious to laud the exposition and point with pride to the vast work already accomplished, much to the delight of San Francisco citizenry who are full to the bursting point with civic pride, executives of the Treasure Island-dream fair make no mention of the fact that there is much dissension within the ranks. Soft pedaled, too, is the lack of response from far-off States and countries that, altho interested, show no inclination to reach for check books for the purpose of financing vast exhibits.

In the past several weeks policy and personnel of the exposition have been in constant process of "reorganization." Altho admittedly further advanced than any fair of similar magnitude has ever been two years before opening time, an undercurrent of dissatisfaction and apprehension stalks relentlessly thru all ramifications of the big event, it is said.

Well publicized indeed is the fair—in San Francisco and vicinity. This is easy and requires no special effort on the part of the publicizers. The local press clamors for news and prints it avidly. There seems to be little desire by anyone connected with the show, however, to go forth and tell an indifferent world, which doesn't care whether San Francisco has a fair or not, that there's going to be one. No special effort appears to be made to co-operate with those who seek news for distribution in far-off places.

## Dawes Lauds Frisco Work

SAN FRANCISCO, Feb. 20.—Rufus C. Dawes, who was president of Chicago's A Century of Progress, was here last week looking over plans for Golden Gate International Exposition, to be held here in 1939. Impressed with the beauty and color scheme and progress made, Mr. Dawes was guest of Col. J. Franklin Bell, executive vice-president.

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# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**FIRE**, believed to have started from an overheated furnace, swept a section of Palace Roller Rink, New Eagle, near Monongahela, Pa., causing damage to equipment and building estimated in excess of \$2,500. The blaze swept the rink from basement to cloakroom and spread to skate storage before foremen from several near-by towns could subdue the flames. No plans for reopening have been announced.

**MELVIN W. CRAWFORD**, Detroit, president of Michigan Skating Association, has been suffering from a severe cold, incapacitating him from work in connection with skating.

**IN ARMORY** Roller Rink, Chicago, Joe Laurey and Bill Henning, floor and contest managers, have invited Illinois skaters to enter amateur races which they will stage on March 8-14 in competition for State championship. Plans for a skate from Milwaukee to Chicago are under way.

**WALTER SUTPHEN**, Detroit, Michigan governor of the National Skating Association, is planning to open a rink this summer in an undesignated location. He expects to be host to a large number of skaters during the Detroit national championship events next month. At present he is with the engineering department of Detroit board of education at McKenzie High School.

**W. H. CARPENTER**, who recently opened a roller rink in municipally owned Tuscora Park, New Philadelphia, O., invading territory where skating has been dormant several years, has kept up a newspaper barrage stressing "Skate for Health's Sake," with two and three nights a week of special promotions. Rink excellently maintained caters to the best clientele and has worked up much interest among high school students.

**MR. AND MRS. MORRIS B. SHOLOVITZ**, of the American Roller Skating Rinks in Rhode Island and Massachusetts, who have returned from a three months' trip in Florida, Mexico and California, report that they visited many rinks and found rinking being conducted on a larger scale in California than anywhere else in the country.

**FRED H. FREEMAN**, who operates roller rinks in and around Boston, spent several days in Chicago looking over the rinks and visiting Robert Ware, of Chicago Roller Skate Company. On his return trip east he planned to stop in Detroit to visit Fred Martin's Arena Gardens Rink.

**L. L. BESNECKER**, manager of Evans City (Pa.) Skating Rink, on a business trip to Pittsburgh, said the rink is in its 12th consecutive year and is operating nightly to profitable biz.

"REGARDING pros and cons of the Transcontinental Roller Derby, Leo A. Seltzer, in my opinion, is doing the roller-rink business no harm and is to be admired for grasping an idea and turning it into money," writes Sam Sholes, of American Roller Skating Rinks in Rhode Island and Massachusetts. "So far as records for speeding are concerned, I think altogether too much emphasis

is placed on racing in general, as in Rhode Island when we held competitive racing, not bothering with time but racing as a draw card, it tended to lower the class of patrons, with the speedsters drawing a noisy, rough element. Of course, in other States there are other conditions. For instance, a neighboring rink operator advertises for a man to teach dancing and waltzing, while my floormen must continually drive skaters who wish to practice from the center of the floor. What rink men and manufacturers should do is hold a meeting to raise funds to advertise nationally in some medium that the fair sex has a tendency to purchase. Health mags would be good, as the idea could be stressed that roller skating is the best little 'corset' in the world."

**BUCK AND BETTY**, Pittsburgh roller-skating instructors, now in Diamond Square Roller Rink there, are heading a revue presented by the bureau of recreation in the Pittsburgh area. Appearing with them in exhibitions of modern skating dances are Irene Forsythe, Eddie Reuschlein and Paul Bennett, spinning skaters.

**IN THEIR** sixth week at the Embassy Club, San Francisco, Ray Copeland's Sensational Whirlers closed nine months' run at the States Restaurant and 13 weeks at the Music Box there, reports Jack E. Lewis.

A LOT of new ideas introduced by Anthony Fiduccia, operator of the new Skateland Rink, West 66th street off Central Park West, in New York City, are said to be catching on with the near-by Broadway set. Items in the press indicate that a great many celebs are being attracted these nights.

**LEO A. SELTZER'S** Transcontinental Roller Derby got off to a flying start in the Chicago Coliseum, with a capacity audience greeting the 13 teams which are covering a mythical journey of 2,400 miles from San Diego to Chicago and which they expect to complete in 25 days. Among derbyites entered are Ivy King and Wes Aronson, Joe Kleats and Louise Thomas, Clara Scholl and Billy Lyon, "Ma" and Bill Bogash, Johnny Rosasco and Esther Runne, Jay Levy and Jerry Luther, Gene Vizona and Fuzzy Periz, Joe Nygra and Hazel Love, Schoolboy Creekmore and Libby Hoover, Muscles Stampley and Katherine Nehls, Bobby Ferson and Vera Klausen, Tommy Atkinson and Hazel Roop and Dore Hickman and Eddie Johnson. On opening night relay and pursuit races and open-house jams were given on a pressed-wood track, inclined at an angle of 25 degrees. Sleeping quarters are provided for contestants, and a small hospital has been established under direction of a physician and nurse.

**JOE FUCHS JR.**, manager of Diamond Square Roller Rink, Pittsburgh, since he assumed that post in September has adopted features which have proved real business stimulants. He started publication of a monthly, *Rink Chatter*, distributed free among patrons, which stimulates skating interest. He employs four men and two women to teach "Dancing on Wheels." Chief instructors are Buck and Betty, veteran waltz, toe-step and figure eight skaters. Mr. Fuchs also operates Diamond Roller Rink, Marietta, O., managed by Harry Denis. He expects to add three rinks this summer, one to be in Temple of Music, Conneaut Lake Park, Pa., having closed negotiations with Thomas C. Foley, park manager. Pittsburgh rink,

with three sessions daily except Sunday, has been averaging between 600 and 800 patrons daily. He is working on a plan to operate on Sundays. Senior and junior clubs formed to skate in parties on Sundays already have over 300 members.

**CECIL AYRES** and Avalon Sisters, roller skaters, are at the Pole Nord in Luxembourg. Edna Anderson, Norwegian champion fancy skater, is giving exhibitions in Palais des Sports Rink in Paris. Cecilia Colledge, English skater, won the European championship title for fancy skating in Prague on February 6, with Megan Taylor, England; Emmy Puzinger, Austria, and Hedy Stenuf, Austria, second, third and fourth.

**KEN LOWRY**, Pittsburgh, having left the Flying Demons of that city, the act is breaking in a girl in several new turns. Lowry is teaming with Dolly Davis, acro dancer, for a new skating act.

**SILVER CYCLONES**, Pittsburgh, re-joined Harrison Kimball's *Frisco Follies* unit playing in the South and touring back East. Act reports successful engagements in Florida with another tab for a number of weeks.

## LA. FREE GATE

(Continued from page 43)

Louisiana, Shreveport; South Louisiana State Fair, Donaldsonville, and parish fairs in West Monroe, Plain Dealing, Clinton, Colfax, Logansport, Jennings, Tallulah, New Orleans, Olla, New Roads, Franklinton, Port Allen, Oak Grove, Bunkie, Arcadia and Eunice.

Amusement representatives included Art Brlese, Thearle-Duffield Fireworks Company; Roy Gray, Big State Shows; S. B. Doyle, Great World Exposition Shows; Mr. and Mrs. C. W. Naill, C. W. Naill Shows; Oscar Bloom, Gold Medal Shows; Mr. and Mrs. Jack S. Downs, Snapp Greater Shows; Ralph R. Miller, Harry L. Small, William E. (Billy) Bowen, Miller Amusement Company; Harry Burke, Harry Burke Shows; George McCray, Illinois Fireworks Display Company; C. R. Leggette, Richard (Dick) Halke, C. R. Leggette Shows; Bob Sickels, John R. Ward Shows, and Cliff Liles, concessioner.

## UNDER THE MARQUEE

(Continued from page 38)

be with Dan Rice Circus this season. George Lake's one-arm swings will be a feature.

**G. A. BAILEY**, the last of the Bailey family (Mollie Bailey Show), writes from Coushatta, La., that he is connected with the W. W. Page interests, who have a string of picture shows thruout Louisiana.

**GEORGE GREGG**, manager of the Greggs, teeterboard acrobats, cards that act played the Bob Morton Circus at Miami and is booked all winter at the Miami Biltmore Pool. Will be with Kay Bros.' Circus this season.

**DR. HUGH GRANT ROWELL**, professor in Teachers' College at Columbia University and a member of the Circus Fans' Association, visited *The Billboard* in Cincinnati last week while attending a convention.

**AL FLOSSO**, magician, who spent the '36 season with Sam Wagner's Side Show at Coney Island, N. Y., announced last week that he will be with a railroad show this year. He is currently playing club dates in and around New York City.

**AL HELWIG**, George Carl, James O'Donnell and Tommy Ross, last season with Tom Mix Circus, are now doing a teeter-board and tumbling act known as the Four Bucks. Are now with G. G. Gray Indoor Circus for seven weeks in North and South Dakota.

**MANY CIRCUS** performers who have been forced to seek employment in other fields will be found with the white tops this season. The performers are finding a greater demand for their services this season than in many years. And salaries generally are better for all types of circus workers.

**THE MAGAZINE** Look recently announced that Myrna Loy's real name is Myrna Williams. This was no surprise to lovers of the circus, as it is well known that Myrna Loy Williams is a cousin of Hazel Williams, niece of Charles T. Hunt.

**STEVE O'DAY**, last season boss canvasman of Vanderbilt Bros.' Circus, will be manager of Al F. Dawns Dog and

Pony Show, which will open latter part of May and play in Wisconsin and Illinois. Winter quarters in Sheboygan, Wis.

**JAMES B. O'NEILL**, of O'Neill Circus unit, who had been in hospital at Caruthersville, Mo., ill of pneumonia, was discharged February 13 and is getting along nicely. The O'Neills will present ladder drops and comedy barrel jumping at St. Louis Police Circus.

**HARD TO MAKE** money with a circus if you have to pay for every act. Why not a few trained animal acts that belong to the show?

**WINTER QUARTERS**, constructed a short time ago for the Wallace Bros.' Circus at York, S. C., are said to be the last word in convenience and equipment. York has attained a new circus prominence, as it is also the winter quarters city for Barnett Bros.' Circus.

**LEO ABERNATHY**, international president of the billposters' union, left his Pittsburgh office for New York over the week-end for some important business conferences. Abernathy reports that two new circuses are expected to sign a billposters' union contract at any moment.

**BRUCE CHESTERMAN** has changed his hotel address, tho he hasn't moved from his room. Corporation of hotel men has bought Murphy's Grace street annex, Richmond, Va., and is now operating the seven-story building as the Capitol Hotel. Bruce says he has had a circus sold over his head twice but never a hotel before.

**JOE BAKER**, formerly with the Barnes show, is playing dates with his girl partner, doing a rube comedy, talking and singing act on West Coast. He met Harry Goodwin, who is resting for this season. States that Ed Smithson will be at Seattle this spring after closing with Orange show and join a Pacific Coast show.

**MORE BIG "NAMES,"** it seems, will be billed with circuses this year than formerly. Time was when the title was billed heavier than anything else, but there is a growing policy to feature circus performers in type equally as prominent as that of the title.

**HARRY POTTER**, of the Peerless Potters, aerial act, passed thru New York recently en route to Minneapolis to join Orrin Davenport's Shrine circus unit. Several dates follow the Minneapolis engagement for the Potter turn. Act reported excellent business at Bertram Mills' show in Olympia, London, this winter.

**TWO BAGGAGE CARS** and one Pullman were required for the transportation of the Downie Bros.' Circus equipment, Macon, Ga., and part of crew needed for the Miami circus engagement. Extra cars traveled on Dixie Flyer, making fast run between the points. Charlie Katz, assistant manager, was in charge. Bert Mayo, Irwin Scott and several other performers also made the trip to work in the show.

**C. E. DUBLE** and folks, of Jeffersonville, Ind., lost most everything in the flood and are now living in Louisville, Ky., indefinitely. Duble lost his fine collection of circus photos which he had collected while trouping with shows the last 25 years. One very interesting picture was of the Mighty Haag Railroad Show taken in Levis, Que., Can. in 1912, the year he was with it. Says Duble: "Until our folks can find an apartment in Louisville my address will be General Delivery. Wish to thank Cole Bros.' Circus for sending circus cars and other equipment."

## "CHICAGO" Racing Skates



are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.

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CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

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Established 1884.

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The Best Skate Today

## Sunshine in Cairo Again

**Showmen driven from home and marooned again take hold following flood**

CAIRO, Ill., Feb. 20.—Henry Heyn, showman and ride operator, in speaking for his fellow showfolk following his return here from St. Louis, where he was forced to flee in face of raging waters at the peak of the recent great Ohio-Mississippi rivers catastrophe, said: "Now that our even balance has been resumed after the crisis at this point, we of the show world have taken on new life and thoughts for future activities. 'Old Man River' took about 9,000 of our citizens for a ride, and it looked very much like a one-way ride, too, as for over a week the thrilling battle went on in that exciting siege, but then came victory. Showmen wintering here are more than grateful at this time for the valliant defenders of Cairo. Thousand of workers fought day and night against what at a time seemed almost insurmountable odds, impending doom and disaster stalked the long siege, but it finally seemed that the raging river just crept to the top of the seawall, took a peek, and on seeing the human forces assembled against him he just went on his way."

"Lifeboats and Coast Guards came from all parts of the nation and the reshipping of them is now centered here, about 90 of the boats are being placed on 90 flat cars to be returned to their base and the return home of about 400 guardsmen. Today the sun shines in Cairo, the city is crowded, its people are jubilant and rejoicing over their home-coming after their turbulent adventures. We here are fortunate, as so many other cities in the valley suffered so heavily. Mounds and Mound City, nine miles north of here, total population 4,700, are entirely deserted and still under water.

No trains were in or out of this city in two weeks and all places except restaurants and the like were closed. All the able-bodied men from the various show quarters were on the front-line trenches in the defense of Cairo, along with the rest of those who call this place home. Thousands and thousands of sandbags went up on the seawall from the hands of those fighting for homes and other properties. The action in this emergency was as quick in its snappiness and comparable to the popping of corn off the hot pan of a roaster.

"Last Sunday was bright and warm and many trainloads of residents returned home. The town was full of sight-seers, and concessioners got busy and went into full action near the harbor, the center of interest being the raising of bulkheads and the reloading of lifeboats by their crews. The city is show-minded and the Chamber of Commerce will doubtless stage a monster celebration at a time this year when all

(See SUNSHINE IN on page 49)

## A New Carnival In the Making

DETROIT, Feb. 20.—Pursuant to an announcement made by Frank E. Pilbeam last fall, R. Carpenter stated here this week that the Pilbeam & Carpenter All-American Shows is now being organized to open in this city on or about April 1. It will be a motorized carnival.

Among the attractions booked are William B. Jacob's Merry-Go-Round and Francis Fisher with two shows and concessions. Work of painting is now being done at Jacob's headquarters in Toledo, O. Carpenter reports that a new top has been ordered for the Merry-Go-Round and that the trucks and sound equipment is being conditioned and painted.

The staff will have Pilbeam as business manager, Carpenter as secretary and treasurer and Will Punschke has been engaged as advertising agent. Pilbeam has been in the carnival business for many long years as owner and manager, while Carpenter has spent several years in the concession line with various outfits.



JOHN M. SHEESLEY, executive head of the Mighty Sheesley Midway, which carnival has been under his direction for many long years.

## French Shows Win Lottery Privilege

PARIS, Feb. 15.—For many years street-fair showmen of France have been fighting to obtain the right to operate lotteries at street fairs. Up to the present only a limited number of showmen holding a special lottery license, granted many years ago and not transferable, were permitted to operate any lotteries, but now anyone possessing a street-fair showman's license may run a lottery. To avoid abuse cities and towns have the right to limit the number of lotteries at a street fair to one-sixth of the total number of rides, shows and concessions at the fair, with the holders of the former lottery licenses given priority rights in case demands exceed the one-sixth proportion.

## F. L. Flack Set To Open In Detroit Under Auspices

DETROIT, Feb. 20.—F. L. Flack's Northwestern Shows will open the season under auspices of the Vernor Post, American Legion. Louis J. Berger is associated in the management of the shows. Paul Houck has signed up for the Ten-in-One and five concessions. Vic Horowitz will have nine concessions. This marks the return of F. L. Flack to the carnival field in a big way.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Floating Island, Fla.  
Week ended February 20, 1937.  
Dear Editor:

Sunday morning at dawn the Ballyhoo Bros.' rhinestone-studded goldleaf special arrived in the yards of Fog Bank, Fla., a city located on the banks of beautiful Lake Bayou. As fast as the wagons were unloaded they were hauled over a bateau bridge that had been constructed by our advance staff to the lot on Floating Island.

Lake Bayou is a body of water covering approximately 100 square miles and one of the few to boast of a floating island large enough to hold an 80-car midway. On the shows' arrival the island was eight miles from shore, so our train crew swam out to it and with the aid of long poles gradually worked it up to the bateau bridge. Long before dusk everything was up and ready for the Monday opening. The office then ordered the light plants started and the calliopes to start playing, thus giving the thousands of natives who lined up on the banks an eye-ful and an earful, an indeed rare treat.

The lake is surrounded by four different counties, each claiming one-fourth of its water. Aqua County is on the north side, Aquiform County on the east, Aqueduct County on south and

## Cetlin-Wilson Big Feature

**Shows will revive "Streets of Cairo" on gigantic scale —John Wilson producer**

GREENSBORO, N. C., Feb. 20.—According to the management of the Cetlin & Wilson Shows, the outstanding midway attraction will be the "Streets of Cairo," planned and built on a gigantic scale under the direction of John W. Wilson, associate owner of the shows. It is the avowed intention of the sponsors that it shall be complete in every detail and will revel in animation on a scale never before attempted by a show of its kind in the portable realm.

In speaking of the modernization of the "Streets of Cairo" Wilson said: "It seems time for the return of this kind and class of outdoor spectacle and it is my opinion that the show-going public will accept it and lend it liberal patronage on our midway. It will be free from such elements in amusements that have in the past been questionable. It is our plan to make it the most talked about single show unit in the carnival business."

Cetlin and Wilson state that the co-operation of the George A. Hamid offices has been enlisted and that contracts with Alex Denny have been closed and that he will furnish the entire contingent of talent. The talent unit will be titled "The Bagdad Oriental Unit" and will consist of Oriental gun spinners, sword fighters, Whirling Dervishes.

(See CETLIN-WILSON on page 49)

## Mich. Showmen In New Quarters

DETROIT, Feb. 20.—The Michigan Showmen's Association held its housewarming of the new clubrooms this past Thursday night. New quarters were taken at 156 Temple avenue this past week and was outfitted immediately thru the activity of the board of directors. The directors and other members rushed around this week to have everything ready in time for the scheduled meeting.

The entire third floor of the building, about 30x60 feet, has been taken over. Signs are being placed prominently on the windows, and one room will be reserved for office purposes, where the permanent secretary will be housed.



ARCHIE CLARK, who plans and directs the destiny of Clark's Greater Shows on the Pacific Coast, which organization he has kept in continuous operation over a long period of years.

## Clay M. Greene Is on the Move

CINCINNATI, Feb. 20.—Clay M. Greene, general agent for Max Goodman's Wonder Shows, was a visitor at The Billboard office this week while en route from the show's winter quarters to Chicago. He reported as much surprised at the work being done to make ready for the season's tour. He was especially elated over that which was being done on the wagons and the show's illumination and color scheme.

He announced that he had engaged Harry Logan as special agent for the shows, and that Dave Stock, of ride fame, would have management of all the riding devices, his own and those owned by the shows as well. He also stated that Trainmaster Chandler, formerly of the United Shows of America, would have charge of the train and was now at work in that capacity at Raleigh, N. C.

## Frank D. Shean Active In SLA Drive

CLEVELAND, Feb. 20.—Frank D. Shean reports that his last batch of memberships for the Showmen's League of America numbered no less than 26 applicants. While A. R. Shaffer was on the Pacific Coast he visited representatives of the Pacific Coast Showmen's Association. Shaffer is one of the members recruited by Shean, as is Lincoln C. Dickey, manager of the Great Lakes Exposition. Sammy Brin was also signed up for membership.

## Patty Conklin Joins S. W. Showmen's Assn.

EL PASO, Tex., Feb. 20.—Patty Conklin became a member of the Southwest Showmen's Association this week. He signed an application blank during a brief stop here. In addition to paying his dues Conklin made a liberal contribution to the association's sanatorium fund.

"The Southwest association's tuberculosis project is a splendid idea," Conklin said. "I suggest that all showmen should join in assisting to maintain the sanatoriums by joining the association."

first aquarium midway. The Ballyhoo Brothers secured from this an unlimited amount of world-wide free publicity. As the crowds left the island gradually came back to the surface.

The management ordered the show torn down on Saturday so we could make the next spot in time. By the aid of three big dredges and the divers from our Deep Sea attraction the show was loaded out in a jiffy.

MAJOR PRIVILEGE.

P. S.: Forgot to mention that our auspices here was the Floating Kidney Club and that the entire personnel is suffering with water on the brain and knees.

M. P.

# Pacific Coast Showmen Call the Season Now On

LOS ANGELES, Feb. 20.—With several shows having already embarked on their new season and others slated to open soon, hustle and bustle are the prevalent factors among carnival folk here. Joe Krug and Harry Bernard's new organization, the Golden Gate Shows, opened yesterday at Whittier, while Crafts Shows opened the day before at the National Orange Show, San Bernardino. The organization is augmented by equipment from Golden State Shows and the third Craft unit during its stay there.

As is their custom each year, Hilderbrand's United Shows, whose season gets under way today at Inglewood, have invited many showfolk and their friends to be the show's guests. Siebrand Bros.' Piccadilly Circus opened to good business at Indio, Calif., February 13.

On and off the lot: Archie Clark is at winter quarters with a capacity force readying the Kennedy Shows for their opening date. Charles J. Walpert and Duke Hall have returned from Bakersfield, Calif., where they completed arrangement for their Walk-a-Show. Johnny Branson is now in San Francisco looking up contracts for the coming exposition there. Carl Holt is in winter quarters in San Francisco with his assistants, Howdy Walker and Art Bradford. Charles Hugo and the missus have taken an apartment in Hollywood contingent upon the opening of the International Theater, Tokyo, Japan. According to Hugo, the A. B. Marcus Show will open the spot.

Bob Matthews and his two sons, together the Hon. King Toughy, and an

aerial act have sailed for Nagayo, Japan. Contract calls for an 11-week engagement at the exposition there. Seagram's "Silver Dollar" unit, featuring Silver-Dollar Brady and his horse, Cheyenne, played the recent Phoenix (Ariz.) Rodeo as an added attraction. The unit is set for 12 weeks on the West Coast. Frank Ward will join the C. F. Zeiger Shows at Mesa, Ariz.

Doc Hall has been appointed general agent for the new Kennedy Shows. Included in the contingent of local showfolk making the Orange Show at San Bernardino, Calif., are Joe DeMouchelle, Sol Grant, Eddie Conners, Harry Phillips, Frank Murphy and Zack Harris. Tex Cordell, out on a prospecting tour, is planning a new carnival.

Bob Winslow and Bill Westlake are planning a new setup for their Girl Revue, which opens in San Francisco. Pat Shanley is reported to be going over in the new cocktail parlors. Long Bob Fleming has at last been located. He has retired and is living at Kalispell, Mont. Work on the Pacific Whaling Company's new unit is nearing completion. Harry Wooding and J. W. Henderson plan to make Dallas and Cleveland with the exhibit. Jack Shute left for San Bernardino. C. R. Miller will stop off in Chicago before going east. Walter Brindley and the missus left for the East in their new housecar.

## Cetlin & Wilson Get Press Agent Miller

NEW YORK, Feb. 20.—Jack Wilson, general manager of the Cetlin & Wilson Shows, announced at the New York State Fair meeting in Albany this week that he has added L. C. (Ted) Miller to his staff as press representative and publicity director.

Miller, who entered the outdoor field four years ago with Frank West, spent last season on the World of Mirth Shows as a member of the press department and private secretary to General Manager Max Linderman. Before entering the carnival business Miller managed Radio Station WCNW, Brooklyn, and was in the advertising department of the Namm store, same city. He has been doing free-lance publicity this winter.

## Ralph R. Miller Books Fairs in Several States

ST. LOUIS, Feb. 20.—Ralph R. Miller, owner and manager of the Ralph R. Miller Amusements, has midway contracts for fairs at Mount Vernon, Fairbury, Albion, Mount Sterling and Sparta, Ill.; Donaldsonville, Jonesboro, Clinton, Franklinton, Port Island, New Roads and Eunice, La., and Rensselaer, Ind.

The Miller staff has W. E. Bowen, general agent, and Harry L. Small as business manager.

## Philadelphia

PHILADELPHIA, Feb. 20.—Eighth Street Museum bill: Shackles, escape and handcuffs; Congo, South African bushman; Ernie McGee, comedy cartoonist; Mysteria and Spidora, illusions; Poses Plastique and Princess Zelda, mentalist. Annex, dancing girls and Mary Morris. Business good.

South Street Museum presents Hot Chocolate Revue, featuring Cleo Gibson; Doc Forbes and Wee Jean, midget, presenting shooting thru a woman; Billy Taylor, escape and magic; Winsome Winnie, fat girl; Captain Sig, tattooed man, and Mme. Camille, mentalist. Annex, dancing girls. Business good.

Joe Kunkelly, well-known show tent-maker of New York, is now located in Philadelphia connected with a local tent company.

Red Rogers, manager of Roberts Midgets, was in. Midgets are now playing in Northern New Jersey night spots and cabarets.

Barney Nathan, one of the oldest of exposition concessioners, passed thru the city en route to Dallas. He is located at the exposition there. He was accompanied by Henry Schmolh, exposition building contractor.

Jack Ormsby, connected with the Endy Bros.' Shows past five years, in and will again be with the show.

George White, ossified man, passed thru.

One of the most remarkable barbecue stands in the country is located within the Allentown Fairgrounds. It is near the grand stand and operated by W. H. Ritz, an old-time concession man, who had them with most of the larger carnivals for years. This store was opened by Ritz April 4, 1929, and has not been closed night or day since with the exception of five days last year when his wife died in January. He does business all year around, employing five people besides himself.

## Farewell Party Given Landes Showfolk

KANSAS CITY, Feb. 20.—Mr. and Mrs. Charles Nathan, of this city, who are known to a great many folks in all branches of the amusement world and who are entertainers, tendered a farewell party to Mr. and Mrs. J. L. Landes last Saturday night and it was a sure enough party. Refreshments galore and the large dining table fairly groaned under the weight of food. The festivities lasted until the wee small hours of the morning. Guests: Mr. and Mrs. J. L. Landes, Mr. and Mrs. Ellis White, Mr. and Mrs. Earl Knauff, Charles Rotolo, Sarah Loyd, Fredida Loyd, Lucille Parker Hemmingway, Bill Jim Polk, Eve Shaffer, Peggy Wing, Dave Darrow, Hyman Scheriber, Ray Fisher, Wallie Johnson, Jim Nathan and W. Frank Delmaine.

## Mr. and Mrs. Maxie Herman En Route to Florida

CINCINNATI, Feb. 20.—Mr. and Mrs. Maxie Herman, concessioners with Conklin's All-Canadian Shows, were visitors at *The Billboard* office this week prior to departure for Florida. They plan to remain in the sunshine State until April 1, when they will go to the Windy City and then to Hamilton, Ont. They reported that they will be very busy in making ready for the coming tour and that all indications point to good prospects for business equal to that of the 1936 season. Mrs. Herman is a native of this city.

## Cushing Acts Book With L. J. Heth

EL PASO, Tex., Feb. 20.—Frank H. Cushing, producer of free-act novelties, has been signed by L. J. Heth, of the shows bearing his name, and is to report for the opening stand at Birmingham, Ala. Cushing has completed what is probably the world's highest multiple rigging. The equipment consists of a 200-foot pole, surmounted by a swing pole. About halfway up the master pole is a diving platform. On the opposite side are trapeze and cloud-swing rigging. A 300-foot slide for life completes the setup.

James Klinkscapes assisted in the construction of the paraphernalia and will travel with the act as announcer. Cushing's partner in the performance will be Marjorie Bailey. She will do the traps and slide. He will work in the cloud swing, swing pole and do the high dive.

## Showcrafter Parks Back From Vacation

CINCINNATI, Feb. 20.—Mr. and Mrs. B. F. Parks, latter Duchess Leona, were callers at *The Billboard* office this week while on their way from Florida to Cleveland. They spent the winter in covering the entire sunshine State and visited the Royal American, Royal Palm, Barfield's Cosmopolitan and other carnivals, as well as renewing old acquaintances in the many trailer camps, beaches and towns. On the way up they visited the winter quarters of shows in Atlanta, Savannah, Augusta, Ga., and other cities and reported activities of surprising magnitude at the Rubin & Cherry, Johnny J. Jones and Dodson quarters.

Parks is associated with the Sterling Amusement Company, of which Jack Greenbaum is president, as production manager. This firm is listed to have a number of attractions at the Great Lakes Exposition the coming season, such as Creation, Nudist Colony, Mickey Mouse and a walk-thru show. Duchess Leona will be recalled as having been with the Johnny J. Jones Exposition for 17 years as one of the features of the Midget Show. Last season the Parkses were with the Stanley Graham enterprises.

## C. A. Mercier, Ride Engineer, Joins Rubin & Cherry

ATLANTA, Feb. 20.—C. A. Mercier, of New York, arrived here at the winter quarters of the Rubin & Cherry Exposition recently and took up his position with this carnival organization as general superintendent of riding devices. This is his first appearance under the Rubin Gruberg banner.

Mercier is well known among amusement device inventors and makers, due to his achievements in perfecting the Waltzer ride, which was put on the market several years ago by Harry Witt. He has traveled practically all over the world and in 1933 went to South America with Witt Bros.' Coney Island Attractions as engineer in charge of rides.

## Mo. Show Women Hold Valentine Ball

ST. LOUIS, Feb. 20.—The eighth annual Valentine Ball and Party of the Missouri Show Women's Club, was held in the mezzanine ballroom of the American Hotel here Saturday, February 13. The affair was well attended and enjoyable thruout. President Norma Lang's reception committees made good every effort to make a success of the new administration's first party. The Rhythm-Makers furnished the music for the dancing which lasted until the wee hours of the morning. There were gay favors for everyone and the five cash attendance prizes were won by Mae Thompson, Mrs. Billie McLean, Art Daily, Crawford Francis and John Sweeney.

Those at the event were: Mr. and Mrs. Dee Lang, Lou Smutz and Mr. and Mrs. Harry Moore, John Francis, Mr. and Mrs. J. Crawford Francis, Mrs. H. W. Smith, S. C. Emerson, Andrew McFarland, Mrs. Catherine Oliver, Hildred Greenberg, Mrs. Marie Brown, Eleanor McVay, Mr. and Mrs. Ray Woods, L. S. (Larry) Hogan, Mr. and Mrs. Charles T. Goss, Mrs. Anna Jane Pearson, Mrs. Maude Staff, Mr. and Mrs. Milford Smith, Lee A. Sullivan, Ben Roodhouse, Mrs. Emma Clark, Harold Rankin, Mr. and Mrs. Phil Becker, Mr. and Mrs. Arthur J. Sand, Mr. and Mrs. A. Clayton Holt, Harris Lee Wallace, Colleen E. Tucker, Mr. and Mrs. Tom W. Allen, Mrs. Helen Richter, W. Lee Cumiskey, Cal Cahill, Mr. and Mrs. Charles Sakowski, John J. Moran, Helen Dunaway, Dot Bethe, Anthony Defalo, E. J. Egan, M. M. Egan, Mr. and Mrs. George Jacobson, Art Daily, L. B. Smutz, Mr. and Mrs. Leo Lang, Mr. and Mrs. H. A. Moore, John J. Sweeney, Mr. and Mrs. Bill McLean, Mrs. Florence Parker, Mrs. Irene Burke, George White, Mae Thompson, Ray VanWert, H. A. Waugh, Mr. and Mrs. C. B. Todd, Morgan Todd, Mr. and Mrs. George Davis, Mrs. Millicent Navarro and Mr. and Mrs. Earl E. Riebe.

## Carnivals in France

PARIS, Feb. 15.—Carnival and Mardi Gras celebrations in various parts of France make this an important month for street fairs. Among the big street fairs under way are that at Chalons sur Marne, with 75 rides and attractions, and at Niort, with 30 rides and concessions.

**YES**  
We're Making a Lot of Tent and Wall of  
**BAKER-BOLD**  
The New Material With the Bands of  
Solid Color.  
But there's plenty of stock on hand.  
WRITE — WIRE — PHONE.  
**BAKER - LOCKWOOD**  
17th and Central, Kansas City, Mo.  
America's Big Tent House  
Eastern Representative—A. E. Campfield,  
152 West 42d St., New York City, N. Y.

**MOTORIZE**  
Write for Show Folks Plan of Financing.  
**CHARLIE T. GOSS**  
Twenty-Two Years in Outdoor Show Business.  
Now With  
**STANDARD CHEVROLET CO.,**  
E. St. Louis, Ill.

**WANTED**  
FAST-STEPPING MIND-READING ACT.  
Must be money-getter. Magician with Flash that can  
Pitch, Trick Rider for Metardrome. Show opening  
March 12. J. M. H., Creswell Hotel, Shreveport, La.

**SPILLMAN'S**  
**NEW AUTO SPEEDWAY RIDE**  
A SURE, BIG PROFIT-MAKER AT LOW COST!  
Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.  
Our plant is working day and night—get details quick for early delivery.  
**SPILLMAN ENGINEERING CORPORATION**  
NORTH TONAWANDA, N. Y.

"Anchordry" Khaki Duck "Anchordry" New Emerald Green Duck  
**SHOW TENTS AND CONCESSION TENTS BY "ANCHOR"**  
That is all you need to know because the above line assures you first-class material and workmanship, fit, style, quality and the absolute "final word" in tent construction.  
Get ready for your "opening." Send size and description for quotation.  
Our plant is in full operation, and the flood caused only a week of inactivity, which of course was an inconvenience to our friends and customers.  
**ANCHOR SUPPLY CO., INC. » » » EVANSVILLE, IND.**

February 27, 1937  
Line 6

### Ben Voorheis Joins Strates Shows

NORFOLK, Va., Feb. 18.—Announcement was made today by General Manager James E. Strates and General Agent William Breese, of the Strates Shows, that they had engaged Ben H. Voorheis as special agent and press representative, and that he would report immediately to winter quarters in here for a staff conference and would remain in quarters until the opening date, getting out a special line of press material.

Voorheis is well known thruout the show world, having been connected with several of the major carnivals and was general press representative for Hagenbeck-Wallace Circus for several years. He has been engaged in special-event promotions for the past seven months in the South.

### Mrs. Willie Lewis Is Recovering Following Birth of a Son

RICHMOND, Va., Feb. 20.—Mrs. Willie Lewis, wife of the well-known concessioner and assistant to Frank Bergen with the World of Mirth Shows for the past two years, is recovering at Grace Memorial Hospital here after the birth of a son on February 5. The baby weighed eight pounds at birth and is in best of health. Mrs. Lewis, however, was seriously ill and only this week was pronounced out of danger. Two blood transfusions, the donors being carnival people wintering here, were resorted to before Mrs. Lewis started recovery. Lewis was for many years connected with Marks Shows.

### Prominent Showmen in The Windy City

CHICAGO, Feb. 20.—R. L. Lohmar, general agent of the Hennies Bros. Shows, and Ted Webb, who has the cookhouse on the same show, spent some time here on business last week. Ted paid his first visit to the Showmen's League clubrooms and was given a hearty welcome.

It was like a home-coming for Lew Dufour and Joe Rogers at Showmen's League last Thursday night. The boys came up from "down yonder" in Dallas to spend a week and they have been kept busy greeting old friends.

### SUNSHINE IN

(Continued from page 47)

has become normal at the crossroads of the Ohio and Mississippi rivers.

### Show Property Losses

The rides of Henry Heyn and the show properties of the Pan-American Shows were found to be safe after the waters had subsided.

Gene Hughes, former general agent of the Princess Olga Shows, suffered heavy losses.

Herbert Hodges, proprietor of the Illinois Hotel, showmen's headquarters, carried on and did the best he could to make his guests comfortable. Ed Wilson, former concessioner, was found to be safe after all the excitement was over.

J. R. Strayer, of the Pan-American Shows, and family spent the time during the siege in St. Louis. Bob Sickles, general agent of the John R. Ward Shows, was a recent visitor in this city. Behold! Cairo won its fight.

### CETLIN-WILSON

(Continued from page 47)

dancing girls, Arabian tumblers, Japanese jugglers, Cossack riders and an Oriental orchestra of six people. Camels and burros will decorate the market place as atmosphere of the desert. A special theater will be installed in the rear of the inclosure, which will be 64 by 150 feet, with a 70-foot Oriental front now being especially built for this attraction.

A cablegram has been received by the show's management in verification of the contract that all the features named will appear, and the management states that part of the assemblage is now in Australia but will report at the opening stand April 1. It is also stated that Blair's Scottish Highlanders will be an added attraction, presenting the native songs, dances and music of Scotland.

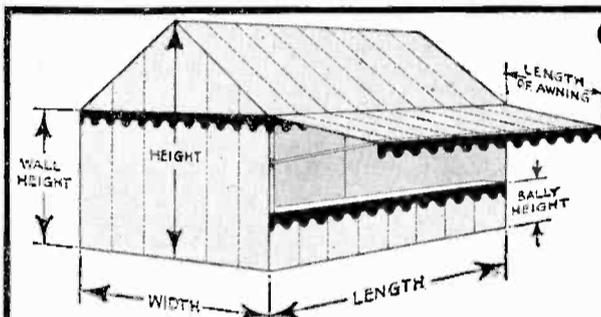
In connection with this production of the "Streets of Cairo" it will be recalled that John W. Wilson was formerly a talker and manager of this class of show and is thoroly qualified to present it in all of its original splendor.



## POSTERS WITH "PREVUE" PULL and FLASH - - by Donaldson

Give your public an advance eyeful of thrills in the modern carnival spirit. That draws the crowds. Donaldson Posters, Cards and "Dates" do the trick—new 1937 designs, all sizes. Snappy lithos in four or five brilliant colors. Snappy service, too. Immediate delivery. If you want the latest, write Donaldson today.

**DONALDSON**  
DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.,  
NORWOOD, CINCINNATI, OHIO.



## Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

## FLASH - DASH - CASH,

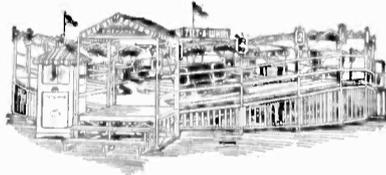
are combined in the

## 1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.



## FOR SALE IN CANADA

The Bluenose Shows, including one of the very best Merry-Go-Rounds in Canada. Ten Concession Joints, New Canvas, Games for the Concessions and all the Equipment that goes with a Show. One D. C. 23 K. V. A. Light Plant. This show is complete. If you are interested, have route for about 18 weeks in Nova Scotia, New Brunswick, Prince Edward Island, Magdalen Islands, Newfoundland and St. Pierre. If you wish, have eight good reliable men that will work on show for you. Will only sell the show as a whole unit.

FRANK J. ELLIOTT, Amherst, Nova Scotia, Canada.

## ANNA JOHN BUDD WANTS

For Long Season on Pacific Coast—FREAK TO FEATURE, Magician who can Lecture, Useful Working Acts. State all in first letter, with photographs.

HAL COMPTON, Manager, Mercer Hotel, 1347 So. Hill, Los Angeles, Calif.

## Wanted GIRLS GIRLS GIRLS for ART LEWIS SHOWS

OPENING APRIL 22d NEAR BRIDGEPORT, CONN. Can use two real outstanding Oriental, Fan and Carload Dancers; Piano Player that is sober and reliable. Office show. Salary \$20 week. Man or Lady to take charge of Photo Gallery that can get money. P. S.—Can use real Girl Show Talker. Write PETE THOMPSON, Care Krause Greater Shows, Fort Lauderdale, Fla., week February 22d; Key West, Fla., week March 1st.

## THE R. H. WORK SHOWS

OPENING EARLY IN APRIL. Can place Ride-o, Octopus, Eight-Car Whip and Kiddie Rides. One or two more shows. Have two beautiful framed Pit Shows built on trailers. Would like to hear from some one having attraction suitable for same. All concessions open except Bingo and Popcorn. Capable Ride Foreman for Ferris Wheel. Col. M. L. Baker wants people for Circus and Circus Side Show. Address him, Crouse, N. C. All others address BOX 497, Charleston, S. C.

NEW BERN, N. C., Feb. 20.—T. E. Kaus announced here this week that the Kaus United Shows, Inc., will launch a No. 2 unit to take the road in June under the management of W. C. Kaus.

DETROIT, Feb. 20.—Elmer F. Cote is spending the winter in Florida and is expected to return April 1. Jack Champion, who was with him last year, is due to arrive from Florida next week and will superintend plans for the opening of the shows.

DETROIT, Feb. 20.—W. G. Wade Shows are listed to be the first carnival to play outdoors in this city, with opening scheduled for March 6, auspices of the Veterans of Foreign Wars.

MACON, Miss., Feb. 20.—Officials of the Noxubee County Fair Association announced the booking this week of the McClelland Carnival Shows for the annual fall event.

ALEDO, Ill., Feb. 20.—The Mercer County Fair Association officers announced that the John H. Howard Shows have been signed to show here at the fair.

AUGUSTA, Ga., Feb. 20.—Mr. and Mrs. J. A. Klein, of Smith's Atlantic Shows, had all their concessions destroyed by fire last Tuesday morning, they reported here.

PHILADELPHIA, Feb. 20.—Joseph Payne, of this city, has been re-engaged as superintendent of concessions for the John H. Marks Shows. Payne was with this organization for several years during its formative stages, then he left and returned in 1935 and remained thruout the following season.

JACKSON, Mo., Feb. 20.—Dee Lang, of the shows bearing his name, has been awarded the contract for the annual home-coming celebration for this city. This records a repeat date for the Lang carnival, it was announced here this week.

NORFOLK, Va., Feb. 20.—Strates Shows Corporation announces the booking of the fairs of Bloomsburg and York, Pa., and Petersburg, Va. The shows are contracted to furnish the complete midways.

LOS ANGELES, Feb. 20.—General Agent E. Pickard, of Hilderbrand's United Shows, announced the booking of the Fourth of July Celebration, Seaside, and the Portland Rose Festival, Portland, Ore. Other festivals contracted are those at Marshfield, Eureka and Eugene, Ore.

DETROIT, Feb. 20.—Krause Amusement Company plans to go on the road with two units, Frank Miller announces. The shows will play jointly with the Two Macs, who will operate all concessions. Cameron Murray is to be manager. The Krause outfit is being operated this season by Mrs. Beulah Miller following the death of her mother, Mrs. Mamie Krause, in December.

CARNIVAL NEWS and Show Letter Writers! Kindly send all carnival matter direct to The Billboard, Cincinnati, O. Relay means delay.

1937  
the Graves,  
Hennies Bros.  
Fund and  
Graves on a  
returned  
tentative  
Aus.

# Midway Confab

By THE MIXER

**WHO HAS** the funhouse called Helter-Skelter?

**A FUN HOUSE:** The House that Jack Built! Where is it now?

**CONIV-ILLS** is the way a certain fair secretary spells carnivals.

**SYNONYMOUS:** Log rollers and wood choppers.

**ABUNDANCE OF TIME** is something that no one who is really alive can ever have.—Soapy Glue.

**WHAT IS** the best you can do under the circumstances?

**HENRY HEYN** letters from Cairo, Ill., that the city is liberal in its views toward all amusements.

**NOW** for the Frank & Earnest Shows. Let us all be regular human beings.—Wadley Tif.

**GEO. CAIN**, general agent Harris Carnival, states from Findlay, O., that Al and Fay Fimouth will have the cook-house and another concession with it.

**SINCE** carnival business went on the up it is reported that there is less demand for aspirin tablets.—Tilly Few Clothes.

**WILL THE** National Shows of America kindly inform this department who the sponsors of this outfit are, giving its staff in full?

**E. L. BROWN** cards from Memphis: "Will again be with Great Superior Shows as special agent. Open last of March in Jonesboro, Ark."

**TO REMEMBER:** Arthur L. Hill, Norman (Frog Man), Donald Powers, Dick Gilsdorf, Bryan Woods and Joseph H. Hughes.

**LUCILE KING** is now in her seventh season as special agent for Hilderbrand's Shows.

**FOR** this season at least let's not have any "held over for the second week by request of the mayor, city council and committee."

**DOC L. STANTON** cards from Sulphur Springs, Fla.: "Been here all winter with the family. Children in school. Leaving soon to join Blue Ribbon Shows."

**JOBBER MIDGETS** letter from Waterford, Conn., that they are living in the smallest home on wheels and own and operate a gas station.

**HARRY EDWARDS** says "That old worn-out banner won't fool 'em. A top full of nothing won't pack 'em in."

**LILLIAN WADSWORTH** — communicate with Harold Wadsworth care *The Billboard*, Mail Department, Cincinnati, O.

**CLARA ROBERGE** cards from Webster, Fla.: "Caught a 22-pound fish. His name is Shad. They call me the champion fisherman of the H. W. Campbell Shows. This fish was caught in Oakland Lake."

**O. V. CARTY**, band master, cards from Fort Wayne, Ind.: "Playing Moose Indoor Circus here, will then leave for Greenville, S. C., to join Tinsley Shows with the band."

**JUST** saw Bog and Bog, high wire act, work. If they go any lower they will have to dig a hole.—Soapy Glue.

**WE SHOULD** not do the things today that conscience and intelligence prompts as being harmful to our future selves in particular and humanity in general.—Red Onion.

**W. J. BUNTS** cards from Crystal River, Fla.: "Received word that those two

**THE BILLBOARD MAIL FORWARDING SERVICE** craves the co-operation of all who make use of it. MAIL IS HEAVY. Send in your permanent or forwarding address to *The Billboard* promptly so that there will be no delay in FORWARDING MAIL.

'frolicsome youngsters,' Punch and Rose Allen, will be with the Crystal Exposition Shows.

**TAYLOR BROTHERS** card from Martinsburg, W. Va.: "Signed with Great Superior Shows to present novelty aerial act, high pole and high dive to open season at Jonesboro, Ark."

**ROY B. JONES** letters from Atlanta: "Laurer's Museum is using 18 copies of *The Billboard* each week. Museum folk like to see pictures in Billyboy."

**LOUIS GOLD** letters from St. Petersburg, Fla., that the fishing vacation is over and that he will again have his concessions with Dick's Paramount Shows.

**AL MEANS** cards from East St. Louis, Ill.: "After a vacation on the Coast of the Gulf of Mexico am back to work. Booked my girl show with Donald McGregor. Purchased a new truck."

**MILDRED GOULDSBERRY**, press agent for John Cunningham: How many times do you expect the same story of the shows to be published? Send in some "new news," as a colored friend of Wadley Tif would say.



**LEO LIPKA**, president Michigan Showmen's Association, which has its office and clubrooms in Detroit.

**THE WAY** some carnivals are manipulated by their owners suggests that the Magic & Magicians Shows would be an appropriate title.

**ROY VAN SICKLE** cards from West Palm Beach, Fla.: "How is the Onion making out without beef stew this winter? Better have him come down and get some. Been four weeks with Royal Palm Shows. Regards to all from Mrs. and me."

**JACK STEWART** cards from Chattanooga, Tenn.: "Stopped here en route to Florida. Met many carnival friends, including Mr. and Mrs. Glen Gattis, concessioners. He is connected with a landscape firm during the off season. Am still trouping."

**MRS. DAISY REEVS** cards from Pittsburgh: "H. B. and Daisy Reeves are back from Florida. They had been there since the Lancaster (O.) fair closed last October. Visited Florida Fair, Tampa. Now getting ready to open the season near here in April."

**WELL**, anyway, with all their slippups no one has yet heard of a carnival manager who wanted his advance agents to double in brass—in the band.

**BINGO RANDOLPH** cards from Struthers, O.: "Bingo and Billy Randolph are here at home until March 1. will then go to Georgia to get their concessions ready. This will make the 21st season in the concession business. Been with too many different shows to mention them."

**BILL PINKSTON** cards from Corpus Christi, Tex.: "Wife, my brother and wife and myself are having a swell time here fishing. Great spot to winter.

**CARNIVAL HAVE YOUR** to you, your women who are are too obvious to matter. For the intertion kindly FORWARD just as soon as available, Cincinnati, O. The dates be given as far in advance release them.

Plenty of trailer homes here, plentiful in Texas as the tin-can are in Florida."

**"LET THE BAND play!"** As the late Lee (actor) would have it, "Strike up, sweet strains of the "Starry Spheres" captivate our willing listening ears."

**CHARLIE BEASLEY** letters from Valdosta, Ga.: "Here after three months in Florida. First layoff in many years, made possible thru a real season's work with Fred Vasche's Brown Novelty Shows. Will have three concessions with it again this season."

**WILLIAM P. CAHILL** letters from Tewksbury, Mass.: "Myself, Walter P. Jones and Louis Lescault, well known in circus and carnival circles, are very much alive after being patients at the Massachusetts State Hospital. Now waiting for the birds to sing for the opening of the outdoor season."

**THEY ARE DEAD WEIGHT.** It does not pay to have those fellers who say "we are wit it" trailing along with the carnival just because they say "we are wit it."

**J. VAN VLEET**, of the B & V Amusements, letters from Garfield, N. J.: "Due to unforeseen acts *The Billboard* carried on and lived up to the old tradition "the show must go on." The issue printed in Chicago I am keeping so I can refer to it, as it carried our advertisement and brought good results."

**CLARA PARKER** letters from Cleveland: "Lydia Burns, formerly wife of Bobby Burns, lost everything in the flood at Lawrenceburg, Ind. She and four children, two of working age and two in school, are quartered at present with a sister in Lawrenceburg. The family name is Edwards."

**IT IS** about time to revive the Old German Village on big celebration events, brought right down to date or in the old-country style just as befits the occasion.

**CLIFF LILES**, prominent concessioner, altho losing 78 pounds during the

**DUMAS & REID'S**

"DU-PLEX" No. 5 Wheels with the HAPPY LAND SHOWS have made a steady increase in gross business every season for the past three years. In 1936 these two Wheels grossed more than twice as much as their single No. 5 earned in 1933. "Du-Plex" Wheels have more earning power. Write for additional information.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
800 Case Avenue, JACKSONVILLE, ILL.

**OCTOPUS**

**"World's Newest Ride Sensation"**

Ride Can Be Seen in Operation at Funland Park, 7th Ave. and 24th St., Miami, Fla.

We are now accepting orders for Spring Delivery.

No Agents—No Jobbers.

Address all communications to **EYERLY AIRCRAFT CORPORATION**  
Salem, Oregon.  
**ABNER K. KLINE**, Factory Representative.

**SOL'S LIBERTY SHOWS, INC.**

Now Booking for 1937 Season  
Address, CARUTHERSVILLE, MO.

**WHEELS**  
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.

**\$12.00**

**BINGO GAME**  
75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236.  
Heavy Convention Walking Canes.  
Dark Mahogany Finish.  
Price Per Gross, \$21.00.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
Analysis, 3-p., with Blue Cover, Each . . . . .03  
Analysis, 3-p., with White Cover, Each . . . . .15  
Forecast and Analysis, 3-p., Fancy Covers, Ea. .05  
Samples of the 4 Readings, Four for 25c.  
No. 1-34-Page, Gold and Silver Covers, Each .30  
Wall Charts, Heavy Paper, Size 28x34, Each 1.00  
Gazing Crystals, Ouija Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, \$0.15

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

**FORTUNE TELLING WITH CARDS.** Same Binding, 24 Pages. Samples, 25c.

**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.

**MENTALISTS -- PALMISTS**  
ALL PRIVATE READERS

Get set for the greatest clean-up you have ever known. Write me at once for information on the greatest secret ever devised for this purpose. For a 3c stamp you can investigate. Be the first in your territory, or be sorry. My letter outlining what you can do with it will amaze you.

**Do Not Delay - - - Write Me Today!**

**MAURICE P. KITCHEN**  
1502 McGraw Hill Building,  
330 West 42nd Street, New York City.

**1937 ASTRO FORECASTS**  
With Full Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 S. Third Street, Columbus, O.

**It takes 30 TON PRESSURE**

to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to

**BLUE DOT STAMP CO.**  
Established 1928.  
124 E. Larned St.,  
DETROIT, MICH.

**BUDDHA PRICES CUT**  
After 40 years in New York we have moved to new and larger quarters. Write direct to

**S. BOWER**  
Bellemead, New Jersey

**POPCORN**

**GOLDEN**—Jumbo (Dynamite). **O-MI-JAP** (hulless). White Rice, Golden PEARL, 100-lb. bags. **JAP-O-NUT BUTTER** (golden color), for "battered" corn, frying potatoes, etc. Packing 10, 25 and 50-lb. pails. **GLASSINE Cones** (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

**BRADSHAW CO.** 31 Jay Street, NEW YORK CITY.

**COREY GREATER SHOWS**

WANTED FOR TWO UNITS—Shows, Ferris Wheel, Loop-o-Plane, Kiddie Rides, Flat Rides, Cook House, Palmist, Photos, Frozen Custard, Diggers, Bingo, Arcade, Wheels, Ball Games and Legitimate Concessions of all kinds. Address P. O. BOX 818, Johnstown, Pa.

now enjoying the best of a 14-week siege of illness and fall. He returned to Lake Charles, La., after an p north, on which he made State Fair meetings.

**MR. LANKFORD** letters from field, Ill.: "Signed the family band with O. J. Bach Shows and will open season with it at Schenectady, N. Y. Will have two sets of uniforms, one gray trimmed in yellow braid and the other red trimmed in yellow braid. Have own motor train."

**THE DEMAND** for high-class side-show attractions seems to be greater than ever before in the history of outdoor show business.

**MINERVA TRAVER** letters from Clearwater, Fla., that Bibs Malang joined the Fair at Home, Inc., with three concessions, that Charles Houston, Frenchy Pelletier and Frank Robinson form the ride crew and that Al Beaudry is the cook. The outfit is managed by George W. Traver.

**BILLIE WINTERS** cards from Paris, Tenn.: "Caught in the flood at Paducah, Ky. Housecar lost. Irene Ferrill and myself were visiting her parents and planned a trip to Florida. Irene went to Metropolis, Ill., to relatives and I am at this writing in the Red Cross Refugee Camp here, but expect to get back to Paducah in a few weeks."

**NOW** we have electrical illuminating engineers, sound engineers and riding device engineers with carnivals. Ain't we getting to be sumptin'?

**C. S. REED** letters from Jackson, Miss.: "Attended the fair meeting here. It was a success. Many carnival managers and agents present. I am the general agent for Harry H. Zimdar's Shows. Have some good dates booked. Most of them secured at fair meetings. I think these meetings are a great help to managers and agents."

**ED M. FOLEY** is daily at his downtown office in San Francisco, and anxiously awaiting the opening of the season. The popular owner of the Foley & Burk Shows is again feeling hale and hearty following a lengthy sick spell. Abner Kline, of the Eyerly Aircraft Corporation, was a visitor to his office and is responsible for this report.

**C. W. CRACRAFT** is a jolly and optimistic soul. One of his secrets is to keep people in a good humor when he is doing business with them. His recent trip to Cincinnati was fraught with business and pleasure.

**DOC WADDELL**, show chaplain and publicity engineer, recently addressed the Rotary Club, Washington C. H., O. He also held remembrance services at the cemetery there, where many show-folk are buried. Doc will join the Big State Shows at Houston early in March. For the present he is home in Chilli-cothe, O.

**DOC H. D. HARTWICK** letters from Tampa: "The Royal American's Showmen's League Benefit here was a wonderful success. A swell show and everyone enjoyed it immensely. Here is a Do You Remember: On the Herbert A. Kline Shows in 1914 when Walter K. Sibley put up the notice 'No employees of the Kline Shows will be allowed in or around the Sibley Water Show.'"

**WITH** some it is the public be pleased. With some others it is the public be sieged. The first is the correct attitude toward prospective customers.

**JIMMY ROSS** cards from Los Angeles: "Congratulations to *The Billboard* for carrying on during the flood. Glad I was not in Caruthersville, Mo., with Sol's Liberty Shows, but I hear they were all right. My daughter has just closed 16 weeks of club work in Arizona and California. Leaving for Phoenix, Ariz., to join Great Western Shows, where my daughter will have the girl show and wife the pop-corn concession, I will have one of the rides."

**IF ANYONE** asks you: Mrs. Rubin Gruberg knows the carnival business as well as anyone in it, man or woman, and this is no baloney.—*The Onion*.

**T. L. DEDRICK**, manager Happy Days Shows, letters from Montgomery, Ala.: "Sam Kravetz has already whipped into shape the first three dates for the show. He is coming along fine with merchants'

tioups, working with local merchants, but still of benefit to the show and helps to bring people to the lot. Sam has proved himself a tireless worker and has made many profitable suggestions to the office. He is a veteran in his line." This is one instance where the owner speaks well of the agent.—*The Onion*.

**EDDIE EGGER**, general agent Florida Fun Shows, letters from Punta Gorda, Fla.: "Uptown this week, auspices American Legion and Merchants. First carnival in years. Some of the town kiddies had never seen any rides. Show carries four and the Flying Cowdens' free act. Only stock merchandise stores are permitted. Playing to a five-cent gate. Our school kiddie days are always on Tuesday. Plan to play several more spots in this section before heading out. Writer is the new general agent for the shows."

**A CERTAIN** teller writes that he wants to join a "gilly" show. As he writes like a "gil" he should make good with Ballyhoo Bros. or the Great Wheelbarrow Shows.

**WILLIAM REYD** letters from Sturgis, Miss.: "Dyer's Greater Shows have been en tour all winter, not missing a lick or meals. J. D. Burke is back from fair meetings, reports cold weather, plenty to drink and lots of fun, but few contracts according to miles covered. Show will enlarge. Building, repairing and painting going on. Show is keeping in "them thar hills" and everybody is singing" "River, stay away from my door."

**C. CAD HILL** cards from Cumberland Center, Me.: "Noticing article in recent issue *The Billboard* 'the show went on'



**BEVERLY WHITE**, who has taken up his work for the season as press agent for the Goodman Wonder Shows.

prompts me to answer closing part of the question 'how long have you been in business?' Will answer—I have been in the show banner painting business steadily for 46 years. Painted my first banner, which was that of Mlle. Christene, then managed by the late Frank R. Blitz, and have been painting 'freaks' ever since."

**IT IS** not a bad argument on the part of some carnival managers when they contend that if they must bank roll a fair that they might just as well go all the way thru and produce the fair themselves.

**HENNIES BROTHERS** have a great number of showfolk in Shreveport, La. During a visit to winter quarters by *The Billboard* representative, an actual count of men working totaled 78, exclusive of executives and different show owners. The show is being planned as a revelation to the carnival world. The two boys are leaving nothing undone to make it outstanding.

**ART CONVERSE** letters from Mineola, L. I., N. Y., to A. C. Hartmann: "A few lines to say hello to you and Claude Ellis and of course my friend Charles Blue. Hope he is okeh. Things are humming at winter quarters. Mabel Kidder is putting a number two show over here. Jockey Roland is building a complete new motordrome and has his kiddie auto ride booked. Oscar C. Buck has new Ride-O and Octopus rides. I am building a complete new Side Show, also have a snake show booked. I want to say that O. C. Buck is another Floyd Gooding. Jack V. Lyles is at the helm. Just watch this outfit."

Montreal, Canada, February 12, 1937.

**The Mixer.**  
Midway Confab.

Dear Sir:  
Glad to hear all is well again in Cincinnati and I wish to thank you for past courtesies.

As for the Onion, I guess he can back up the statement he made in your column, i. e.: "Anyone wishing to criticize the Onion go right ahead. I can take it. Signed, The Onion." Tell him for me that I was only foolin'. Just tried to be original and polite. Did any of the boys ever write Tillie before? It's a foolish idea, I know, but it is a novelty. Please inform the Onion that I formerly did straights on the old Columbia Burlesque Wheel and Columbia Stock Burlesque (not girlish). I can feed a comic (clean comedy only). He hit me in the right spot with his statement, so I ad libbed right back at him and I hope he liked it. Who is the Onion, anyhow? I like his comment.

I had an ad in *The Billboard* several weeks ago and obtained good results. I'm sending you an ode and wish to thank whoever revised the last one. My line is showman, talker, manager, outdoor, singing straight man and stage. Spent last season at Dominion Park here.

**"GET WITH IT"**

Come on, ye old showmen, be modern.  
You must keep up with the times;  
The day of "Hey Rube" is over,  
There's a new generation in line.

The public has been educated.  
They'll pay if you give 'em a show;  
But a top full of "stiffs" won't pack 'em,  
Use flesh acts and ballyhoo!

All right! All right! Oldtimer!  
You've been in the show biz, I know;  
Eighteen years, 30, 40, or more;  
Certainly you know how to run your show.

But you're heading right for the haven  
Of showmen who went on the rocks  
If you think all you need is a banner,  
A top and a high ticket box.

(Suggestion for 1937)

Just go get yourself *The Billboard*.  
Find out what it's all about;  
'Cause today if your not modern,  
Your finis, that's all—you're out!  
—Harry Edwards.

**JIMMY RAFTERY**, secretary-treasurer Marks Shows, still ponders the whys and wherefores of a certain press agent. Acting as general announcer, he, on Saturday night in Clarksburg, W. Va., gravely announced a special children's matinee for the following afternoon with reduced admission prices, and some of the rides had already started to tear down. The ride men rushed to the office to learn if it was a hold-over date.

**MR. AND MRS. JACK TROY** will again be with the West Bros.' Shows. Troy will have a girl and athletic show. On the latter he will have some of the best wrestling and boxing talent from Cincinnati. He has new ideas for the girllie revue. He states that West Bros. have a very fine motorized outfit and have purchased an Octopus ride. Shows will have a public-address system. Reported by Mrs. Troy, who was a visitor at *The Billboard* office last week.

**A WOMAN** writes "my boy is with a carnival." Well, lady, if your son behaves himself and does work he should do he will be all right, just as in any other industry.

**JOE JOHNSTON** cards from Indianapolis: "Met Texas Blackie, one of the oldtimers. Tramped with him 35 years ago. Helped to carry him off the lot when he was hurt on the Two Bills' Shows. He tells me he was with the Happy Days Carnival last season and will be back again. It is sure good to see the oldtimers still going. They can tell the young punks what real tramping means, from driving stakes to lecturing on snakes."

**MRS. BILLIE WASSERMAN**, wintering in Lake Charles, La., with several other outdoor show people, had as her guests during the past week Mr. and Mrs. Jake Brizendine, Mrs. Denny Pugh and Mrs. Roland Smith, all residing in Texas for the winter. The four mentioned stopped over for a two days' visit in Lake Charles, after a tour of Florida, where they visited many outdoor show people and the Royal American Shows, where they all have many friends.

**PAUL W. DRAKE** letters from Akron, O.: "After working and spending the winter with John Paul Flannigan and Thomas E. McNew thought perhaps it would be interesting to know how they

# EVANS

## MONEY MAKERS

Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

### SHOOTING GALLERIES

IMMEDIATE DELIVERY.  
Complete line of Shooting Galleries, Supplies for All Makes.

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One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work—handsomely plated and polished. Write for Prices.

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of All Kinds

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Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C. and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

## H. C. EVANS & CO.

1522-28 W. Adams St., Chicago, Ill.

**WANT AGENTS**  
For four Wheels—Ham and Bacon, Doll, Birds, Groceries. Also Agents for one Roll-Down, one Bowling Alley. The above will be exclusive on **ENDY BROS. SHOWS, INC.** Agents must be capable and able to produce, honest and sober at all times, not afraid to work. Also abide by the rules of the show. Frank (Red) Ryan, Lome Lang get in touch with me. Show opens about April 10, at Durham, N. C., with excellent Still Dates, Celebrations and Fairs. Winter work in Florida. WILL BOOK legitimate Concessions only of all kinds. **EDDIE LIPMAN**, N. W. 7th Ave., at 24th St., Miami, Fla.

**T. J. Tidwell Shows**  
CAN PLACE SEVERAL A-1 SHOWS FOR 1937 SEASON.  
Capable Showmen get in touch with us. Address BOX 954, Sweetwater, Tex.

**AL. G. HODGE SHOWS, Inc.**  
Now Booking and Presenting the 1937 Modernistic Midway, SHOWS, RIDES, CONCESSIONS.  
**W. M. TUCKER**, Manager  
7150 Cyril Parkway, Chicago, Ill.  
**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.**

# 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 2.00 up)  
 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

## SANTA FE EXPOSITION SHOWS

WILL OPEN IN LAS VEGAS, NEV., LAST WEEK IN MARCH.  
**WANTED**

Ten-in-One, Oriental or Posing Show, Athletic and Single Pit Shows.  
 WILL SELL X on Corn Game. All other legitimate Concessions open.  
 Help wanted in all lines, especially Show Talkers and Grinders. Jimmie Faulkner and Max White wire. WILL BOOK Octopus or Tilt-A-Whirl. FOR SALE Kiddie Boat Rides and Three-Around. Parker Merry-Go-Round. Address all communications to

### BESS HARRIS

Box No. 192, Las Vegas, Nev.

**LORDS PRAYER**  
 SAMPLE PENNY FREE  
 GO IN BUSINESS FOR YOURSELF BE YOUR OWN BOSS MAKE \$2 TO \$3 AN HOUR  
 OPERATING THE MOST BEAUTIFUL MACHINES  
 BRACELETS LAVALLERES \* BEADCHAIN \*  
 WRITE FOR ILLUSTRATED LITERATURE  
**NIDWEST NOVELTY MFG CO.**  
 5511 Euclid Ave., CLEVELAND, OHIO.

## BARKER SHOWS

Have complete Outfits for Pit Show and Geek Shows. Lester write. PLACE any Grind Show. Dollette write. Mechanical Show. Snider write. PLACE Pony, Kiddie Auto and Drive-Yourself Rides. PLACE few more Stock Concessions. Ride Help who double Trucks. Show opens 1st of April.  
**MRS. STELLA BARKER,** Charleston, Mo.

## FOR SALE CHAIRPLANE

Good shape. No Engine, \$300. Baby Lindy-Loop, factory built by Pinto Bros., Coney Island, \$200. Perfect condition.  
**L. C. McHENRY,** Gastonia, N. C.  
 408 West 6th Street, P. S.—Want experienced Foreman for Loop-o-Plane.

## DARE-DEVIL OLIVER

**WORLD'S PREMIER HIGH DIVER,**  
 At Liberty for 1937.  
 Write for particulars.  
**LOWE'S CAMP,** St. Petersburg, Fla.

## Molly's Greater Shows

CAN PLACE Shows, Rides and Concessions which do not conflict. Ride Help wanted. Fair Secretaries get in touch with us.  
**JAMES YORK,** Portland, Me.  
 37 Lancaster Street.

## WANTED O. J. BACH SHOWS WANTED

**OPENING APRIL IN NEW YORK.**  
 Loop-o-Plane, Loop-the-Loop, Grind Show, Lead Gallery, Short-Range Cats, Dares, Blower, String Games, Penny Arcade, High Striker. Our Island Leader, Walter Lankford, wants White Conest and Baritone. Write him Fairfield, Ill. Colored Performers for Darkest Africa and Side Show Acts and Breaks. Write CAROL MILLER, Ormond, Fla. Others address BOX 292, Ormond, Fla.

## MEDICAL PICTURES IN NATURAL COLORS

In Sets of 20, 30 and 50 Pictures, mounted. Suitable for Museums of Anatomy, Unborn or Shows. Most of these rare pictures are from the late Dr. Davidson Medical Museum. I have 8 sets.  
**PATRICK MURPHY,** St. Louis, Mo.  
 1313 S. 7th St.

## WEST BROS.' AMUSEMENT CO.

**WANT FOR 1937 SEASON SHOWS, CONCESSIONS, RIDE HELP.**  
 WANT Motordrome, Mechanical City, Penny Arcade, Illusion. Will frame Monkey Circus for reliable party. Address BOX 27, Morley, Mo.

are getting along. At present John is handling the auto and better homes show at Canton. On his staff are McNew, Jack N. Vierning and myself. Have one to follow that in Akron. Then will hit the road, as we are pretty well set with leading shows."

**THE ATTENTION** of show owners and managers is directed to an article by Louis Engel on the subject of a proposed canvas shows' code on The Forum page of this issue.

**GEORGE D. N. HENNESSEY** letters from Shreveport, La.: "Am assisting in a Red Cross drive for flood sufferers. Under the direction of Billy Crosby a performance will be put on at the Municipal Auditorium here. The press is most favorable to it and even the light poles on the main streets are carrying posters. Other cities and towns are calling for us to put on similar benefits. Am still going strong in the show business, have grown gray in it."

**FIRST colored woman**—"Good Lawd, look at dese things de white folks dun set up here to take money away from us colored folks."  
**SECOND colored woman**—"If de things you mention what is set up here don't make no impression on you tain't necessary for you to be concerned."

**LOYALTY** of an employee toward his boss is an expected thing, but the regard Carleton Collins has for John H. Marks goes deeper than the usual thing. Collins said recently in a letter to The Mixer that the late Harry G. Melville was the only man he ever worked for he could compare with Marks, and from Collins that is a compliment to them both. He also compares Marks' showmanship with that of the late Harry Folack, than which he believes there was no whither.

**O. J. BACH,** manager O. J. Bach Shows, letters from Ormond, Fla.: "Facts—Contracted Walter Lankford and family band and Floyd Worley, net high diver. Chapman Show Printing Company is making the shows a special line of paper. Anchor Supply Company is making a new marquee and side wall for the entire inclosure, as well as new canvas for the rides and office. The color scheme is orange and blue. Purchased a Whip ride from Phil McLaughlin. The show has built four new show fronts and three light towers."

**WADLEY TIF** states that he is negotiating with Major Privilege to put on a concession with Ballyhoo Bros. It is the thinking concession, as Wadley understands that the gabbing concession has been sold to the cook-house man. Starr De Belle will get this one in a twinkling.

**MR. AND MRS. JOHN M. SHEESLEY,** en route from Florida points to Charlotte, N. C., accompanied by Secretary Pounds of the Sheesley Midway, were entertained by Mrs. Kate Dodson at her Graham Court. Among those present were Dick Collins, Dave Carroll, Mr. and Mrs. Jack Bailey, Lucile Dodson (Mrs. Osborne), Ruby Dodson, Mrs. Clarence Sherman and Mrs. Ella Dodson. John M., the Beau Brummel, is reported to have been his usual affable self. Mel and Guy Dodson were in Pittsburgh at the time and missed the call intended for them by the head of the Mighty Sheesley Midway.

**FLOYD NEWELL** letters from Fort Myers, Fla.: "Weather down here has about got me licked. Don't know whether to wear an overcoat or bathing suit. It's so changeable. George F. Dorman, on the Krause Shows, has a nice-looking show and makes a fine appearance on the lot. Heard Bill Sachs on the radio. Now when he visits the 'mighty thing' I know someone that will be pressed into service. Carl J. Sedlmayr surely put over a swell benefit show for the league. He shot many an angle. All visiting showmen were extended free admission to the grand stand at Tampa and C. J. immediately collected a donation."

**LEW DUFOUR, JOE ROGERS AND FELIX BLEY** were visitors at The Billboard, Cincinnati, last week. Dufour and Rogers were en route from Dallas to Chicago. Bley, general agent for the American Exposition Shows, was on his way from points south to Columbus, O., headquarters of the Floyd Gooding carnival interests.

**WALTER B. FOX** writes A. C. Hartmann: "Tell William Judkins that I read his recent article anent a beaver colony as the main feature of a new idea in shows. Am going to suggest that he study his natural history, as it is a



**CARL J. LAUTHER'S MUSEUM** herewith presents some of the boys with it. Behold Paul Sprague, Woodrow Olson; Labelo, alligator boy; El-kay, magician, and Dr. Martin of the staff. Photo recently snapped at the foot of Stone Mountain, Ga.

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

**LOS ANGELES, Feb. 20**—An overflow crowd attended Monday night's meeting, which was presided over by President Will Wright. Other officers present were Dr. Ralph E. Smith, first vice-president; Ted Metz, third vice-president; John T. Backman, secretary, and Ross R. Davis, treasurer.

Deviating from the usual procedure of business the new by-laws were presented by Frank J. Downie, chairman of the by-laws committee. The advisory committee had previously approved them at a special meeting February 12. After copies of the by-laws had been distributed a lengthy discussion ensued with Ed Nagle, Frank Babcock, Harry Fink, Joe Glacey, Joe Steinberg, Ted LeFors, Stanley Dawson, A. Samuel Goldman, J. W. (Patty) Conklin, Doc Harris, Milt Runkle, Will Wright, S. L. Cronin, Frank Morgan, Harry Taylor and Frank Downie participating. Put to a vote, however, they were almost unanimously adopted.

Most important change made was that "In all matters of business appertaining to the club the board of governors will be the last resort. There can be no appeal from the decision of that body. All matters for discussion will be heard at the meeting and then referred to the board for final consideration and action." Changes were also made in the handling of relief funds. Initiation fee of \$10 and annual dues of \$10 was again put into effect.

Cemetery committee then announced that it had made a proposal to Evergreen Cemetery board for option on 106 more graves in Showmen's Rest. This brought forth another discussion. It, however, consisted in the main of clarifying the account between the General Fund and Cemetery Fund and the manner of designating from what funds would come

known fact that the 'engineers of the animal kingdom' do not like to be watched by the 'white folks' and will move from the scene of their activities if they see too many spectators. (Aside to Fox—will they get too many spectators in a log-rolling show?—Hewitt.)

"W. H. (Billie) Owens said he is returning to the Al C. Hansen Shows as secretary. He had a liquor store in West Memphis, Ark., but on account of the flood there is no telling when he can reopen."

"Danny Klein was recently discharged from the City Hospital at McComb, Miss., but it will be a long time before he will be able to do anything, as he has a very bad leg. My show, Wallace Bros., has postponed its opening until the last of March on account of flood conditions in the Memphis territory."

**CARLETON COLLINS** letters from Richmond, Va.: "The Billboard coming to hand is like a thirsty man reaching for an oasis. I will never be without it as long as I remain in show business."

the money for payment of When put to a vote it was decided that the General Cemetery Fund purchase the 50-50 basis.

**Harry Sussman,** who recently from the Orient, gave an interesting description on amusements in Malaya, the Philippines and the Orient. J. W. Conklin also spoke. Ted Metz won the weekly award, one of the largest for the winter. He refused to accept, however. Notwithstanding the fact that money received in the weekly award cannot be turned back to the club, he pleaded his prerogative as a vice-president to establish a precedent and donated the money for the next weekly lunch and refreshments. Chet Bryant and Harry Wooding and Jack Bigelow served lunch and refreshments.

### LADIES' AUXILIARY

February 15 meeting was presided over by President Peggy Forstall, with all other officers present. Owing to the Valentine party scheduled for the evening the meeting was brief. Very little business was handled, and after a few short talks by several members the party was on in full swing.

Highlight of the evening was the "beef trust" chorus. The group included Grace DeGarro, Virginia Kline, Betty Coe, Madge Buckley, Ada Mae Moore and Edith Lenzer and were well received. Especially pleasing was Virginia Klein, who on several occasions brought roars from the crowd with her antics. Another feature was the "chic girls," which included Peggy Forstall, Mario LeFors, Grace DeGarro and Gladys Forrest. This group was supposed to be chosen from the thin girls of the club, but the writer noted several who would have fitted in nicely with the other group. They were, however, roundly applauded.

Jennie Perry filled in the next spot and her rendition of several songs brought the house to its feet. Grace DeGarro scored heavily with a comedy solo, as did Stella Linton and Etta Haveno, both of the old school of drama, with their recitations. Virginia Shaller's interpretation of the swan dance, dramatized in speech and action, proved a knockout. Stella Czuck concluded the show with a neat lula dance. Dances were under the direction of Grace DeGarro, who also furnished the costumes. Marie Bailey was mistress of ceremonies.

President Forstall, in a splendid talk to the members who will be leaving for the road soon, wished them every success and a happy return next fall. Hazel Fisher and Verna Seeborg returned from Portland, Ore., to enjoy the show and ready their concessions for the Hilderbrand opening. Mary Luddinton came in for the evening, and Rose Clark had her sister from New York as guest. Vera Downie had her daughter up for the first time in many months. Martha Levine was missed, as was Blossom Robinson. After the party lunch was served.

## HOWARD BROS. SHOWS

Booking Season 1937

SHOWS: TEN-IN-ONE, MONKEY SHOW, MIN-STREL (Kid Tally write), GIRL SHOW, MOTORDROME, GEEK, LARGE SNAKE, ATHLETIC. Will furnish tops and panel fronts for any show of merit. Concessions: All except Cookhouse, Pop Corn and Corn Game. Want BALL GAMES, PITCH WINS, BOWLING, ALLEY, FISH PONY, BLANKETS, FROZEN, GUSTARD, ERIE DIGGERS, PHOTO GALLERY. Have for sale two Sight-Car Whips, Mechanical City. Want Ride Help on all Rides. Must be able to drive trucks.  
**RAY S. HOWARD, Mgr.,** Millfield, Ohio.

## WANTED Groves Amusement Co.

Opening Clinton, Ind., April 24. Loop-O-Plane, People for Athletic, Hawaiian, Girl and Geek Show. Will furnish new outfits with beautiful panel fronts to any show of merit. Betty John wants Girls and Acts for Side Show. Will sell exclusive on Diggers, Photos, Long Range Lead Gallery. Fair Secretaries Illinois and Indiana, we have a few open dates. write us.

**GROVES AMUSEMENT CO.,**  
 216 N. Main St., Clinton, Ind.  
 Ed Groves, Mgr. T. J. Smith, Gen. Agt.

## B. & V.

Opening Wallington, N. J., April 29, Sunday included. Want Wheels, Grind Shows, SHOWS WITH OR WITHOUT OUTFITS. Free Acts, Flat and Kiddie Rides.  
**ENTERPRISES, 5 Westminster Pl., Garfield, N. J.**

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 20.—J. C. McCaffery, who is out of town, wired that he would be unable to attend the February 18 meeting. In his absence First Vice-President Joe Rogers handled the duties of office. Seated with him were Second Vice-President Frank P. Duffield, Secretary Joe Streibich and Past Presidents Edward A. Hock and C. R. Fisher.

Membership committee presented applications of Philip De Cicco, E. J. Desplenter, Jack A. Tavlin, Clarence M. Hunter and Ralph E. Ammon. They were credited to Sam J. Levy, Chich Allen, Morris Lipsky, J. C. McCaffery and John W. Galligan. Total to date is ahead of last year, and Brother J. C. Simpson, chairman, is optimistic concerning the future. He is of the opinion that there will be three or four competing for a gold life membership card, which is the prize for 100 new members. Morris Lipsky, Fitzie Brown and John W. Galligan are putting forth a lot of early effort to avert the strain at the close of the drive.

Spring benefit committee is hitting on all four in an effort to produce one of the finest affairs ever held by the club. Program is going along nicely and the ticket sale will open next week, with Brother M. J. Doolan in charge, and Chairman Nat S. Green has promised plenty of radio and newspaper publicity.

Relief committee reports that Brother Harry Coddington is back in the hospital with a bad cold, and Dr. Max Thorek is confined to his home.

Special cemetery committee consisting of Brothers Edward A. Hock, M. H. Barnes, Harry Coddington and Rudolph Singer will close the deal for the purchase of 100 more graves for Showmen's Rest on February 23. This will give the club a plot of 585 graves. Other work of beautifying the Rest will be given attention during the summer.

Welcome guests who dropped in on us were Brother Lew Dufour, Sunny Bernet, John N. Kenyon, Ted Webb, Murray Goldberg, Edgar I. Schooley and Nate Eagle, who had Jack and Abe Tavlin as his guests; Eddie Saunders, Denny Howard and Chris Cornalla. Jimmy Campbell has been busy aiding the house committee. Missed Brother Irving Malitz when it came to carving the beef.

News of Brother R. J. Rodgers' illness has reached the members and are hoping for an early recovery. Several members called on J. D. Newman, who has been confined to his room for the past week. Fred H. Kressman, chairman of the finance committee, is busy handling investment of surplus reserve funds.

Brother George Lauerman lauded highly the masterful manner in which the Tampa Cemetery Fund benefit was handled by Brother Carl J. Sedlmayr. He advises that it could not have been placed in better hands. He also infers that some of the hardest workers were E. C. and C. J. Velare, Sam Gluskin and William Martin.

New stationery is out and please note that this is the club's silver anniversary year. Better give it a thought if you are not a member. Must be something to an organization that can function for that period of time and be going as strong as the S. L. of A. is today.

A welcome letter from Past President

**THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF**

**Showmen's League of America**



165 W. Madison St., Chicago

There are several other fine outdoor show world organizations—but we are exceptionally proud of ours and also of our record. Become a member.

## 15 Years Ago

(From The Billboard Dated February 25, 1922)

At a meeting at the Sherman Hotel, Los Angeles, the organization of the Pacific Coast Showmen's Association became a reality. More than 70 prominent showmen attended and elected Sam C. Haller, president; Sky Clark, secretary, and Will J. Farley, treasurer. . . . F. Percy Morency announced the signing of Essie Fay's Society Horse Show, featuring Miss Fay and her famous equine wonder, Mystery, as an attraction with the World at Home Shows. . . . A steady grind in all departments was evident around the winter home of the S. W. Brundage Shows, St. Joseph, Mo. . . . Northwestern Fair Association, at its annual meeting, awarded the Levitt, Brown & Huggins Shows the contract to supply the carnival and amusement features at the Northwestern circuit of fairs.

Felice Bernardi, well-known showman, had just returned to Kansas City, Mo., after an extended trip to Canada. . . . Miller Bros.' Shows were in the throes of the final details preparatory to the caravan's opening at Pensacola, Fla. . . . Bob Sickles, well-known show pilot of the Central and Southern States, advised from Du Pont, Ga., that he had signed contracts with Manager A. M. Nasser of the Metropolitan Shows as general representative of that organization. . . . Despite the fact that Greater Sheesley Shows' opening at San Diego, Calif., was hampered by rain, the organization enjoyed good business.

Zeldman & Polle Shows' Trained Wild Animal Circus was further populated by the addition of "Wanda," famed elephant which was purchased from a large picture corporation. . . . Artist Pendleton had just about completed the pictorial work on the new fronts for the Rubin & Cherry Exposition at the shows' Savannah, Ga., winter quarters. . . . The official Wortham family had just concluded with the maze of details surrounding the shaping of the various courses of the Wortham interests for the coming season. . . . After closing with the Washburn-Weaver Shows the brothers Buckley, Harry and Charles, opened a cafe in Elaine, Ark.

Blackie Doyle and the missus, of T. A. Wolfe's Superior Shows, were spending the winter camping in the hills near Kimberly, Tex. . . . Ervan B. Kaw, formerly special agent with the Great White Way Shows, signed in the same capacity with Majestic Exposition Shows for season 1922. . . . Included among the contingent of caravan folks wintering in the Twin Cities (St. Paul and Minneapolis) were Paul Thelmany, Archie Hill, Curly and Art Newman, Fred Ness, Henry (Feet) Orin, Doc Gardner, Floyd Johnstone, William Blomberg, Joe and Babe Miller, Dave Goldman and Dave Koshloff. . . . Paul F. Clark advised that he had just signed with Zeldman & Polle Shows as special agent.

Patty Conklin assures us that he will be working for the success of the League thruout the year. He inks that he will be with us about the first of March, after which he will make a hurried trip to Europe. Brother Dave Tennyson still on a business trip. Letter from Treasurer Al Rossman advises that he and Brother A. R. Cohn are having a wonderful time on their Florida vacation. Brother Jack Benjamin is feeling a bit better and drops into the rooms each evening. Brother Jimmy Simpson writes that he may be up Chicago way in a short time.

Again we ask if you have forgotten to send your dues. Reminders were sent out during the week. When yours arrives better give it your immediate attention, and please note the receipt form attached. Kindly make use of it.

News received from California proves to us that showmen are never lacking when it comes to giving aid to their fellow man. We are advised that the Pacific Coast Showmen's Association also made a fine donation to the Red Cross flood relief fund. It's a wonderful gesture. Well, boys, it won't be long now until you start hitting the ball, and we hope the echo to this response may return to you 100 fold.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 20.—Attended the annual meeting of the New York State Association of Town and County Agricultural Societies at Albany. Found a representative group of ACA members in attendance.

The meeting gave us an opportunity to discuss briefly with the members present some of the various problems affecting the industry, and the consensus seemed to be that the new Social Security taxes were uppermost in their minds, largely because there is so much lack of information as to administrative details and as to the application of these taxes to the carnival industry.

Another subject which was given considerable prominence in the informal discussion was that of railroad transportation, and particularly with reference to the association making further application for the reduction of rates and elimination of demurrage charges. We plan to go to New York some time during April to take this matter up with the Trunk Line Association and endeavor to have it fix a date for a hearing so that another attempt can be made to place our problems before the carriers.

There seems to be considerable interest in connection with the availability of public liability insurance in behalf of our members, and, altho the association is engaged in working out a program of this type, it is a bit too early to disclose the details. As soon as the information is available it will be furnished to each of our members.

Member shows of the association present at the Albany meeting were World of Mirth, Cetlin & Wilson, Strates Corporation, Gruber's Exposition, Art Lewis, Heller's Acme, Ideal Exposition, O. C. Buck Exposition, Greater New England and Kaus Shows.

The associate counsel for the State of Indiana advises that some activity is imminent in connection with the modification or possible repeal of the Gentry law in connection with taxes and amusements in the State of Indiana. It would be helpful in the proper handling of this matter if all of the members interested would communicate with Richard S. Kaplan, Indiana associate counsel, 814 Gary State Bank Building, Gary, Ind.

## Kansas City

KANSAS CITY, Mo., Feb. 20.—Many showmen who have made Kansas City their home for the winter are leaving for their respective shows to start work for the opening of another season.

Mr. and Mrs. Toney Martone left to join the Fairly-Martone Shows now in winter quarters at Texarkana, Tex. Fairly has had a crew of men working for the past month readying the show.

Mr. and Mrs. J. L. Landes left for Chapman, Kan., where his show is win-

tering. He will start work on several new shows and has already added an Octopus to his string of rides.

R. E. Haney left for Caruthersville, Mo., where he is placing a Skooter ride on the Sol's Liberty Shows. He recently purchased a new Lusse Skooter, which will be used on the Johnny J. Jones Exposition.

Col. Dan MacGuggin left for Iowa to visit with his sister for a week before going to Texarkana, Tex., to take up his work as secretary and treasurer of the Fairly-Martone Shows.

Sam Benjamin, who will be the special agent for the Fairly-Martone Shows, also left for Texarkana. With him was Tommy Martin, who is associated with Edna Phillon, operator of the cafe on the same show.

W. A. Gibbs was here on business for a few days. Fred Cox departed for Caruthersville, Mo. He will work for R. E. Haney.

Earl Knauff, who has been out of the show business for the last three years, will be the electrician on the J. L. Landes Shows this season.

Miss Teddy Stanton left for St. Louis, where she will visit with her folks and recuperate from a sick spell.

Frank Capp has returned here after making a three-month trip, visiting various shows in the interest of his firm, Baker-Lockwood Manufacturing Company.

Dave Lachman left for El Paso, Tex., where he will take up his duties as general manager of the State Fair Shows.

George Ross is on the road to recovery after a recent illness.

H. L. Whitesell, Mr. and Mrs. Henry Saunders and G. C. McGinnis will motor to Southern Missouri for the opening of the trout season there March 1.

## Pittsburgh

PITTSBURGH, Feb. 20.—Joe Cramer, of Peerless Exposition, has contracted for Helen Young's Minstrel Show.

Harry Winters, of Winters Exposition, was a visitor last week. He held several sessions with his local agent, Jack Dalley.

Art Mix is filling theater dates in the Keystone State. Last week at the Oxyphum, Connellsville.

Tom Smith, former outdoor showman and horseman, is now conducting a real estate business in Beaver Falls.

Jack Hollister, local radio announcer, landed a position in the publicity department of Cleveland's coming Great Lakes Exposition.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## GREAT SUPERIOR SHOWS WILL OPEN

MARCH 20th—MAIN ST. LOCATION—JONESBORO, ARK.

Special inducement for one more flat ride. Want Ride Help of all kinds—no coupons used. Attractive proposition for the following shows, with their own transportation: Monkey Motordrome, Mechanical Show, Big Snake, Midget Village and Fun House. Will sell the exclusive on the following concessions: Frozen Custard, Cotton Candy, Erie Diggers, Novelties, Scales and High Striker. Will book any legitimate concessions that work for stock. NO RACKET. Want Colored Performers and Musicians. People in vicinity of Hot Springs contact H. L. BLAKE, care Eddy Hotel, Mr. Dunn wants Acts for Side Show. Jimmie O'Brien, get in touch with me.

Address all mail, GREAT SUPERIOR SHOWS, 412 Jackson St., Jonesboro, Ark.

## YELLOWSTONE SHOWS

Want Free Act, Combination Banner Man and Billposter. Want first-class Side Show, will furnish complete outfit for same. Want Talkers for Minstrel Show, Mexican Circus. Can use Monkey Show, Fat Girl and Midget Show. Will frame any show of merit for capable people. Can use Small Motordrome, also a few Concessions. Want experienced Merry-Go-Round Foreman and other Ride Men; must be sober. Johnnie Bridges, get in touch with me. W. S. NEAL, Owner and Manager, Albuquerque, N. M.

## JOHN T. REA WANTS

ACTS, TALKERS, GRINDERS FOR FOUR SHOWS. Lecturer, Feature Freak, added attraction for Annex and a few more acts for Side Show. Entertainers for Girl Show, Grinder and Girl for Snake Show. Will also furnish complete outfit for high-class Single Pit Show Attraction. Plenty of Fairs and Celebrations. Shows open in Detroit last week in April. SAM DOYLE, FRED-A-FRED and PAUL-PAULINE write. JOHN T. REA, Box 633, Indiana, Pa.

## Winter-Quarters News and Gossip

(Reported by Show Representatives)

### Rubin & Cherry Exposition

ATLANTA, Feb. 20.—With the advent of springlike weather Superintendent McLane has added 20 more to the working force. A complete new system has been put into effect this year. When a piece of work is started it goes right thru to the paint department before it is halted, in that way there is nothing done halfway. C. A. Mercer has charge of the rides. This is his first year with Rubin & Cherry. Nate T. Eagle has charge of assembling the different shows and attractions. Nate's wide acquaintance among the tops and in the vaudeville field puts him in a position to get the best there is in his organizing of the *Girl Revue*, *Rumba Show* and others. Nate also has a practical knowledge of modernistic building and arranging stage scenery and effects, gained thru his connection with the world's fairs at Chicago and Dallas. Mrs. Annie Gruberg is on the grounds each day, and as she has a thoro knowledge of all departments of the carnival business she is of great help to the other workers. Walter D. Nealand is creating new ideas for the publicity department. Rubin Gruberg has been in New York closing contracts for new attractions. "This exposition will go out more magnificent in its splendor, more surprising in its achievements, shining forth as the epitome of class and merit, with more lights, more beauty, more thrills than ever before in its 22 years on tour, by presenting outstanding features," states Manager Gruberg. Reported by Frank S. Reed, secretary.

### Strates Shows

NORFOLK, Va., Feb. 20.—Work in reality has started on rebuilding and enlarging the show as per the program announced by General Manager Strates. New rides and equipment purchased is beginning to arrive. Building of new fronts and 20 wagons and renovation of older equipment is well under way. All wagon fronts used last year will be remodeled.

Special lighting effects are being installed. With this idea in view, Giff Ralyea, the show's electrician, is preparing the transformer wagon for the extra current that will be needed. Jimmie Yotas, superintendent of construction, has a crew of nine men now on the job. Trainmaster Tom Evans has his crew on the train and wagons. Nate Worman, show builder, has been in quarters all winter and is turning out some novel new fronts. General Agent Billie Bresse is getting spring dates booked.

A new line of special paper is in the making and credit for this must be given to W. C. Fleming, of the Pollock Poster Print. General Manager James E. Strates has arrived to stay in Norfolk until the season's opening, bringing his family with him after closing his home in Elmira, N. Y. Fred Thomas, of side-show fame, will have a big array of pits and features. Reported by James E. Strates.

### Greater Exposition Shows

EAST ST. LOUIS, Ill., Feb. 20.—With arrival of Harry Reynolds from Houston, work is rapidly showing results. Tex Stewart, artist in charge of paint department, is working out new color schemes. Tex has the new swing recently shipped from Kansas City re-decorated and all the carvings are gold leafed. Joe Eskew is in charge of the rebuilding. The Dangler recently purchased from the Hennies Bros. arrived and is being overhauled and repainted. Two new trucks and trailers are awaiting the arrival of the new Octopus ride. Arthur Davis, who will again have charge of merchandise stock, is justly proud of his new 24-foot Fruhoff van trailer, purchased for a stock wagon. Brewster and Lola Thomas, who will again have the Minstrel Show, are working night clubs. A. B. Harrison is also working night spots around East St. Louis.

Dick O'Brien and Crawford Francis returned from fair meetings. John Francis went to Texas to ship extra equipment from Houston. Emil Schoen-

berg, with Jack Draper, is getting new frames for all the concessions. Eddie Davis writes from Tampa that he is building his cookhouse and will ship from there. Mrs. John Francis returned to Chicago to finish her course of medical treatment. The sound truck will be white enamel, with the show title in gold-leafed letters. All the rolling equipment will be white enameled and will consist of 44 semi-trailers and Chevrolet trucks. Contracts have been received from the free acts of Art Henderson, high wire, and Dare-Devil George Higlins and troupe of trapeze and perch acts. Reported by Mark Bryan.

### Crowley's United Shows

RICHMOND, Mo., Feb. 20.—The entire personnel was shocked to learn of the death of Milton Clevenger, formerly connected with the show and brother of chief electrician Myron Clevenger. Burial in this city and showfolks attended the funeral. Work in quarters will begin March 1. New trucks and canvas have arrived. R. E. Barnett recently purchased a frozen custard outfit and will also have other concessions. Word from Capt. Hugo is that he will be in time to get his outfit ready. Show will for the first time carry free acts and have pay gate.

Mr. and Mrs. Crowley and daughter were ill with the influenza but have recovered. Mrs. McLemore has recovered from recent illness. McLemore returned from a trip. Recent visitors: Carl McCormick, Mr. and Mrs. H. R. Hopkins, Mae Denton, Mrs. W. J. Birrell and Mr. and Mrs. Myron Clevenger. Reported by G. C. Crowley.

### B. & V. Amusements

GARFIELD, N. J., Feb. 20.—Opening stand will be in Wallington, N. J., making third season for this town. Buck would like it to be known that the show will stay out this season as in the past before the show's fire in 1932. Work will start in full swing in quarters in a few weeks. Big Eli Wheel will be repainted and seats reupholstered. Lou Riley will have custard and pop corn. K. F. Christ has placed two concessions and will handle the advertising. All new canvas will be used by all shows owned by the management, also a new marquee, as a pay gate will be put on. Reported by Queenie Van Vleet.

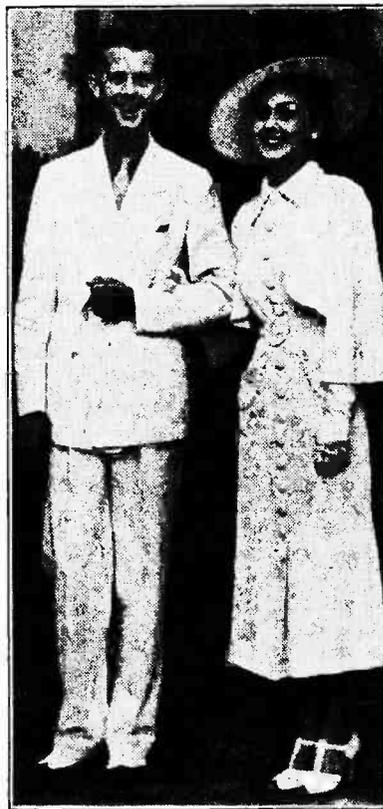
### Kaus United Shows

NEW BERN, N. C., Feb. 20.—Carpenters, painters, mechanics and the new members added to the crew of workmen this week have resumed activities as usual after having a week's holiday on account of the Shriners holding their annual winter ceremonies in the warehouse. It was decorated for the event by Doc Reh, of Washington, D. C. The President's birthday dance was held here also. W. C. and A. J. Kaus have returned from the fair meetings. W. C. Kaus went to Albany, N. Y., to attend the fair meeting. Mrs. W. C. Kaus accompanied him.

J. Burns and wife returned from Washington, D. C., where they bought a new trailer. Mr. and Mrs. Bill Haynes arrived after their vacation in Binghamton, N. Y., with the latter's mother. Manager Kaus is supervising the Dodgem ride, which is being built. Daily visitors: Officer Godley, Dad and Mrs. Seeley, J. Hardy and J. Jagger. Reported by T. E. Kaus.

### Great Superior Shows

JONESBORO, Ark., Feb. 20.—Work has been progressing at a good pace since the return of O. J. Beaty from vacationing in Hot Springs, Ark., and Kansas City, Mo. He purchased a quantity of new canvas from the Baker-Lockwood Manufacturing Company. James Bidwell, in charge of building, reports all rides and equipment overhauled and painted. A new set of banners for the side show has been completed by W. N. Clay. W. J. Dunn, side-show manager, will feature Kato, untamable lion; Leona Leonard, sex contradiction; Maxine Rhoda, radio girl, and Rajah, man of mystery, which will be shown under a new 125 by 24-foot top. The Minstrel Show, under



MR. AND MRS. WALTER DAVIS, wearing the smiles of a happy wedded couple. He, of St. Petersburg, Fla., and Jane Piper, of Tyrone, Pa., a winter visitor, became husband and wife at the home of Rev. John L. Horton, Methodist, in the sunshine city February 13. Frank Winchell, also of press-agent fame, was best man. The newlyweds had a quiet home ceremony, spent a brief honeymoon at Tampa Terrace and then returned to St. Petersburg, where they are home to their friends. It will be recalled that last season Davis was press agent for the Johnny J. Jones Exposition, but has been spending the winter on the staff of the *Lodwick News Service*. (Photo by Robertson & Fresh, photographers, Tampa, taken on the steps of the Hotel Tampa Terrace following the ceremonies.)

new canvas, produced by Leroy Skinner, carrying 18 people, including a six-piece band, will again be a feature. Word has been received from Taylor Brothers, wintering in Martinsburg, W. Va., that their two acts have been rebuilt, and these with another act they are to manage will arrive in quarters March 1. Captain Williard, with high perch act, will join about the same time. Staff: O. J. Beaty, manager; H. L. Blake, assistant manager; Dr. Henri Clayton, secretary; Mrs. O. J. Beaty, treasurer; T. Gregory Murphy, general agent; E. L. Brown, special agent; C. R. Armstrong, lot superintendent. Reported by Doc Clayton.

### Mighty Sheesley Midway

CHARLOTTE, N. C., Feb. 20.—Bill Gray, wife and son arrived from Miami with a new car and trailer. George Birdsey, pop-corn and peanut man, sent the writer 10 pounds of smoked shad from Cedar Keys, Fla. Earl Backer, old-time boss canvasman and trainmaster, who was with Sheesley a few years ago but lately with circuses, was in the city from Florida. A box of home-made fudge from Herman and Grace List, of Atlanta, was received by the writer. Mr. and Mrs. John M. Sheesley, after taking in all the resort spots of Florida, are now located in their suite at a local hotel. Al Renton has booked seals, singalee and his mechanical man for his side show. He will be in from Newark, N. J., about March 1. Reported by Ward Dunbar.

### Heller's Acme Shows

NEWARK, N. J., Feb. 20.—A long season opened in Paterson, N. J., April 30, 1936, and closed in Savannah, Ga., January 2. Thirty-six weeks' work. Played in seven States. Season in general was only fair; however, the winter quarters are open and the management intends to enlarge the show, carrying eight rides and shows and two free acts. All show fronts and rides will be repaired and painted for the opening date, April 15, in New Jersey. Reported by Harry Heller.

### West Bros.' Amusement Co.

MORLEY, Mo., Feb. 20.—With a crew of 18 men at work the show property is rapidly rounding into shape for the opening. Under the direction of Carpenter Tiny Taghe all wagon fronts have been rebuilt and three new ones constructed. Practically all the rides have been overhauled. A new transformer wagon had been built and Whitle Moore, electrician, is installing the transformers. He has worked out a number of lighting effects.

Owner J. W. Laughlin recently placed orders for an Octopus and one of Allan Herschell's new Swan kiddie rides. The three kiddie rides will be used in a Kid-Idland this year with a front and special lighting effects.

J. W. Laughlin, Mrs. Laughlin and Bruce Barham attended the meeting of fair secretaries at Jackson, Miss. Mr. and Mrs. B. C. Cunningham and Mr. and Mrs. Earl Barnhart and daughter, Charlotte, arrived at quarters recently. Both men started work on their new concession stands. Cunningham is building four and Barnhart two new ones for his diggers. Painter John Starkey and wife arrived and he started repainting the entire show. Visitors: Mr. and Mrs. Al Baysinger and Ted Wilson. Reported by Bruce Barham.

### West's Shows

NORFOLK, Va., Feb. 20.—Work is rapidly progressing. All of wagons have been rebuilt and many new ones added. Flat cars have been redecked. The painting of the wagons and flats under the supervision of Whitey King. The color scheme this year for the wagons is red and green and the train orange and black. General Manager Frank West is not sparing any money in the building of fronts, utilizing many innovations for carnival attractions. New canvas has been ordered. Front arch of the main entrance will set a new standard in construction and illumination.

An entire new line of paper is being designed by Triangle Poster Company. Kay Weiss and her husband, better known as Pickles, will operate the Hawaiian and the Posing shows. Johnny Williams will operate the Minstrel Show and William Cain Jr. will operate the Ten-in-One. Fitzie Brown advises from Miami Beach that he is building a new cookhouse. Buck Weaver advises from Miami that his frozen custard will be up to the minute in modernization. Ted Woodward, chief of the advertising brigade, writes from his home at Springfield, Ill., that he will report on time. Trainmaster Ed Peyton is en route here. All work is being carried on under supervision of H. D. Singletary, master mechanic. Reported by Charles Smithey.

### Santa Fe Exposition Shows

LAS VEGAS, N. M., Feb. 20.—Hammers and paint brushes are being kept in action in order that the shows may be in readiness for the opening of the season. The six rides and seven shows are being painted and decorated under the watchful eye of Manager Harris. Charley Tubbs and wife will again have the cookhouse. The Ethloplan Midgets, Mother Ruth and baby daughter Jessie Rex, and Roy Dixon will again be with the show. Dixon has been foreman of the Merry-Go-Round for 10 years. Jean-Janet is booked, making the third year. Mrs. Harris and N. L. West have returned from a booking tour. Reported by Jo Tubbs.

### Marks Shows

RICHMOND, Va., Feb. 20.—With the working force gradually being expanded, construction continued well ahead of the announced schedule. Bert Britt took complete charge of construction as Art Eldredge returned to South Carolina to fill some engagements with the Marks monkeys. Two animal cages are being built. One of the cages is being built on the trailer used last year as John H. Marks' personal kitchen, and the other will be on the remodeled sound truck. The latter will be used in street parades, which Marks announced would be another innovation. A new sound truck has been purchased, much smaller than the other but with greater controlled volume. A tableau truck will be built for the George Schultz Band and will be replete with scroll work, artistic panels and heavily embellished in gold leaf. Schultz will open with 10 pieces in his band, newly uniformed, and daily concerts will be featured. Free acts will be carried, as Marks plans special

efforts to revive the matinee of bygone days.

James Zebreskie was a visitor and will report soon to begin overhauling the motor equipment. Zebreskie will again have charge of motor transportation. Tom Hasson will present his museum with the show and will also have the girl revue. His son, Bob Hasson, will have charge of the two shows, while the elder Hasson will take over the duties of general agent. Frank Lafferty, billposter, will report soon to superintend the additions to the billposting truck. Percy and Mrs. Sink are wintering with the homefolk in Princeton, W. Va. Mrs. Frank Armand left for a visit to her New Jersey home. Jimmy Hester, mail and *The Billboard* agent, passed thru recently en route to visit with his mother and brothers in Augusta, Ga. Tex Leatherman purchased Britt's trailer. Bill Markham and Blackie Litchfield have joined winter-quarters staff. Markham will again assist Jimmy Zebreskie in the mechanical department, while Litchfield, for the fourth season, will be second man on the Lindy Loop. Tony and the recently acquired Mrs. Tearno have joined the colony headquartering in Jimmy Rafferty's "Li'l Abner" restaurant. Willie Lewis, assistant to Frank Bergen with the World of Mirth Shows, having recovered from the ordeal of a recent addition to his menage, is discussing the booking of a concession with Marks Shows for his son, born February 5. Joe Corey, married two weeks ago here, is honeymooning with relatives in Lynchburg, Va. Mrs. Mary Caruso is one of the hostesses at "Li'l Abner's." Reported by Carleton Collins.

**Johnny J. Jones Exposition**

AUGUSTA, Ga., Feb. 20.—Every shop department working full blast. Many new and old faces arriving daily. Steward Johnny Harrison reports he is feeding 60 people in the company cook-house.

The show will be larger than last season. New railroad cars have been purchased and many additional wagons are under construction. Builder Jimmy McCahoney and crew removing the old wheels and replacing them with rubber-tired ones. It's the management's plan to completely rubberize the loading pieces before the opening.

General Manager Walter A. White promises many new shows now under contract and under construction. The well-known revue producer and his company, Karl J. Walker and his *Gay New Yorkers*, are under contract for the coming season and will arrive in Augusta at an early date. Zeke Shumway and assistants are rapidly completing the building of the latest in thrill shows. The front for the Royal Russian Midgets has been redecorated and enlarged and will have many modern electrical effects. The new stage wagon for the Night in Harlem, colored presentation, is finished and ready for the paint shop. Chief Electrician Dave Sorg and assistants are preparing the new cable and adding electrical effects to the new shows and rides.

Master Painter Ribs Reeves and artists decorating the different fronts, ticket boxes, arches and other equipment. The color scheme gold, silver and white. Bill Sylvan is in charge of the laying of the gold and silver leaf.

Ralph Lockett arrived to take up his

duties as assistant secretary to Arthur Atherton. Charles Larkins and wife will start the building of racks for the new Ridee-O that is due to arrive at an early date. The writer is now working on the new 12-page tabloid herald for advance publicity. Reported by Starr DeBelle.

**Regal Amusement Co.**

BEAUMONT, Tex., Feb. 20.—After seven weeks in winter quarters here repairing and painting the shows opened the season at Daisetta, Tex., auspices the firemen. First week rain and cold, but second week picked up. Five rides, 6 shows and 16 concessions are carried and enjoyed good business. E. C. Meadows, owner and manager, has returned from a booking trip. Reported by Mrs. E. R. Murphy.

**Hilderbrand's United Shows**

LOS ANGELES, Feb. 20.—Contrary to all expectations, work in quarters will not be completed for the opening stand, nevertheless the show will open on the scheduled date. With last-minute building under way it is possible that it will take an additional three weeks to finish the many tasks started. The many additional trucks, housecars, new banners and panel fronts necessary is no small task. In the words of Archie Clark, who is a daily visitor: "I have never seen as much activity anywhere in the city of Los Angeles as there is in this winter quarters and so much accomplished in so short a period. Red Hilderbrand is certainly going to town." The shows have already exceeded the \$25,000 mark in expenditures this winter. Charles Soderberg has again been awarded the contract for his high-diving act. The Vaudeville Vardens will again present their act. Due to the retirement of Lilliam La France from the Motordrome business the drome of J. Elmerberg has been engaged. Bud Cross, with eight of his employees and two new trucks carrying the Octopus ride and his concessions, arrived from Silverton, Ore. Hazel Fisher and Verna Seeborg arrived from Oakland, Calif., with their paraphernalia. General Agent and Mrs. E. Pickard are in Portland, Ore. Madam Frazee and her daughter, Zaza, arrived from San Francisco to take over the Ten-in-One. Mr. and Mrs. D. G. Couden, of Alameda, Calif., are organizing their *Novelties of 1937*. T. H. Lewis's Octopus show has been added. Mrs. M. Sanborn, of Stockton, Calif., contracted for a Penny Arcade.

The writer was the guest of Mrs. Orville N. Crafts and Mrs. Abner K. Kline. The original electrical system was installed by Chief Electrician Fred Stewart. The switch boxes are erected on V-shaped stands connected with weather-proof ground boxes that circle the entire show. The marquee will be created by placing six 30-foot semi-trucks end (See *WINTER QUARTERS* on page 65)

**Krause Greater Shows**

Fort Meyers, Fla. Week ended February 13. Southwest Florida Fair. Weather, Tuesday and Saturday clear, balance of week rained out. Business, fair.

Roster of attractions—Shows: Nancy Miller's *Gay Paree Revue*; Nancy Miller, manager; Homer Acuff, second talker; specialty dancers, Beulah Hieman, Inez Drake, Dot Sweeney, Collen Humphreys, Hazel Latham, Eva Welch, Faye Lowe, Florence Clark, Nellie Rucker, Dimples Ashley and Murine Lancaster. Band: Cootie, Cecil Hudson, George Mounds, George Gorman and Spooks Webb; M. C. (Slats) Kilpatrick and Charles Gromlick, comics, and canvas, Jack Welch and Al Newman. Joe Suarez *Dirieland* chorus, Mary Troutman, Mary Emerson, Mary Carpenter and Elizabeth Suarez. Band: Chester Willard, Shorty Harris, Rufus Simpson, Alex Moore, Bob Manuel, Joe Suarez and Clarence Troutman. Barney Lamb's Side Show, Jack Huber, armless wonder; Ray Harder, tattoo artist; Mr. and Mrs. McHugh, mentalists; L. E. (Big Jumbo) Redding, fat man; Jack Fitzgerald, dislocationist; Ella, elephant skin girl; Billy Turko, juggler; Red Moran, fire eater; C. L. McCormack, human pin cushion; Bernice Lamb, Punch and Judy, and Doral Dina Deshon in annex. Monster Show, Hilton Hodges, owner, and O. S. Hancock, talker. Moe Eberstein's Nudist Colony and Adam and Eve shows, Mickey Mouse, Pete Thompson. Wild Animal Exhibit, G. E. Eagle-son, and George Dixon, talker. Two-Headed Baby, Howard Ingram, owner, and C. Shelton, talker. California Beach

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Model Exhibit, C. M. Smith, owner, and Elmo Dial, talker. Rides: Big Eli Wheel, J. C. Reed, Kiddie Aeroplane, Clarence Pounds, Kiddie Autos, G. Lucas, Pony Ride, Pat Beerbower, Merry-Go-Round and Loop-o-Plane, Cote, Octopus, Lee Cuddy, Ridee-O, Art Lewis, owner, and Al Rogers, manager. Flyer, Harry Mohler, Penny Arcade, C. Haverstick. Concessions: Morris Lipsky, Simon Krause, Louis Margolis, Joe Sime, E. C. Evans, Pete Thompson, I. Stein, Jerry Swisher, Herbert Terry, Ernie Delabate, Mike Smith, A. Graham, Frank Struble, Tom Lasure, J. Matson, Germaine Bergvalin, Fred Vena, Buddy Paddock, George Okato, Earl Dunfee, Ernie Buzzeela, Mrs. H. Morris, C. Hokins, L. Hopkins, F. Ryan, Eule Brothers, Red McGuile, Mrs. Sincely, H. Evans, K. Lampson, Bob Coleman and V. E. Murphy. Free act, Three Fearless Falcons. Music, Creml and 11-piece band. FLOYD NEWELL.

**SILVER STATE SHOWS**

Now booking Shows, Rides and Concessions for season 1937. Want Ride Help for Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Glider and Ferris Wheel. For Sale—High-Diving Equipment, A-1 shape. Address Box 262, Clovis, New Mexico.

The membership drive is gaining a few new members each week. Benny Hyman still retains the lead, with Dave Stevens and Harry Altschuler fighting for the runner-up position.

The club will hold its regular meeting every Friday, despite the fact that a great many of the members are leaving.

**LADIES' AUXILIARY**

Ladies' Auxiliary at last week's meeting presented the men's club with a beautiful oil painting in behalf of Colleen Miles, Dotties Weiss, Georgia Espy and the late Mrs. Espy, who passed away January 19.

Presentation was made by Mrs. Martone for the Auxiliary and explained by Frank Delamine.

Painting is by Carlin and is valued at \$1,500. It is a reproduction of the famous picture "Love."

It was presented to the club at the request of Mrs. Espy in memory of the nice times she had when she was a member of the Auxiliary. She has always held the Auxiliary in the very highest esteem and in making the presentation to the club she requests that it hang in the clubrooms as long as the club exists. Should the club pass out of existence at any time the painting is to be passed on to the next largest outdoor showmen's club.

Both the Ladies' Auxiliary and the men's club are proud and honored to have such a valuable gift bequeathed them.

**Heart of America Showmen's Club**

Coates House Hotel

KANSAS CITY, Mo., Feb. 20.—Friday night's meeting saw much hand shaking, good-bys and wishes for the best of luck for the coming season as many of the boys were leaving for their respective shows.

The meeting, refreshments and lunch were all in honor of their leaving. Many complimentary remarks were made for Messrs. Martone and Landes for the work they have done and the good they have accomplished for the club.

Ladies of the Auxiliary had prepared the lunch and refreshments, and when they take charge excellent food is assured.



ART LEWIS, of the Art Lewis Shows, who is many times referred to by his associates as "that aggressive Eastern showman."

## Gate Buildup In Cleveland

**Grotto Circus expected to repeat former successes—oddities in conjunction**

CLEVELAND, Feb. 20.—For the seventh consecutive year Al Sirat Grotto here is presenting its three-ring circus in Cleveland's Public Hall. Business has been good and indications are for a buildup. Starting light on February 15, each performance saw an improvement and before final show on February 27 there is every indication that the Grotto will repeat its successes of former years.

Orrin Davenport is producer, as in other seasons. Merle Evans, with four men and a calliope, is backed by Al Sirat Band. Fred Ledgett is big show announcer and Irene Ledgett is working a herd of bulls in No. 1 ring. Davenport assisted by Jack Foley and Fred Bradna.

### Roller Skaters Hit

Line of program lists ballet of girls under direction of Portia Rowley Thompson, followed by Helen Reynolds' Eight Roller-Skating Girls. This novelty is one of the hits of the show. Third act introduces Bell Trio and Nelsons, Donahue and LaSalle, Picchiani and Repenski Duo and Conestrelli and Harry Rittley. Belmont Girls work revolving ladders; Floretta Troupe, trapeze; Mlle. Jenne and Palermo Troupe and Five Melbournes, on ladder; Antaleks, Billy Waite Duo, Nalda and Perez, Loyals Dogs; menage, pedestal; Janet May, endurance; Naitto Troupe; Karolis, Jack and Fanny, Antalek Five, Nalda and Perez, Hollis Troupe, Loyal Repenski Troupe, Free-

(See GATE BUILDUP on page 61)

### Albany Shrine Event To Have Circus Acts

ALBANY, N. Y., Feb. 20.—Cyrus Shrine Circus, to be held at the 10th Infantry Armory for the benefit of the Shriners' hospitals for crippled children, will have one of best arrays of talent ever presented here, said Nordin J. Shambrook, director-general.

Feature attractions will include the Flying Otaris, Les Krimis, Miss Mickey King and Ullaine Malloy.

In conjunction will be La Pearl and his groups of 20 clowns, dogs, ponies and horses.

### Canton Shrine Circus Off

CANTON, O., Feb. 20.—Annual Canton Shrine Trumdrum indoor circus, which made its sponsors money for the first time last year, has been canceled for this year, officials announced. A week had been reserved months ago at the municipally owned auditorium. It is understood, however, the organization may sponsor an event other than a circus if the building can be obtained for a longer period.

### Tampa Event Successful

TAMPA, Fla., Feb. 20.—Third annual La Verbena del Tobacco at Plant Field here under Tampa Latin clubs sponsorship drew large crowds each day of the three-day event. Orchestras, singers and dancers, in native costumes, who presented music and dances of Italy, Spain and Cuba, included the Pividal Sisters, Carmen Ramirez, an ensemble of 25 senioritas, Chela, Kiki and Vella Martinez, Pupell's Italian Orchestra, John Napoli, Norma Russo, Martinez and Del Rio and Elisa Marquett and Maxine Powell.

## WANTED

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Write L. R. LULL, Utica, Neb.

## WANTED

Carnival or other Outdoor Entertainment for week of May 10th to 15th, inclusive. Here is a chance to make real money on an early season date, as will be readily explained to anyone interested.

Would like to Book Carnival for week of July 26th-31st, inclusive.

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# Sponsored Events

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(Communications to 25-27 Opera Place, Cincinnati, O.)

## Many Acts Feature Minneapolis Event

MINNEAPOLIS, Feb. 20.—Sixty-six acts will be presented under the "big top" of Municipal Auditorium here when Zuhrah Shrine Temple's 19th annual indoor circus comes to town. Potentate Lee Potter and Noel Van Tilburg are directing. Three rings will be set up on the auditorium floor, with a cinder track around the arena before the boxes.

Clyde Beatty and his performing lions and tigers will headline the show. Other features include Hal Silvers, wire walker; Dennie Curtis' animal act; Izzy Cervone, bandmaster; Zuhrah Temple's concert band, under direction of Noble Al Rudd; James boys; Kinko, clown; Three Averages.

(See MANY ACTS on page 61)

## Detroit Doings Has Shows

DETROIT, Feb. 20.—Michigan Federated Democratic Clubs' Second Annual Carnival, opening Monday in Forest Exposition Hall, will have three shows, four rides and 20 concessions, furnished by W. G. Wade Shows. On opening night a big dance will feature the Suste-Q Band; Tuesday night, Beautician and Spring Fashion Show; Wednesday, keno party. Thursday, dance, featuring "Trucking"; Friday, Governor's Night, with Governor Murphy witnessing a basketball game, featuring Joe Louis' team; Saturday, children's matinee and program; night, big waltz dance; Sunday, grand finale. In a dance competition on Sunday prizes will be awarded.

## Circus Acts Taken To Show in Tulsa

TULSA, Okla., Feb. 20.—Acts and animals on two semi-trailers from Sells-Sterling Circus, wintering in Springfield, Mo., furnished most of the program of St. Monica's League Catholic Indoor Circus in the Coliseum here on February 9. Acts and personnel included Fred Leonard, equestrian director; Betty Leonard, trained ponies; Le Roy Schrader, boss props; Nellie Schrader, swinging ladder and single traps; Captain Klauder, elephant acts and riding dogs and monks; Joe Siegrist, clown; Beebe Siegrist, swinging ladder, single traps and Spanish web;

(See CIRCUS ACTS on page 61)

## Circus Props Give Gala Touch To Annual Pageant in Sarasota

SARASOTA, Feb. 20.—At annual Pageant of Sara de Sota here, winter festival on February 18-20, entire resources of Ringling Bros. and Barnum & Bailey Circus were proffered the Junior Chamber of Commerce to insure its success. Two night parades, pageant highlights, were staged under circus supervision, with Orville F. (Curley) Stewart as grand marshal, whose work for the grand parade, which took form of a revival of an old-time circus parade, earned him a vote of thanks and a complimentary membership from the Chamber.

Procession, one of the largest ever seen here, included the Ringling elephant herd, with Capt. Larry Davis in charge; circus horses, entire camel and zebra herds and many cage animals. Franz Woska, manager superintendent, whose lion-training school has been a feature

## Big Circus Biz Brings Return Miami Contract

MIAMI, Feb. 20.—So big was biz for the Morton-Hamid Shrine Circus of Mahi Temple, scheduled here for February 8-13, that the management was forced to give two more capacity performances on Sunday, February 14.

Despite rain at the opening, the show did capacity later in the week with turnaways Saturday afternoon and night.

A contract was signed for a return engagement here next year, and Bob Morton said that the circus returned a bigger profit to Mahi Temple than any previous event under its auspices ever gave it.

## Hennies Shows Play Joplin Fiesta Week

JOPLIN, Mo., Feb. 20.—Reaching an agreement with Hennies Bros.' Shows, the Fiesta board of directors announced the annual Fiesta Week would be held here in the spring. Contract calls for the show to appear thruout the week's event. Grounds, fronting on East Fifth street in Landreth Park, will again be the carnival site.

Fiesta board has again invited Robert S. Thurman Post, American Legion, to sponsor appearance of the carnival, with a share of profits to go to the post drum corps. Legionnaires will police grounds and act as ticket takers.

Colonel Ray E. Watson, commander of the 203d Regiment, Missouri National Guard, has been appointed marshal for all parades and efforts have also been made to have the regiment encamp here during the Fiesta and participate in a military parade. Plans are already under way to have as many communities as possible represented with floats, musical organizations and exhibits.

## Weather Hits Walters Show Under Firemen in Houston

HOUSTON, Feb. 20.—Frank J. Walters Circus played on February 4-7 under

(See WEATHER HITS on page 61)

## HELP This Department by Telling Committees About It.

## Tips From Wheeling

WHEELING, W. Va., Feb. 20.—A delegation of city officials and others from Cumberland, Md., visited Wheeling and conferred with Tom Bloch, chairman, and Rawley Holcombe, secretary of Wheeling Centennial Celebration, staged on August 17-22, 1936. They said Cumberland will have a celebration late this year, patterned after that in Wheeling. The event cost about \$20,000 and sponsors were required to raise less than \$2,000, remainder coming from a pageant, "On Wings of Progress," put on by John B. Rogers Producing Company, and from receipts of Dodson's World's Fair Shows.

## Centen Pageant For Sacramento

SACRAMENTO, Calif., Feb. 20.—Centennial Committee of 100 has plans for celebration of the city's 100th birthday anniversary in 1939 well under way. Chairman Harold J. McCurry reports a comprehensive program for the community, also embracing a co-operative effort of 16 Golden Empire counties to attract tourists during San Francisco exposition.

Rodgers Producing Company has been contracted for a pageant depicting history of the city since Captain John Sutter landed here, with more than 3,000 in the cast. Fort Sutter will be animated with characters representing Sutter, General Fremont, Kit Carson, James Marshall and other pioneer heroes.

Each community around Sacramento is to be organized to sponsor homecoming weeks. Joint participation of the Golden Empire in an exhibit at the San Francisco expo also is planned, the State Fair here to be the climax of the celebration.

## Steady Detroit Biz Sets a New Record

DETROIT, Feb. 20.—The 30th annual Detroit Shrine Circus in State Fair Coliseum on February 1-14 set an all-time record, Manager Tunis (Eddie) Stinson said, with total attendance between 225,000 and 235,000. Previous record was in 1925, with attendance of 212,000 and gross of \$93,000. Figures for this year are not yet available.

Business held up, with turnaways every night for the last nine days. Closing on Sunday was a reversal of previous experience, in that crowds held right up until the last. Night crowds ran consistently about 12,000, capacity of the Coliseum.

Injuries were suffered Friday night by Terrell Jacobs, who was clawed on an arm by a lion at opening of his act. He went on with the act and did not let spectators know he had been injured until end of the show. The night before John Hellott, Jacobs' head keeper, was clawed on the left hand by a lion cub but not seriously injured.

Manager Stinson and others of the Shrine organization were to spend several days in Cleveland, visiting Shrine Circus there.

## County Board To Be Asked To Finance Milwaukee Fete

MILWAUKEE, Feb. 20.—A committee of five was named at a meeting of the Midsummer Festival governing board on February 18 to appear before the finance committee of the county board to seek an appropriation of \$15,000 to help finance this year's festival.

Committee consists of C. R. Dineen, president of county park board; Otto R. Hauser, secretary to Mayor Daniel W. Hoan; A. J. Obenberger, representing United Spanish War Veterans, who will hold a convention here during week of the proposed festival; William L. Plepiow and William Grobschmidt.

Among suggestions for festival entertainment were a track meet, aquatic carnival and industrial exposition.

## Shorts

SPONSORSHIP of the annual Sugar Cane Festival in Plaquemine, La., was offered to a group of business leaders after three successive years under Knights of Columbus auspices. General

(See SHORTS on page 61)

# Classified Advertisements

## COMMERCIAL

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## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

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Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

### ACTS, SONGS AND PARODIES

**CLOWN STUNTS AND GAGS—A GOLD MINE** of over 25 funny ideas. Only \$1.00 postpaid. **OGDEN**, 133 Forest, Keansburg, N. J. fe27

### AGENTS AND DISTRIBUTORS WANTED

**AGENTS AND DISTRIBUTORS—CARTOON** Booklets, Cards, Films, Projectors, Rare Photos, etc. Samples above, \$1.25. Generous package, 25c. **NOVELTY SALES**, Guntersville, Ala. x

**AGENTS—CLARKE'S MAGIC MAGNETIC BAL-** loons will stick to anything or refuse to at your command. Fascinating, gross \$3; sample 10c. **ARTHUR CLARKE**, Paris, Tex.

**AGENTS—CANVASSERS — WIZARD RAZOR** Blade Knife. Opens packages, sharpens pencils, erases ink, etc. Useful 100 ways, pocket, desk, etc. Refill with discarded blades, lasts lifetime. Carry day's selling supply in your pocket. Sample and price list 22 other fast sellers 10c. **KANT**, 208B Wood St., Pittsburgh, Pa.

**COMIC POCKET HOT STUFF—SWELL LINE**, our originations, no junk. Good sellers. Samples and list, sealed, 15c stamps. Postcards ignored. **WARDWAY**, Box 401 B, North Chicago, Ill.

**COMPLETE FLASHLIGHT 5c. AND TWO OTHER** Novelties Samples 20c. State territory given. **PITTE COMPANY**, New Bedford, Mass.

**EXPERIENCED SUBSCRIPTION MEN WANTED** —For rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. mh27

**MAKE BIG MONEY — SELLING HAIR** Straightener to Colored People. Write for Free Sample and terms to agents. **MARCELENE CHEMICAL CO.**, 1906 W. Broad, Richmond, Va. tfnx

**MAKE MORE MONEY TAKING ORDERS;** Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses. Sales Kit Free! Experience unnecessary. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Ave., Chicago. May1x

**MAKE \$25.00 WEEK GIVING SILK TIES FREE—** New Stay Forms. Tie complete, 25c. **NATIONAL HANDBOOK**, 110 East 31st St., Erie, Pa. feb27

**MOTHERS—WILL YOU WEAR ACTUAL SAM-** ple dresses and show to friends? Up to \$22 in week, easy! Not house to house. Give dress size, age. **HARFORD FROCKS**, Dept. M-166, Cincinnati, O. x

**NEW LIVE PROPOSITION—CALL ON RETAIL** Ice Cream Trade. \$10 a day easy. **CHIEF MFG. CO.**, Box 373, Lansing, Mich. x

**NEW 8-PAGE CARTOON BOOKLETS. GENUINE** Glossy Photos. Lowest wholesale prices. Samples, 25c; DeLuxe Assortment, 50c. **BOX A94**, Peoria, Ill.

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. fe27x

**PERFUME BUDS—COST 1c EACH; SELL 5c.** Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. mh6x

**PROFIT 2,000%—AGREEABLE EASY WORK** applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

**WHERE TO BUY AT WHOLESALE 500,000 AR-** ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York mh6x

### ANIMALS, BIRDS AND PETS

**ALLIGATORS, SNAKES, TURTLES, CROCO-** diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. mh6x

**ANIMALS—BIRDS, SNAKES, MIXED DENS** for Show Folks. Start this season right and don't get disappointed. **SNAKE KING**, Brownsville, Tex. ap3x

**CARNIVAL ATTRACTIONS—SNAKES—EIGHT** large, fresh, healthy, harmless Snakes, \$10.00; 4 Pit Grave Robbers, \$10.00; Young Rhesus Monkeys, \$10.00; Wild Cats, \$10.00; Racing Turtles, \$4.00 dozen; Baby Turtles, \$5.00 hundred. **ANIMAL MAN LAMB**, Palacios, Tex.

**SEE OUR DISPLAY AD THIS ISSUE—FRANK BUCK ENTERPRISES**, Amityville, L. I., N. Y.

**SEMI TAME MEXICAN DOUBLE YELLOW** Head Parrots, healthy, \$10.00 each, or \$72.00 dozen. **Wire NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

**SPECIAL ARMADILLOS, \$2.00; WILD CATS,** \$7.00; Badgers, \$7.00; Snookum Bears, \$10.00; Ocelots, \$25.00; Raccoons, \$6.00; Jabalines, \$12.00; Rhesus Monkeys, \$12.00; Peafowls, beautiful, \$35.00 pair; Harmless Snakes, \$10.00 den; Rattlesnakes, \$5.00 den; Chinese Dragons, \$7.00; Black Iguanas, \$2.00. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

**TAME BABY RINGTAIL MONKEYS, \$25.00;** Rhesus, \$10.00; Bantams, Pigeons, Pheasants, Albino Doves, Dogs. **OKAY PET SHOP**, 624 Michigan, Detroit, Mich.

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**BUILD FAMOUS "SILVERTOP" TRAILER** yourself for less than \$100. Plans, specifications, diagrams, instructions, 24 pages, \$1. **"SILVERTOP" TRAILERS**, La Crosse, Wis. x

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**ESTABLISH DIGNIFIED BUSINESS COLLECT-** ing accounts with letters. Send 25 cents for money-making plans. **COMMERCIAL STA.**, Box 925, Springfield, Mo. x

**FOR SALE—COIN DETECTOR PATENT. WILL** reject slugs that operate any other coin detectors made. Simple, adjustable. **WILLIAM CHRISTOPHER**, Tonawanda, N. Y.

**FREE, 5 RAZOR BLADES, JUST SEND DIME** for big mail of money making opportunities. **M. DEVINE**, 820 Wrightwood Ave., Chicago, Ill. fe27

**HOME OR TRAVELING FORMULA "35" WILL** make you money. Ingredients obtainable anywhere. Product sells wherever people live. Free particulars from **SENECA SPECIALTIES**, Geneva, N. Y. mh13

**RECEIVE FREE SAMPLES FROM JAPAN, GER-** many, France. We contact you with manufacturers. Satisfaction guaranteed. Send \$1.00 to **INTERNATIONAL TRADING BUREAU**, 2138 N. Carlisle St., Philadelphia, Pa. x

**SELL BY MAIL! BOOKS, NOVELTIES! BAR-** gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A-1 RECONDITIONED CIGARETTE MACHINES** of every description. Like New. Priced right. Write for list. **X. L. COIN MACHINE CO.**, 1351 Washington Street, Boston, Mass. Feb27

**BALLY DERBYS, \$35.00; HIALEAH, \$35.00;** Prospectors, \$20.00; Jumbos, \$20.00; Big Shots, \$20.00; Galloping Plugs, \$35.00; Sunshine Derbys, \$20.00; Grand Slams, \$25.00; Flying High, \$50.00; Peerless, \$30.00; Bonus, \$25.00; Put 'N Take, \$10.00. One-third deposit, balance C. O. D. **WICHITA NOVELTY**, 717 Ohio, Wichita Falls, Tex. x

**BALLY ROLL, \$75.00; BALLY (EIGHT PAY)** Reliance, \$50.00; Mills 5 cent Q.T., like new, \$40.00. **NORTHERN VENDING CO.**, Petoskey, Mich.

**BALLY DERBYS, ELECTROPAC EQUIPPED,** \$35.00; Mammoths, \$10.00; Buckley Diggers, \$35.00; Daval Races, \$7.50; Mills Tickettes, \$5.00. Machines in excellent condition. **ANTHONY SHELTON**, 805 Petway, Nashville, Tenn.

**FINAL CLEARANCE OF RECONDITIONED** Marble Tables—Sunshine Derby, \$17.50; Peerless, \$25.00; Bally Bonus, \$25.00; Sky High, \$25.00; Bally Round Up, \$25.00; Challenger, \$30.00; All Star, \$30.00. -/3 deposit, certified check, with order. **ENID MINT COMPANY**, 711 N. Indep., Enid, Okla. fe27

### BARGAINS—YOU CAN'T BEAT THESE PRICES.

Mills Tickette, 500 tickets, \$1.75; Trojan, DeLuxe, \$7.75; Big Shot, Hollywood or Double Score, \$14.75; Red Sails, Sunshine Derby, \$19.75; Alamo, Peerless or Tycoon (Electropac), \$22.75; Challenger or Daily Races, \$27.75; Hialeah or Natural, \$32.75; Palooka Jr., \$39.75; Turf Champs (Payout and Ticket), \$52.75. Machines reconditioned and guaranteed. Third certified deposit. **PIKES PEAK GAMES**, Box 874, Colorado Springs, Colo.

**BARGAINS—NOVELTY GAMES. WRITE OR** call. Exhibit Playball and Sharpshooter, \$10. Scales wanted. **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis, Ind.

**FIVE LATE MODEL MILLS DANCE MASTERS.** A-1 condition, \$95.00 each; two 1936 Mutoscope Diggers, make offer. **TROJAN VENDING CO.**, Kingston, N. Y.

**FOR SALE — BALLY MULTIPLES, \$49.50;** Daily Races, \$47.50; Brokers' Tip, \$45.00; Bally Derby, \$40.00; Hialeah, \$35.00; Peerless Ticket, Payout Electropac, \$35.00; Pamco Parley, \$29.50; Credit, \$25.00; Sunshine, \$25.00; Daily Double, \$18.50; Repeater, \$18.50; Prospector, \$12.50; Gold Award, \$15.00; High Pockets, \$10.00; Do or Don't, \$9.00; Ivory Golf, \$10.00; Put 'N Take, \$8.00; Balance, \$8.00; Exhibit Ticket Standard, \$19.50; Mad Cap, \$18.00; Short Sox, \$22.50; Fifty Grand, \$8.50; Bank Nite, \$22.50. 1/3 deposit F. O. B. Cleveland. **B. M. Y. NOVELTY SALES**, 3008 Payne Ave., Cleveland, O.

**FOR SALE OR TRADE—60 DIGGERS, ELECTRO-** hoist. Novelty Merchantmen, Mutoscopes, Buckley, priced \$30.00 up to \$90.00; 5 Wurlitzer Skee Balls, late '36 model, \$150.00; 1 Pamco Marksman, \$125.00. All machines guaranteed A-1 condition. Will trade for 1c or 5c Slots. **NATIONAL COIN MACHINE EXCHANGE**, 2137 Tryon Lane, Toledo, O.

**FOR SALE—20 MILLS 1c BLUE FRONTS, A-1** shape, \$40.00 each. **FRED W. LAVELL**, Box 588, Coeur d'Alene, Ida.

**FOR QUICK SALE—1 ROCK-OLA 21, \$5.00;** 1 Western Ponies, \$6.00; 1 Bally's Ranger, \$20.00; 1 Bally's Hialeah, \$25.00. **CHAS. ANTHONY**, Sac City, Ia.

**FOR SALE—6 DAVAL PENNY PACKS, 2 REEL** 21, 1 Tit-Tat-Toe, all A-1, \$60.00. **C. W. CREGORY**, Reidsville, N. C.

**GIANT MOVIE BANK COMBINATION TICKET.** Coin Tokens Pay, Top, \$42.00. Special \$59.50. Old Age Pension Inserts. **COLEMAN NOVELTY**, Rockford, Ill.

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**LATEST TYPE ROCK-O-BALL, FOURTEEN** feet. Excellent condition, mechanically perfect. \$140.00. **THE "H" SERVICE**, Park Hotel, Coshocton, O.

**MASTER PEANUT AND TOY VENDER, \$7.00;** Mills Nickel-Dime-Quarter, \$17.50; Snacks 5c, \$20.00; Stewart-McGuire 4-Column Cigarette Machine, \$25.00; Watling 1c Double Jackpot, \$25.00; Reel 21, \$10.00; Puritan Cigarette Machine, pays out gum and cigarettes, \$5.00; Mills Small Scales, \$25.00; Watling Tom Thumb Scales, \$35.00; Wurlitzer Piano P10, \$125.00; five Jackpots Penny Play, pays out cash, \$7.50. **O'BRIEN**, 89 Thames, Newport, R. I. x

**PAMCO FLYING DUCKS—\$105.00. LATEST** improved series. Guaranteed perfect condition complete with stand. **TIGERMAN, INC.**, 43 E. Ohio St., Chicago, Ill. x

**SEEBURG RAY-O-LITES, \$200.00; WATLING** 1c Double Jackpots, \$20.00; 25c Rollatops, Mills Golden Bells, \$45.00; Triple Jackpot Jennings, Mills War Eagle Escalator Bells, Mills Q. T.s, 5c play, \$35.00. 1/3 deposit. **KY. GUM CO.**, 3406 Garland, Louisville, Ky.

**PAMCO FLYING DUCK, \$140.00, PERFECT;** Cent-A-Smoke Cigarette Venders, \$4.50; Claws, Diggers, cheap; Nut Gum Venders, \$3.00 up. **NATIONAL**, 4242 Market, Philadelphia, Pa. x

**SLIGHTLY USED POKERINOS, ROLA SCORES,** Keeney's Bowlette, Raylite Marksman and Flying Duck. Write for prices. **SQUARE AMUSEMENT CO.**, 335 Mill St., Poughkeepsie, N. Y.

**TURF CHAMPS, \$59.50; BALLY DERBYS,** \$29.50; Sunshine Derbys, \$19.50; Baffle Balls, \$11.50. Guaranteed to put on location. Send for list of used games. **KEMO NOVELTY CO.**, 7833 W. Greenfield, West Allis, Wis.

**TWO MILLS FUTURITIES, FIVE CENT PLAY,** \$65; 1 Mills Futurity, 10 cent play, \$65; Caille Cadet, 5 cent play, \$50; Jennings Chief, 10 cent play, \$65; 2 Ballys Reliance Dice Machines, 5 cent play, \$40. These machines have been in use less than 60 days and cannot be told from new. **FRED BECKENBAUGH**, Ft. Dodge, Ia.

**WANTED—PACES RACES. STATE SERIAL,** lowest price. For sale, Mills Deweys and Automatic Games, Slots. **ROCKPORT NOVELTY CO.**, Rockport, Tex. mh6

**WANTED FOR CASH—USED 1936 THREE** Nickel Stewart McGuire or Rowe Cigarette Machines with Floor Stands; 25 Used Penny Packs. **ARUNDEL AMUSEMENT CO.**, Annapolis, Md.

**WE ARE STOCKED WITH USED PIN GAMES.** Write for bargains. **H. KURTZER**, 892 Avon St., Akron, O. fe27x

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y. mh20

**WRITE FOR OUR LIST OF RECONDITIONED** Used Machines of all descriptions. Prices are very low. **AMUSEMENT NOVELTY SUPPLY COMPANY**, Elmira, N. Y. ap10x

**WURLITZER SKEE BALL, USED FOUR WEEKS** (not equipped with Electric Slot), \$100.00; 7 Reel Dice, used 2 weeks, \$10.00 each; 1 Bally Belmont, Ticket, good as new, \$65.00; 1 Sequeance, like new, \$35.00. Terms half cash with order, balance C. O. D. **L. SIMPSON**, Burlington, N. C.

**5c CANDY VENDING MACHINES—85-BAR** capacity; vends any size bar. Good slug rejector; compact, sturdily built, beautifully finished, late model. Originally \$49.50; \$17.50 sample; \$15.00 lots. 1/3 deposit. **M. DEMAINE**, 2646 Park, Detroit, Mich.

**6 TELEVISION POKER MACHINES FOR SALE—** \$35 each. **R. CITRIN**, care Laundry, 1131 West Farms Road, Bronx, N. Y. Intervale 9-1864.

**10 SEEBURG 5c SELECTIVE PHONOGRAPHS,** Senior Models, \$60.00 each. New appearance, mechanically perfect, good for hundreds of dollars operating profits. Half cash, balance C. O. D. **JOHN RIFFLE, JR.**, Canton, O. mh6x

### COSTUMES, UNIFORMS, WARDROBE

**BEAUTIFUL CYKE WITH LEGS, SATEEN, 20x40,** Bargain, \$25.00; Red Band Caps, Coats, Costumes, Mess Jackets, Tuxedos. **WALLACE**, 2416 North Halsted, Chicago.

### FORMULAS

**ANY FORMULA, 25c; OR 5 \$1.00 POSTPAID.** Any 5 Formulas, \$1.00, C. O. D. and postage. **PITTMAN LABORATORIES**, Box 4423, Atlanta, Ga.

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

**FORMULAS—LATEST MONEY MAKERS BY** staff of manufacturing cosmeticians and chemists. Any formula, fifty cents (50c) each. Easily understood and full co-operation. **RESEARCH PRODUCTS LABORATORIES**, 17 William St., Newark, N. J. mh6x

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**KAR-O-MEL AND TEN OTHER POPCORN** Formulas. All money-getters. **DIETZ CO.**, Dept. A. Money Making Specialties, 2144 Madison, Toledo, O. x

### FOR SALE—SECOND-HAND GOODS

**CORN POPPERS, GASOLINE, ALL ELECTRICS,** geared 12 quart kettles; Crispette Outfit, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. my1x

**FOR SALE—SIXTEEN K.W. LIGHT PLANT** mounted on truck. A-1 shape. Ready to go. Cheap. **L. L. CLINE**, 325 Cedar St., San Antonio, Tex.

**SEVERAL USED CANDY FLOSS MACHINES,** Rotary and Automatic Corn Popping Machines, Crispette Outfits, Steam Tables. **DIETZ CO.**, Dept. A, Toledo, O.

**SUITCASE AMPLIFYING SYSTEM—FINE FOR** orchestra, announcing, etc. Perfect condition. Complete \$35. Five days' free trial. **DON KENNEDY**, Shelbyville, Ind.

### FOR SALE—SECOND-HAND SHOW PROPERTY

**A-1 ATTRACTIONS—TANAGRA, OCTOPUS.** Ant Circus, Alive, Curiosities, Crime Shows, Mouse Circus, Sword Box. Other bargains. **UNIVERSAL**, 849 Cornelia, Chicago. x

**ADULT'S CHAIR PLANE, KIDDIE CAROUSEL.** Kiddie Aero Plane and Chair Plane; two Kiddie Autos. **CALVIN GRUNER**, Pinckneyville, Ill. mh20

**CHAIRPLANES, 32 SEAT ADULT. A-1 SHAPE.** 8-Seat Kiddie. Both for \$400.00. **PEAKMAN SHOOTING GALLERY**, Pensacola, Fla.

**CIRCUS BLEACHER SEATS, ALL SIZES, NEW** and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa.

**FOR SALE—COMPLETE WALK THRU SHOW:** The Great Man Hunt, practically new; 25 Stereoptic Machines; 56 Large Action Photographs, including Thrilling Crime and Latest Flood Pictures, \$75.00. Address **HARRY HAMEROFF**, 1500 11th Ave., Altoona, Pa.

**FOUR COMPLETE BALL GAMES: BOTTLES, Cats, Dolls and Ten Pins.** Sturdy, flashy, attractive outfits. Write **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

**KIDDIE AIRPLANE RIDE AND KIDDIE MERRY-Go-Round.** Cheap for cash. Also Big Wheel. **HARRY HEBENSTREITE**, 1630 Provident, Cincinnati, O.

**MERRY-GO-ROUND—3-ABREAST SPILLMAN** in good condition. No reasonable offer refused. **F. MARTIN**, 11 Wood, N. E., Hamilton, Ont.

**SHOOTING GALLERY, CALLIAPHONE, BOX-ball Alleys, Electric Penny Boards, 16MM Moving Picture Machines, three "Pal" Midget Racers.** **WHITAKER**, 6713 Wentworth, Chicago.

### HELP WANTED

**CAPABLE PERFORMERS FOR HIGH AERIAL** Act. Traps, Iron Jaw, Perch. Height, weight, late photo; also salary first letter. **BOX 236, Billboard**, Chicago.

**FIRST-CLASS GIRL TRUMPET PLAYER AND** Saxophone Player Wanted. Union. For a leading girls' orchestra. **BOX 235, Billboard**, Chicago.

**GIRLS, WHO CAN ALSO ENTERTAIN.** No mixing. Board and room. All year job. State fully. **P. O. BOX 126, Harmon, N. Y.**

**GOOD ACCORDIONIST, GIRLS' HARMONY** Team, interested good hillbilly acts for glorified hillbilly show. Permanent. **WDDO RADIO PLAYHOUSE**, Chattanooga, Tenn.

**LINE GIRLS DOING SPECIALTIES, TAP AND** Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. fe27x

**MUSICIANS, 3-4 PIECES WHO CAN ALSO EN-**tertain. All year job. State full particulars. **P. O. BOX 126, Harmon, N. Y.**

**GOOD ENTERTAINING EIGHT-PIECE DANCE** Band Wanted. Also Chorus Girls, Specialty Dancers, Singers. Send photos. Write **LARRY FULLER**, Decatur, Mich.

**STUNT RIDERS, AERIAL ACTS, THRILLERS,** Wall Crashers, Auto and Motorcycle Races, Rodeo, Big Animal Acts. **SHOWMAN**, General Delivery, Baltimore, Md.

**TRUMPET, DOUBLING VIOLIN, SAXES** doubling Violin, Flute. Other Entertaining Musicians write. Girl Harpist who can swing. Location, steady, union. **BOX C-189, Billboard**, Chicago.

**UNDERSTANDER WANTED FOR COMEDY** Hand-balancing Act. At least 5 ft. 9. Write immediately. **FRANK LANDY**, care Billboard, 1564 Broadway, New York.

**WANTED: MALE PIANO PLAYERS TO DOUBLE** parts. State your lowest; salary sure. Must be sober. **BILLY BLYTHE PLAYERS**, Tyaskin, Md.

**WANTED—LUMBER JACK ACTS, JULY 17 TO** 24, inclusive. Centennial Exposition. State act and terms. Australian wood choppers, where are you? **MUSKEGON CENTENNIAL COMMITTEE**, Muskegon, Mich.

**10-IN-1 ACTS—DANCING GIRLS, GIRLS FOR** Illusions, Good Geek, Working Men, Ticket Sellers for Sex Shows. Open Detroit April 3. Thirty weeks' work. Best Table Board. **PAUL HOUCK**, Billboard, Cincinnati. mh6

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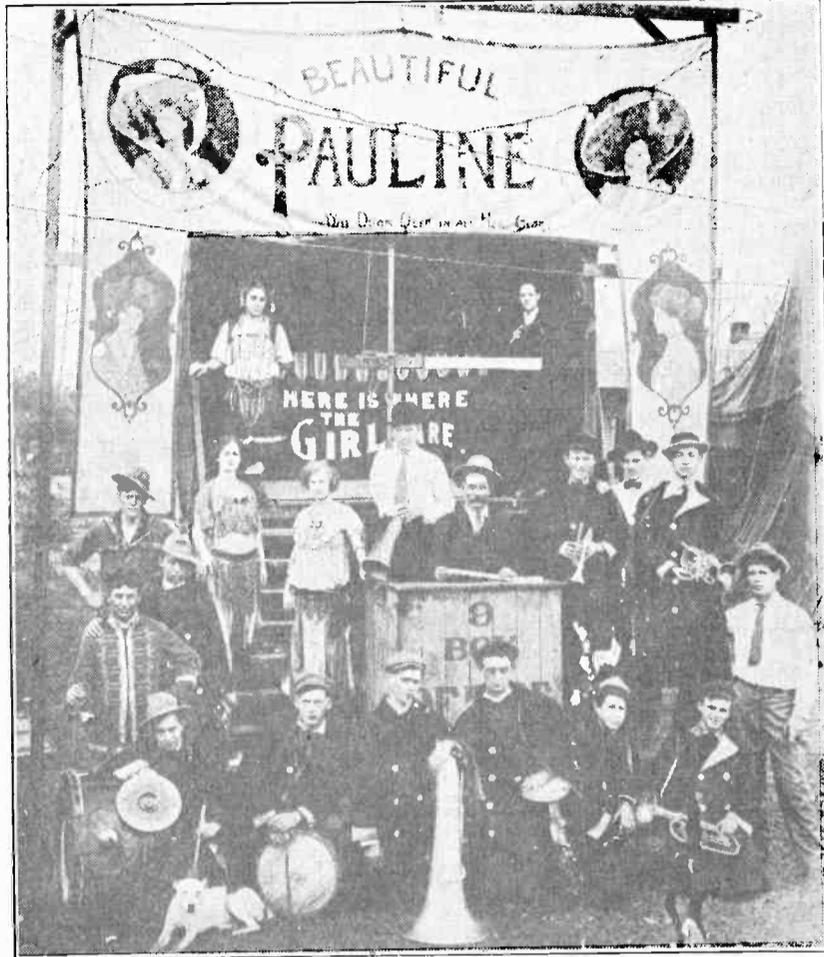
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# Show Family Album



THIS PICTURE was taken "somewhere in Georgia" in 1911 when the "Pauline" Show was with the Weider Amusement Company. In the ticket box is Andy (Dad) Reid, owner of the "Pauline" Show. The man on the second deck is Walter Reid, his son, who is now in Johnson City, Tenn. Frank Meeker is in blue and white band coat behind the bass drum, and directly back of him is Leonard Baker, now in Muncie, Ind. Leon Spahr is on bass drum, Roger Ludy on snare drum, Herman Blowers (now in Chicago) on bass horn, and Ed Clayton, deceased, on baritone. Ludy is located in Portland, Ind., where he is assistant manager of the Hines Theater.

The Meeker band was on the Weider show for about nine months of 1911, joining at Nicholasville, Ky., in September and playing Kentucky, the Carolinas, Florida, Georgia and Tennessee. William Weider was owner-manager of the show, hailing from Coalton, O.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

### MISCELLANEOUS

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**ROLLS DEVELOPED—TWO BEAUTIFUL DOU-**ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

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**FOR SALE—ALL TALKING, NINE REELS NEW** Print, Lots Advertising, "Explorers of World of World." Bargain, eighty-five dollars. **JACK COOPER**, 422 James St., Hinton, W. Va.

**LOST IN JUNGLE—6-REEL TALKIE, \$22.00.** A-1 shape. Silent 1-Reel Educational, New Prints cost \$30.00 each. Bargain \$7.00 per reel. **OAK STORAGE CO.**, Armitage and Western Ave., Chicago. x

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**\$3,300.00 WURLITZER LARGE BAND ORGAN.** 100-Note Late 10-Pieced Roll Music, sacrifice, \$475.00. **T. S. CULP**, 3309 6th St., S. W., Canton, O.

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**WOULD APPRECIATE INFORMATION ABOUT** Sam Levy from Cleveland, O., selling T.O. Foot Remedies. I am sick, broke. Friends write **MRS. SAM LEVY**, Bryant, Ill.

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**250,000 SOLD. SEND 25c FOR NEW "CLEANS** Like a Gun" Tobacco Pipe and Proposition. **LIGOSOL LABORATORY**, 1021 Prospect Ave., Cleveland, O. x

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**WORLD'S BEST SIDE SHOW BANNERS, 25c** square foot. None better at any price. **ROSS-HILL STUDIO**, Cumberland Ctr., Me., "Vacationland."

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**WINDOW CARDS, 14x22, 100, \$2.50; 11x14,** 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa.

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**CASH—GOOD 50x90 (ABOUT) DRAMATIC** End Tent, 200 Folding Canvas Benches. **FLORIDA PLAYERS,** 717 14th Ave. South, St. Petersburg, Fla.

**FERRIS WHEEL WANTED—WILL PAY CASH.** C. W. SIMPSON, 107 Tally Road, Chattanooga, Tenn.

**WANT TO BUY FOR CASH GOOD USED STEAM** Train Outfit. R. A. HOBSON, 3505 Gaston, Dallas, Tex.

**WANTED—USED TENT, 40x60, ROUND ENDS.** Nine or ten-foot wall. Must be in good condition. Cheap for cash. Address **CIRCUS,** West Monroe, La.

**WANTED—TRUCK OR PLATFORM TRAILER** built for Pit Platform Show. L. MORRIS, Montrose Beach Hotel, 925 Montrose Ave., Chicago, Ill.

**WANTED IMMEDIATELY—SECOND HAND** Carnival Equipment, Wheels, Stands, Games, Etc. State all first letter. **BOX C-190,** care The Billboard, Cincinnati, O.

**WILL BUY CAROUSEL, ELI WHEEL, FLAT** Ride and Heavy Duty Trucks. **OTTO EHRRING,** 322 W. State, Columbus, O.

**WILL BUY SECOND-HAND BIG 6 AND MU-** tuel Wheels or others. Also Candy Race Track. Must be cheap. Will pay cash. **"DOC" FAYE,** 142 Burrill St., Swampscott, Mass.

**I'M ON STRIKE** against unemployment! Refuse to be idle any longer! Will you help me? Want a theater position. Write **BOX NY-72,** Billboard, 1564 Broadway, New York.

**AT LIBERTY M. P. OPERATORS**

**PROJECTIONIST—MANY YEARS' EXPERI-** ence. Any equipment. Reliable, married. **RAY MYERS,** 223 16th St., Cairo, Ill. mh6

**AT LIBERTY MUSICIANS**

**A-1 TROMBONE—AGE 30—EXPERIENCED.** Anything legitimate. **LEIBEL,** 25 East 193d St., New York City. mh13

**AT LIBERTY—TROMBONE PLAYER, CAN CUT** it. Tone, range. Want location. Will work music as side line. **BILL COKER,** Evarts, Ky.

**AT LIBERTY—ALTO OR TENOR SAX, DOUB-** ling Clarinet. Good reader and arranger. Willing to travel anywhere. Write or wire. **D. R. BELASCO,** 1229 S. 8th St., Goshen, Ind.

**AT LIBERTY—HOT SOUTHERN COMPOSER.** Arrange. Plenty of specials and own compositions. For full details write **RED HEAT,** 88 Newport St., Brooklyn, N. Y. mh6

**CLARINET—THIS SEASON. CONCERT OR** Circus Band. Experience with Mr. Neeld's Concert Band. **GLEN DANDO,** Orland, Ind.

**CORNETIST—BANDMASTER AND TEACHER.** Consider any reliable offer. **ROSS DWIGGINS,** 416 E. Vail, Kokomo, Ind.

**DRUMMER—SWING, EXPERIENCED, READ.** Interested in hard-working unit. Don't misrepresent. Age 24, union. **HOWIE POWERS,** Box 330, Burt, Ia.

**EXPERIENCED TRUMPET—FIRST OR SECOND,** Arrange. East or South. **AUSTIN HULL,** Mogadore, O. fe27

**FLUTIST—EXPERIENCED IN ALL LINES.** Will use music as side line if necessary. Write **BOX C-175,** care The Billboard, Cincinnati, O. mh6

**MUSICIAN—SIX-STRING GUITAR. MODERN,** young, neat, reliable, union. **HAROLD HAGERTY,** Wataga, Ill. mh13

**SIX-STRING RHYTHM GUITARIST—CAN** read, fake, swing, arrange. Can go anywhere for sure job. Will consider any night club, hotel or tavern offers. State salary in letter. Write **BOB BLANCHARD,** 162 Bristol St., Canandaigua, N. Y.

**AT LIBERTY—Alto Sax double Clarinet and Voice.** Good reader, fake, some ride. Appearance, sober and reliable. Reason for ad, job closed. Reply by letter if no hurry, but can join at once. **TOM MATNEY,** Waynesville, N. C. Don't misrepresent. fe27

**AT LIBERTY—Midget M. C. (Director), Tap** Dancing, Acrobatic; also Vocal Work. Also a normal Trumpet Player doubling Violin. Go anywhere with reliable band. Prefer one playing night clubs. Write **MIDGET,** care Earnest Hotel, Akron, Ohio.

**AT LIBERTY—Trumpet, legitimate, experienced** in all lines, good reader, congenial and reliable. Write or wire **AL LOSH,** 310 N. Illinois St., Indianapolis, Ind.

**STRING BASS—Join on week notice. Want to** connect with strolling or dance combination that is sober and business. Union, sing, sober, single. Have good car. Allow time for mail to be forwarded. **BASS MAN,** 2807 Oliver St., Fort Wayne, Ind.

**TROMBONE—Instructor, Director, A-1 Arranger.** 22 years' experience. Sober, reliable, reference. Prefer location in the South. Would troupe. **ROBERT VAN SICKLE,** La Belle, Mo. mh13

**TRUMPET—Experienced all lines. Young, reli-** able, union. Sing, arrange, do novelties. Drive, carry passengers. Reply promptly. **TRUMPETER,** 120 W. Marion St., Mishawaka, Ind.

**AT LIBERTY PARKS AND FAIRS**

**PARACHUTE JUMPER—** **LLOYD DUGGINS,** Mauckport, Ind.

**ARMSTRONG'S FAMOUS COMEDY FORD ACT** —Well known. Literature. **ROSCOE ARMSTRONG,** Montezuma, Ind. ap24

**CHAMPIONSHIP MOTORCYCLE RACES AND** Hell Drivers—18 men with sound truck. Castongnay, Dow, Hill, James, others. Readville (Boston), Topsfield, Mass. Fair, fourth consecutive year. Now contracting Fairs, still dates, Tracks, Expositions. **CHAS. KYLE,** Gen. Del., Baltimore, Md., or 104 Judson Ave., New Haven, Conn.

**AERIAL COWDENS—Standard attractions, high** double trapeze, comedy revolving ladder. Good acts, plenty flash, satisfaction assured. If interested send for literature. Address **Billboard,** Cincinnati, O. ap3

**AT LIBERTY—Rice's Troupe of Comedy Pigs** and Dogs for Fairs, Parks and Circus. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

**CHARLES LA CROIX—Original Outstanding Tra-** peze Act. Booking indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1304 South Anthony Blvd., Fort Wayne, Ind.

**PAMAHASIKA'S** Dog, Pony, Monkey, Bird Circus for your resort. A real clean show. You evidently want the best. **GEO. E. ROBERTS,** Mgr. Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536. mh6

**THREE NOVELTY ACTS—America's best lady** globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. **THE CHRISTYS,** Keokuk, Ia. ap24

**AT LIBERTY PIANO PLAYERS**

**DANCE PIANIST—WELL EXPERIENCED,** young. Double piano accordion and arrange. **PIANIST,** 1309 West Ninth, Des Moines, Ia.

**PIANIST—LEGIT AND DANCE. READER.** Union. **LARRY SCHEBEN,** General Delivery, West Palm Beach, Fla.

**PIANO PLAYER—A-1, SOBER AND RELIABLE.** Sight read, transpose. Experienced with dance bands; also stage revues and shows. Play modern style. **EDDIE FELLOWS,** 3962 Wallace St., West Philadelphia, Pa.

**RHYTHM PIANIST—Modern take-off, desires** change. Good accompanist. Young, dependable. Prefer jam band location. Consider all. **PIANIST,** 540 S. McDonough St., Montgomery, Ala.

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**BLUES SINGER—Age 25, experienced stags,** radio, night club, bands. Swing or sweet tunes. Can do M. C. Wardrobe, appearance. **(MISS) FAY ECKERT,** 1206 Kenble St., Utica, N. Y.

**CLIFF ALLEN—Vocalist Extraordinary. Little** Jackie Heller style. Double guitar, mandolin, banjo, lute. Swing, fake; read. Nick Lucas Voice Guitar Act. Swing rhythm, hot lick picking. Cocktail room attraction, swing bands. Young, neat appearance. Experienced radio, nightclub, hotel and stage. 316 W. 90th St., New York.

**AT LIBERTY VAUDEVILLE ARTISTS**

**PIANO PLAYER AT LIBERTY—FORMER REP,** Vaudeville or Radio. Read, fake and transpose. Work acts, comedy or straights. Change specialties for two weeks. Can join at once. Willing to go anywhere. Ticket if far. Reliable. Write or wire full particulars to **VIVIAN FISK,** Kilbourne, O.

**AT LIBERTY—Champion Trick and Fancy Rope** Spinner. I do all the best tricks, one the Double Butterfly; also an Eight Loop Spin and others too many to mention. **JESS NICKELL,** Coolidge, Ariz.

**AT LIBERTY—Novelty Dancing Act. Doing Top** Comedy, Soft Shoe and so on. Also some M. C. work single. Would like to hear from agency in Pittsburgh, Pa., or other cities. **EMIL D. CARTER,** 139 Sherman Ave., Newark, N. J.

**DANCER—Adagio, Ballroom, Apache, Trio or** Quartet. 6 ft., 175 lbs., dark complexioned. **JOE LIEBERMANN,** 1505 S. Kedzie Ave., Chicago, Ill. Phone Rockwell 1376.

**LADY VENTRILOQUIST—A-1 Worker. Puppet** spits, smokes, winks, laughs. Played Cleveland all winter. Also other acts. Have car and house trailer. **DOLORES DUSHANE,** Paulding, O.

**NOVELTY ACTOR—Two Spec. Cowboy Rope** Spinning; Baton Spinning and Juggling. Indoor circus, vaude, units, clubs, etc. **WILL BROWN,** 34 Ethel, Johnson City, N. Y.

**TEAM—Man all around piano player, read, fake,** transpose, modern. Woman General Business, bokum specialties. Script Bits or Acts. **JOHNNY BROOKS,** Gen. Del., Athens, Ga.

**THE LONE SYMPHONY—Will join vaudeville** unit, concert or opera company. See and hear this beautiful Mioned Couple Accordion. And recognize the Accordion. Special wardrobe, young and attractive. Lobby photos. State full particulars in first. **ENAR LUBACK,** 1008 West Madison St. Chicago, Ill.

**MANY EMPLOYEES**

(Continued from page 36)

became a member of the Masonic Lodge in Rochester at a special initiation early in February.

Fred Eberly, retired flour manufacturer of Green Bay, Wis., spent several days in quarters this week en route to Florida.

Ernie Clarke and wife, the former Elizabeth Hanneford and daughter, Ernestine, along with Percy Clarke, spent a fortnight in Rochester en route from their home in Glens Falls, N. Y., to the Shrine Circus in San Francisco.

Denny Curtis, prominent showman of Westmont, Ill., spent a day in quarters early in the week, accompanied by Noel Van Tilburg, chairman of the Shrine Circus committee in Minneapolis.

Mrs. William Newton, of the Walter L. Main Circus, wintering at Montgomery, Ala., spent two days in Rochester, Ind., early in the week. She was accompanied by her two sons, Clyde and William Newton.

Ora O. Parks, a member of the press staff, together with his wife and his mother, Mrs. Arthur Norton, visited quarters last week. They recently returned from a trip to Florida.

Jess Adkins is back after a trip to St. Louis on business in interest of the show.

John Davenport, 72, who has been a bareback rider for 60 years, is breaking five head of ring stock. He is still going strong and turns a back somersault on a galloping horse just to limber up.

Pat Murphy, manager of the No. 2 advertising car, is wintering in Santa Monica, Calif. He plans to go to Hot Springs, Ark., before the season opens.

**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 AGENTS AND MANAGERS**

**AT LIBERTY—Booking Agent. Have fifteen years'** experience booking Puppets, Marionettes, Manikin Shows. Shows must be complete. Willing to work on percentage basis. Would like to join with responsible party. Give full particulars by letter, in reference to truck, equipment, etc. **CARL METRO,** care Billboard, 1564 Broadway, New York.

**PRESS AGENT or Theater Manager. Plenty of ex-** perience in both. An executive and business builder. Salary reasonable. Address **BOX 237,** Billboard, Chicago.

**AT LIBERTY BANDS AND ORCHESTRAS**

**FAST ENTERTAINING ORCHESTRA—SIX** pieces featuring two Pianos; also Girl Vocalist. Distinctive music guaranteed to please for Hotel, Nite Club. **LEADER,** 1421 Water St., Corpus Christi, Tex. mh6

**FAST FOUR TO FIVE-PIECE SWING BAND.** Fine equipment, trio, entertainers. We cut and swing out. Own transportation, distance no object. Address **BOX C-188,** care Billboard, Cincinnati.

**GENE FLETCHER AND ORCHESTRA. EIGHT** men desire reliable hotel, ballroom or night club. Attention bookers. Closing here after five months Southwest radio chain from Crystal Ballroom, Crawford Hotel. Go anywhere. All young, perfect moral band. Have bus, complete musical setup, 3 vocalists, 2 arrangers. Our own distinctive style. Crawford Hotel, Carlsbad, N. M. mh6

**H. P. FIELDS WOULD LIKE TO GET IN TOUCH** with reliable bookers, night club or dance hall managers anywhere for Orchestra Bookings. **H. P. FIELDS,** Lima, O.

**MODERN EIGHT-PIECE GIRLS' ORCHESTRA—** Made Director. Double on singing and instruments. Everyone a soloist. P.-A. System, two mikes and two loudspeakers. Latest and complete library, music stands, etc. Union. Instrumentation consists of saxophones, trumpets, bass, piano, electric Hawaiian guitar, violin, clarinet, mandolin, etc. Solo and ensemble singing. We have the best of reference. Play sweet and hot, swing, Spanish, Hawaiian, etc. Only Class A hotels, radio and high-class night clubs need answer. Give full particulars, also salary in first letter. Picture sent by request. **ERNIE BRUSS AND HIS MELODY MAIDS,** 3024 N. Mason Ave., Chicago, Ill. mh13

**NINE-PIECE BAND—Available for Ballroom,** Resort, Hotel, etc. Will augment. Feature Special Arrangements, Vocalists. Sober and reliable. Would troupe. **THE MELODIANS,** LaBelle, Mo. mh6

**THREE HAWAIIANS—Complete with Electric** Sound System. Available for clubs, hotels, theaters, etc. Play any kind of music. Sing Hawaiian, popular and Spanish. State all in first letter. **THE ISLANDERS,** General Delivery, Cambridge, Md. fe27

**TWELVE-PIECE MIXED BAND—Tops in variety** of entertainment. Complete library. Vocals, Novelties, Doubles, Vocal Trios, P.-A. System, Racks and transportation. Young, reliable, union. Go anywhere. State all. **ORCHESTRA LEADER,** 1412 West Galena St., Milwaukee, Wis.

**AT LIBERTY CIRCUS AND CARNIVAL**

**AVAILABLE FOR CIRCUS** or High Class Motorized Show. Punch and Judy, Casket Illusion. Asslt Inside Lecturer and Wife does Magic Act. **KRIEGER,** 608 West 192d St., New York. fe27

**DOG AND PONY ACT—DOG** Act. Pony Drill. Dog and Pony Riding Act. New trappings and props. Wonderful flash. **C. H. HARSHBARGER,** Lewistown, Pa. fe27

**AT LIBERTY—MIDGET LADY WITH SEVEN** Trained Dogs, assisted by Hiram. Will book with dependable people for the season. **J. M. HENSLEY,** 228 St. Elmo, Ill. mh6

**FREE ACT—GIBSON'S HIGH DIVING CAT AND** Dogs. Fifty feet. The only high-diving cat. A thriller. Tight-wire performing, both species, day or night. New outfit, nice flash. Join reliable show or other bookings. **GIBSON & GIBSON,** Carthage, Ind. mh6

**LADY JUGGLER WISHES TO JOIN RECOGNIZED** Juggling Troupe for circus season. **BOX 234,** care The Billboard, Chicago. fe27

**WILD WEST NOVELTY ACT, GUN AND ROPE** Spinning, Whip Cracking, all on slack wire. Also Trick Riding, Horse Roping. Wardrobe the best, have car. **BOLDER LANDRY,** 466 Main, Laconia, N. H.

**AT LIBERTY—The World's Indian Boy Fire-** eater. You've seen the rest, now see the best, including Plates Spinning. Write **CHIEF SUMMERS,** Box 103, Ponsford, Minn.

**I WANT TO JOIN** a good small organization for this season. Will work concession with office, or will do office work for concession privilege. **LAMANCE,** 782 Marion, S. E., Atlanta, Ga.

**LATHAM'S CIRCUS ATTRACTIONS** as your Free Act will save you money and worry. Four people, and Trained Dogs, Pony, Monkeys and Baboons. Address care Billboard, Cincinnati. mh20

**PAMAHASIKA'S FAMOUS ACTING BIRDS—** A wonderful attraction, indoors, outdoors, anywhere. A feature, the last word. Presented by Prof. Pamahasika himself. 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536. mh6

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# CONVENTIONS

## ALABAMA

Huntsville—Woodmen of World. March —. H. A. Cook, Box 728, Montgomery, Ala.  
Birmingham—Order of Red Men. May 22. M. D. Friedman, Box 494.  
Mobile—Knights of Columbus. May 10-11. N. McGowan, Ensley, Ala.

## ARIZONA

Globe—F. & A. Masons. March 8-11. H. A. Drachman, Box 229, Tucson, Ariz.  
Nogales—Knights of Pythias. May 10. J. Loper, Phoenix, Ariz.  
Phoenix—Order of Odd Fellows. Apr. 19-21. A. A. Foster, Valley Bank, Prescott, Ariz.

## ARKANSAS

Little Rock—State Soc. Sons Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway, Ark.  
Little Rock—State Outdoor Adv. Assn. Apr. —. J. P. Baird.  
Little Rock—Knights Templar. May 18. A. C. Becker, 700 Scott st.  
Little Rock—Veterans of Foreign Wars. June 6-8. E. E. Upton, 3009 W. 3d st.  
Pine Bluff—Knights of Pythias. May —. S. Cassell, Hot Springs.

## CALIFORNIA

Eureka—Un. Spanish War Veterans. May 16-19. G. F. Kohler, 2116 Eagle ave., Alameda, Calif.  
Marysville—Foresters of Amer. May 19-22. F. L. Zelich, 1182 Market st., San Francisco.  
Oakland—Knights of Columbus. May —. M. S. Soares.  
Sacramento—Order of Odd Fellows. May 11-14. F. D. Macbeth, 26 7th st., San Francisco.  
Sacramento—Veteran Odd Fellows' Assn. May 14. M. H. Ludlow, Box 489, San Francisco.  
San Francisco—Order of Foresters. May 11-12. W. J. Pople, 12 Geary st.  
San Francisco—R. & S. M. & R. A. Masons & Knights Templar. Apr. 19-21. Thos. A. Davies, Masonic Temple.  
Stockton—G. A. R. April 20-25. L. M. Gardiner, 257 1/2 E. 30th st., Los Angeles.  
Ventura—Disabled Amer. Veterans of World War. June 20-24. I. J. Landis, 1816 S. Figueroa st., Los Angeles.

## COLORADO

Canon City—Junior Order. May 5-6. L. B. Youngs, 725 Colorado Bldg., Denver.  
Colorado Springs—Un. Spanish War Veterans. June —. R. B. Ross, Montrose, Colo.  
Glenwood Springs—State Firemen's Assn. Late in June. Clinton Turnbull, 215 Boston Bldg., Denver.  
Manitou—G. A. R. of Colo. June —. A. J. Rawson, Olathe, Colo.

## CONNECTICUT

Bridgeport—Knights Templar. May 4. W. N. Barber, 136 Sta. A. Meriden, Conn.  
Hartford—Order of Red Men. May 8. Wm. Saunders, 79 Woodside ave., Waterbury, Conn.  
Waterbury—Foresters of Amer. May 8. P. J. Cavanaugh, 79 Main st., Torrington, Conn.  
Waterbury—Order of Odd Fellows. May 19. W. Hutchinson, Box 1689, New Haven, Conn.

## DELAWARE

Harrington—Junior Order. Apr. 20. Frank Siegrist, 907 Tatnall st., Wilmington, Dela.  
Wilmington—Sons of Amer. Revolution. Apr. 17.

## DISTRICT OF COLUMBIA

Washington—Eastern Assn. Fire Chiefs. June 3-5. Chas. E. Clark, Box 217, Wayne, Pa.  
Washington—Natl. Council, Junior Order. June 14-16. J. L. Wilmet, Box 874, Philadelphia, Pa.

## FLORIDA

Lake Wales—Order of Odd Fellows. Apr. 19-21. Frank Grant, Box 753, Orlando.  
Lake City—Order of Red Men. May 19-20. E. A. Edwards, Lake City.  
Miami—State Florists' Assn. Latter part of May. C. Leslie Whipp, Box 102, Jacksonville.  
Sarasota—State Firemen's Assn. Apr. 26. F. C. Pfander, Winter Haven, Fla.  
Tampa—Junior Order. Apr. —. J. R. Stoffer.  
Tampa—Knights Templar. May 19-20. C. B. Fish, Sarasota, Fla.  
West Palm Beach—State Elks' Assn. Apr. —. I. W. Hawkins, Box 29, De Land, Fla.

## GEORGIA

Athens—Odd Fellows' Encampment. May 26. Allen Turner, Box 4013, Atlanta.  
Atlanta—Modern Woodmen of Amer. May 5. A. L. Gerardine, Valdosta, Ga.  
Macon—Knights Templar. Apr. 27. C. S. Wood, Box 733, Savannah.  
Macon—R. A. Masons. Apr. 28. W. J. Penn Jr., Macon.  
Rockmart—Order of Red Men. June 16. C. C. Gillett, Atlanta.  
Savannah—State Elks' Assn. May —. R. E. Reynolds, Atlanta.  
Valdosta—Knights of Pythias. May 19. W. S. MacFeeley, 121 W. York st., Savannah.

## IDAHO

Coeur d'Alene—G. A. R. of Idaho. June —. Amelia Anderson, State House, Boise.  
Pocatello—Knights of Pythias. June 11-12. A. Forster.

## ILLINOIS

Chicago—Premium Adv. Assn. May 3-7. Howard W. Dunk, 500 5th ave., New York City.  
Chicago—33d Div. War Veterans' Assn. Last week-end in June. W. E. Keith, 127 N. Dearborn st.  
Chicago—Natl. Inventors Congress. March 29-Apr. 2. Albert G. Burns, Blum Bldg.  
Danville—Un. Spanish War Veterans. June 16-19. C. N. Neal, 412 1/2 E. Monroe st., Springfield.

## INDIANA

Decatur—Northern Ind. Volunteer Firemen's Assn. June 11-12. W. H. Collisson Sr., Box 222, Winona Lake.  
Elkhart—Knights Templar. May 12. W. H. Swintz, Masonic Temple, Indianapolis.  
Huntington—Knights of Columbus. May —. G. Powell, New Albany, Ind.  
Indianapolis—F. & A. Masons. May 25-26. W. H. Swintz, Masonic Temple.  
Indianapolis—Kiwanis International. June 20-24. Fred C. W. Parker, 520 N. Michigan ave., Chicago.  
Logansport—State Elks' Assn. June 1-3. W. C. Groehl, Box 193, Shelbyville, Ind.  
Rochester—Un. Spanish War Veterans. June 13-15. W. C. Oren, Soldiers & Sailors Monument, Indianapolis.  
South Bend—Veterans of Foreign Wars. June —. R. DeVault, Indianapolis.

## IOWA

Cedar Rapids—State Outdoor Adv. Assn. Apr. —. F. Trainer, Ackley, Ia.  
Clinton—R. A. Masons. Apr. 20-21. G. E. Masters, 24 First st., Glenwood, Ia.  
Davenport—G. A. R. Encampment of Iowa. June 20.  
Davenport—State Elks' Assn. June 6-8. J. Ward, Iowa City, Ia.  
Davenport—Veterans of Foreign Wars. June —. E. Crane, Cherokee, Ia.  
Spirit Lake—Knights Templar. Week of June 20. Clinton Kastner, Boone, Ia.

## KANSAS

Hutchinson—State Elks' Assn. May 9-11. W. H. Lamoreaux, Great Bend, Kan.  
Manhattan—Knights of Columbus. May —. H. Hrdrick, Beloit, Kan.  
Salina—Un. Spanish War Veterans. May 19. W. E. Franke.

## KENTUCKY

Danville—Knights Templar. May 19. H. Woods, Winchester, Ky.  
Lexington—Order of Odd Fellows. May 12. Will Davies, 511 W. 6th st., Lexington, Ky.  
Louisville—G. A. R. Apr. 27-28. M. H. Davidson, 655 S. 35th st.  
Louisville—Natl. Fed. Music Clubs. Apr. 23-29. Mrs. H. C. Day, 612 Park ave., Albert Lea, Minn.  
Louisville—American Fed. of Musicians. June 14-19. Fred W. Birnbach, 39 Division st., Newark, N. J.  
Mayfield—Veterans of Foreign Wars. June 17-19. E. H. Becker, 114 16th st., Newport, Ky.  
Somerset—Un. Spanish War Veterans. June 6-8.  
Owensboro—State Elks' Assn. May —. R. H. Slack.

## LOUISIANA

Baton Rouge—Order of Odd Fellows. March 8-10. Claude Ford, 830 S. 18th st.  
Baton Rouge—Knights of Pythias. May 24. W. E. Adolph, Carondelet Bldg., New Orleans.  
New Orleans—Knights of Pythias. Apr. 19-20. J. Brown.

## MAINE

Lewiston—Knights of Pythias. May 19. H. S. Elder, 341 Cumberland ave., Portland.  
Portland—Masonic Bodies. May 4-6. C. E. Leach.  
Portland—Yankee Div., Veterans' Assn. June 25-27. O. P. Benton, Walker St. Garage, Portland.  
Portland—G. A. R. of Me. June 15-18. C. E. Nason, R. 2, Gray, Me.

## MARYLAND

Baltimore—Order of Odd Fellows. Apr. 19-20. W. A. Jones, I. O. O. F. Temple.  
Baltimore—Junior Order. Apr. 20-21. H. L. Mennerick, 100 N. Paca st.  
Baltimore—Woodmen of World. Apr. 30-May 1. G. E. Munzer, 4322 Falls road.  
Baltimore—Un. Spanish War Veterans. June —. G. Gillman.  
Cumberland—Order of Red Men. Apr. 28-29. J. W. Walker, 131 E. North ave., Baltimore.  
Cumberland—Order of Eagles. June 8-10. Dr. W. S. Sudler, 3323 E. Baltimore st., Baltimore.  
Easton—State Firemen's Assn. June 23-24. G. R. Lindsay, Hagerstown, Md.

## MASSACHUSETTS

Boston—Odd Fellows' Encampment. March 4. George H. Fuller, 170 Newbury st.  
Boston—G. A. R. Encampment. Apr. 13-14. Helen A. Phinney, State House.  
Boston—Knights of Pythias. May 5. G. Howe, 389 Commonwealth ave.  
Boston—Order of Odd Fellows. June 10. G. H. Fuller, 170 Newbury st.  
Haverhill—Order of Eagles. June 27-29. M. L. Feley, 59 E. Housatonic st., Pittsfield, Mass.  
Hull—Veterans of Foreign Wars. June 17-18. H. V. O'Day, State House, Boston.  
Springfield—Foresters of Amer. May 15-16. W. J. Mitchell, 248 Boylston st., Boston.

## MICHIGAN

Detroit—Shriners, Imperial Council. June —. J. H. Price, Richmond, Va.  
Detroit—G. A. R. of Michigan. June —. Mrs. I. Davidson, Capitol, Lansing, Mich.  
Flint—Un. Spanish War Veterans. June 13-16. Arthur E. Nelson, 729 State Office Bldg., Lansing, Mich.  
Grand Rapids—State Soc. Sons Amer. Revolution. Apr. 3. R. E. Van Syckle, 1729 Ford Bldg., Detroit.  
Jackson—Order of Eagles. June 26-28. M. Ryan, Alpena, Mich.  
Lansing—Knights Templar. June 8-9. C. Conover, Coldwater, Mich.  
Lansing—Veterans of Foreign Wars. June —. A. Thomas.  
Mt. Clemens—F. & A. Masons. May 25-26. F. H. Newton, Masonic Temple, Grand Rapids.  
Port Huron—Odd Fellows' Encampment. May 18-19. Edward Hoyt, 44 Eldred st., Battle Creek, Mich.  
Traverse City—Order of Elks. June 4-6. Albert Ott.

## MINNESOTA

Crookston—State Fire Dept. Assn. June 14-16. Ross Schmidt.  
Mankato—Knights Templar. June 16-17. J. Fishel, Masonic Temple, St. Paul.  
Minneapolis—State Florists' Assn. March —. C. A. Mathes, 1326 Osceola ave., St. Paul.

St. Cloud—Dis. Amer. Veterans of World War. June 18-19. J. Monahan, Minneapolis.  
St. Peter—Order of Odd Fellows. June 17. E. Ludvigsen.

## MISSISSIPPI

Gulfport—Order of Odd Fellows. June 16-17. W. S. P. Doty, Box 728, Grenada, Miss.  
Jackson—American Legion. July 4-7. Dr. M. K. Upshaw.  
Jackson—Un. Confederate Veterans. June —. H. Lee, Nashville, Tenn.  
Meridian—Junior Order. Apr. 27. W. D. Hawkins, Box 543.

## MISSOURI

Columbia—Veterans of Foreign Wars. June 1. D. Powell, Kansas City.  
Kirksville—Knights Templar. May 18-19. R. V. Denslow, Trenton, Mo.  
Lexington—Un. Spanish War Veterans. June 20-23. J. W. Castanie, 509 N. Broadway, St. Louis.  
Poplar Bluff—Order of Odd Fellows. May 24-26. Ben Weidle, 3765 Lindell Blvd., St. Louis.  
St. Joseph—Order of Eagles. May —. W. P. Lenz.  
St. Joseph—Dis. Amer. Veterans of World War. June 6-8. F. J. Harris, 2244 E. 69th st. Terrace, Kansas City.

## MONTANA

Butte—Un. Spanish War Veterans. June 14-17. George H. Wilcox, 938 Colorado st.  
Great Falls—Knights Templar. June —. F. D. Jones, Helena, Mont.  
Great Falls—R. & S. & R. A. Masons. June 14-15. L. T. Hauberg, Box 896, Helena, Mont.

## NEBRASKA

Broken Bow—Knights Templar. Apr. 15. L. E. Smith, Masonic Temple, Omaha.  
Hastings—Knights of Pythias. May 11-12. F. L. Brown, 1210 P. st., Lincoln, Neb.  
Omaha—Variety Clubs of America. Apr. 16-17. Jas. G. Balmer, 711 Clark Bldg., Pittsburgh, Pa.  
Omaha—State Veteran Free Masons' Assn. June 9. L. E. Smith, Masonic Temple.  
Omaha—Midwestern Assn. of Elks. July 11-16. Dr. Price Terrell, 2502 N. 24th st.

## NEW HAMPSHIRE

Concord—F. & A. Masons. May —. H. M. Cheney.

## NEVADA

Las Vegas—Knights Templar. June 7. E. H. Beemer, Reno, Nev.  
Las Vegas—Order of Odd Fellows. June 16-18. H. O. Johnson.

## NEW JERSEY

Asbury Park—Jewish War Veterans of N. J. Apr. 30-May 1. I. Dworkin, Hoboken.  
Asbury Park—Order of Odd Fellows' Encampment. May 4. F. R. Jummel, Box 196, Trenton.  
Asbury Park—State Exempt Firemen's Assn. June 26. Ellsworth Post, Box A, Wharton, N. J.  
Atlantic City—Order of Red Men. May 6-7. W. F. Kater, 1037 S. Clinton st., Trenton.  
Atlantic City—Order of Odd Fellows. June 9-10. Harry Pine, Trenton.  
Atlantic City—Order of Eagles. June 25-26. J. C. Coffey, 42 Hillman st., Clifton, N. J.  
Atlantic City—G. A. R. Encampment. June —. W. McCoy, Trenton.  
Trenton—R. & S. Masons. Apr. 20. H. A. Putnam, 115 Woodside ave.

## NEW MEXICO

Las Vegas—Knights of Columbus. May 16-17. I. Peavy, Van Houten, N. M.  
Santa Fe—F. & A. Masons. March 15-17. A. A. Keen, Box 535, Albuquerque, N. M.  
Santa Fe—Knights Templar. March 19. A. A. Keen, Box 535, Albuquerque, N. M.

## NEW YORK

Albany—G. A. R. of N. Y. June 8-10. Bernice Case, Box 17, Capitol, Albany.  
Geneva—Knights of Columbus. May —. H. A. Doyle, 271 North ave., New Rochelle, N. Y.  
Gloversville—Knights Templar. June 13-15. J. B. Mullan, 608 Terminal Bldg., Rochester.  
New York—Natl. Assn. Sheet Music Dealers. June 14-16. T. J. Donlan, 321 W. 75th st.  
New York—Inst. of Radio Engineers. May 10-12. H. P. Westman, 330 W. 42d st.  
New York—F. & A. Masons. May 4. C. H. Johnson, 71 W. 23d st.  
Schenectady—State Firemen's Assn. June —. W. Dunn.  
Troy—Odd Fellows' Encampment. May 25-26. Harry Walker, 31 Union Sq., New York City.  
Troy—State Elks' Assn. May 31-June 3. Philip Clancy, 19 W. 27th st., New York City.

## NORTH CAROLINA

High Point—Order of Red Men. May 10-12. W. B. Goodwin, Box 222, Elizabeth City, N. C.  
Raleigh—F. & A. Masons. Apr. 20. J. H. Anderson, 502 Masonic Temple.  
Wilmington—Order of Odd Fellows. May 18-19. H. A. Holstead, Box 55, Mooresville, N. C.  
Wilmington—Knights of Pythias. June 8-9. I. W. Farmer, Clayton, N. C.

## NORTH DAKOTA

Bismarck—Knights Templar. May 17-18. W. L. Stockwell, Box 1269, Fargo, N. D.  
Devils Lake—Veteran Odd Fellows' Assn. June 1-3. A. S. Isaacson, Box 472, Rugby, N. D.  
Devils Lake—Order of Odd Fellows. June 1-3. B. A. Fahl.  
Fargo—F. & A. Masons. June 15-16. W. L. Stockwell, Masonic Temple.

Jamestown—State Elks' Assn. June —. E. A. Reed, Box 990.  
Minot—American Legion. June 20-22. Frank Webb, Grand Forks, N. D.  
Wahalla—State Firemen's Assn. June —. H. R. Handmann, 719 15th st., S. Fargo.

## OHIO

Canton—Order of Odd Fellows. June 15-17. Chas. T. Cross, 50 E. Broad st., Columbus, O.  
Cincinnati—Order of Odd Fellows. Apr. 25-27. J. McGall, 121 Marlin Drive, W. Mt. Lebanon, Pittsburgh, Pa.  
Cincinnati—Order of Red Men. June 13-15. F. C. Neuhaus, 3368 Monroe st., Toledo, O.  
Cleveland—Loyal Order of Moose, Supreme Lodge. June —. M. R. Giles, Mooseheart, Ill.  
Cleveland—American Rose Soc. June 14-15. R. M. Hutton, Harrisburg, Pa.  
Coldwater—Central Western Ohio Firemen's Assn. June 23-26. N. J. Smith.  
Columbus—Knights of Columbus. May —. Ray McKowen, Box 347, Delphos, O.  
Columbus—G. A. R. and Allied Organizations. Week of June 13. Miss L. S. Lucas, Memorial Hall, Columbus.  
Dayton—Un. Spanish War Veterans. June 20-22. J. Edwards, Columbus.  
Defiance—Northwestern Ohio Vol. Firemen's Assn. June 16. J. W. Gardner, 52 E. Main st., Ashland, O.  
Marion—State Rainbow Div. Veterans' Assn. June 4-5. Irvin C. Henry, 131 N. Main st., Marysville, O.  
Toledo—Veterans of Foreign Wars. June —. F. Kirwin, 1001 Wyandotte Bldg., Columbus.  
Toledo—Woodmen of World. Apr. 25-27. A. J. Diedrichs, 11208 Parkhurst Drive, Cleveland.  
Youngstown—State Order of Elks. Early in June. R. Patterson, Dayton.

## OKLAHOMA

Muskogee—State Elks' Assn. May 15-17. W. Ray Kirk, Box 635.  
Oklahoma City—State Firemen's Assn. June —. C. Slem.  
Ponca City—Knights Templar. May 18. James Latham, Muskogee, Okla.  
Shawnee—Odd Fellows' Encampment. May 18. E. L. Hayes, Guthrie, Okla.  
Tulsa—R. & S. Masons. Apr. 19. J. A. Latham, Muskogee, Okla.  
Tulsa—Supreme White Shrine of Jerusalem. May 4-6. Clara C. Hannon, 5543 Congress st., Chicago, Ill.

## OREGON

Astoria—Order of Eagles. June —. J. C. Welch, Grants Pass, Ore.  
Portland—R. A. & R. S. Masons. Apr. 12-13. D. R. Cheney, Masonic Temple.  
Portland—Order of Odd Fellows. May 19-20. Wm. A. Morand, 1019 S. W. 10th ave.  
Portland—R. & S. Masons. June 16-18. D. R. Cheney, Masonic Temple.  
The Dalles—P. of H. State Grange. June —. B. J. Beck, Albany, Ore.

## PENNSYLVANIA

Catasauqua—Four Co. Firemen's Assn. June 17-19. Chief Wm. Ernst.  
Johnstown—Knights of Columbus. May 23-25. B. N. Hanlon, New Castle, Pa.  
Philadelphia—Order of Odd Fellows. June 6-10. Frank Shannon, 1516 N. 16th st.  
Reading—Veterans of Foreign Wars. June 24-26. C. A. Gnaou, 306 Dauphin Bldg., Harrisburg, Pa.  
Scranton—Woodmen of the World. May —. E. Mays, Hershey, Pa.  
York—G. A. R. of Pa. June 22-24. S. P. Town, 340 City Hall, Philadelphia.

## RHODE ISLAND

Central Falls—Knights of Columbus. May 11. W. Callahan, Pascoag, R. I.  
Providence—Order of Odd Fellows. May 4. A. E. Pike, 86 Weybosset st.  
Providence—G. A. R. Encampment. Apr. 12. C. Gilnes.

## SOUTH CAROLINA

Charleston—A. F. Masons. Apr. 5-7. O. F. Hart, Masonic Temple, Columbia, S. C.  
Charleston—Knights of Columbus. May 2-3. J. I. Cosgrove.  
Charleston—Knights of Pythias. May 25. C. D. Brown, Abbeville, S. C.  
Charleston—State Firemen's Assn. June —. J. H. Wohlert.  
Columbia—Order of Odd Fellows. May 12. Dr. S. F. Killingsworth.  
Florence—Spanish American War Veterans of S. C. June 13. A. M. Deal, Columbia.  
Greenwood—R. A. & R. S. Masons. May 11-12. O. F. Hart, Masonic Temple, Columbia.

## SOUTH DAKOTA

Aberdeen—A. F. & A. Masons. June 8-9. W. D. Swain, Box 942, Sioux Falls, S. D.  
Redfield—Odd Fellows' Encampment. June 15. C. E. Gibson, Salem, S. D.  
Redfield—Order of Odd Fellows. June 14-18. L. L. Trotter, Box 57, Huron, S. D.  
Watertown—P. of H. State Grange. June 8-10. V. Katsch, Fairburn, S. D.  
Watertown—Knights of Columbus. May —. L. J. Trentz, Parkston, S. D.

## TENNESSEE

Chattanooga—Shrine Directors' Assn. of N. A. March 10-12. L. C. Fischer, Box 635, Charleston, S. C.  
Chattanooga—Junior Order. May 11-12. T. J. Ciine, 207 Empire Bldg., Knoxville, Tenn.  
Nashville—Order of Red Men. May 18. Chris Eberhardt, 810 Meridian st.

## TEXAS

Austin—Un. Spanish War Veterans' Assn. June 20-22. J. H. Daugherty, 700 S. Haskell ave., Dallas.  
Corsicana—Order of Odd Fellows. March 15-17. S. M. Williams, 516 Linz Bldg., Dallas.  
Ft. Worth—Cattle Raisers' Assn. March 16-18. E. B. Spiller.  
Houston—Order of Eagles. May 11-12. Wm. T. Souter, 306 N. Presa st., San Antonio.  
Mineral Wells—Knights of Columbus. May 18. G. Krvenbuhl, Ft. Worth.  
Port Arthur—State Firemen's Assn. June 8. Olin Culberson, 64 Capital st., Austin, Tex.  
San Angelo—Knights of Pythias. May 10-12. Theo. Yarbrough, Box 314, Weatherford, Tex.

## UTAH

Provo—Knights Templar. May 11. J. Dunlap, Salt Lake City.  
Salt Lake City—Order of Odd Fellows. May 17. W. Gundry, 41 P. O. Place.  
Salt Lake City—G. A. R. Encampment. May —. C. W. Schnell.  
Salt Lake City—Knights of Pythias. June —. E. R. Geiger, Ogden, Utah.

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, Moose, Knights of Columbus, 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.

**VERMONT**  
St. Albans—Knights of Pythias. May 26. F. A. Whitaker, 26 West st., Bellows Falls, Vt.  
Burlington—Order of Odd Fellows. May 19-21. G. P. Cole, 25 Lafayette place.  
Winooski—Knights of Columbus. May —. A. E. Hill.

**VIRGINIA**  
Norfolk—Order of Eagles. June —. W. T. Robinson, 703 Court st., Portsmouth, Va.  
Norton—Knights Templar. May 13-14. C. V. Eddy, Winchester, Va.  
Old Point Comfort—Order of Red Men. May 19. A. M. Tennis, Hampton, Va.  
Richmond—Order of Odd Fellows. May 24-26. T. W. Davis Jr.

**WASHINGTON**  
Bellingham—Knights Templar. May 10-11. W. C. Stone, 401 Hyde Bldg., Spokane.  
Everett—Knights of Columbus. Latter part of May. A. G. Schott, Box 185, Walla Walla, Wash.  
Hoquiam—Order of Eagles. June —. P. R. Trubshaw, Snohomish, Wash.  
Spokane—F. & A. Masons. June 15-17. H. W. Tyler, Masonic Temple, Tacoma, Wash.  
Tacoma—North West Florists Assn. Apr. 10-12. Clyde Lester, Box 485, Walla Walla, Wash.  
Vancouver—Order of Odd Fellows. June 22-24. L. J. Jones, 602 Fawcett st., Tacoma.  
Vancouver—Odd Fellows' Encampment. June 28. G. R. Chamberlin, I. O. O. F. Temple, Tacoma.  
Walla Walla—P. of H. State Grange. June 1-4. F. W. Lewis, 3643 Morgan st., Seattle.

**WEST VIRGINIA**  
Charleston—Order of Red Men. May 19. T. H. Clay, Huntington, W. Va.  
Clarksburg—P. M., Order of Odd Fellows. June 8. F. A. McFarlin.  
Fairmont—Un. Spanish War Veterans. June 21-23. Jos. A. Lang, 422 Raymond st.  
Fairmont—G. A. R. Encampment. June 7-9. T. Carder, Parkersburg, W. Va.  
Parkersburg—Knights Templar. May 19. H. F. Smith, Box 336, Fairmont, W. Va.

**WISCONSIN**  
La Crosse—Order of Odd Fellows. June 1-2. A. M. Arveson, 745 N. 10th st., Milwaukee.  
Milwaukee—Soc. of Amer. Florists. Apr. 12-13. H. M. Brockway, Stevens Hotel, Chicago.  
Milwaukee—American Bandmasters' Assn. March 5-7.  
Racine—Order of Eagles. June 23-26.

**WYOMING**  
Douglas—Knights Templar & R. A. Masons. June 21-22. R. H. Repath, Box 816, Cheyenne, Wyo.  
Rock Springs—Veterans of Foreign Wars. June —. W. E. Bailey, Box 761.

**CANADA**  
Amherst, N. S.—A. F. & A. Masons. June 9. J. C. Jones, Halifax.  
Brandon, Man.—A. F. & A. Masons. June 9-10. J. H. Russell, Winnipeg.  
Calgary, Alta.—Veteran Odd Fellows' Assn. March 11. G. Henderson.  
Calgary, Alta.—Knights of Pythias. March 10-11. W. T. Bannan, 560 2d st., Medicine Hat.  
Calgary, Alta.—Order of Odd Fellows. March 11-12. A. B. Ballentine, 203 I. O. O. F. Temple.  
Granby, Que.—Order of Odd Fellows. May 18-19. G. H. Laing, Montreal.  
Moosajaw, Sask.—Order of Odd Fellows. June 9-10. F. D. Gray, 2 Black Blk., Regina.  
Moosajaw, Sask.—Veteran Odd Fellows' Assn. June 16. C. A. Smith, Box 945.  
Penticton, B. C.—Order of Odd Fellows. June 9. E. Webber, Vancouver.  
St. Catharines, Ont.—Knights of Columbus. May 24-25. J. W. O. Tierney, Box 368, Arnprior, Ont.  
Sherbrooke, Que.—Can. Order of Foresters. June 15-18. Alf P. Van Someren, Brantford, Ont.  
Toronto, Ont.—R. A. Masons. Apr. 27-28. E. Smith, 582 Dufferin ave., London, Ont.  
Toronto, Ont.—M. O. V. P. R. (Grotto). June 22-24. G. E. Hatch, 1014 Lincoln Alliance Bank Bldg., Rochester, N. Y.  
Toronto, Ont.—Order of Odd Fellows. June 18. Wm. Brooks, 229 College st.  
Winnipeg, Man.—Odd Fellows' Encampment. June 1. G. S. Munn.

**MICHIGAN**  
Detroit—Detroit Builders' Show. Feb. 19-28. John L. Frost, mgr., 607 Shelby st.  
Detroit—Industrial Expo. of Mich., Forest Indust. Expo. Bldg. Feb. 22-28.  
Menominee—Winter Carnival. Feb. 27-28.

**MINNESOTA**  
Minneapolis—Shrine Circus. March 1-6. Noel Vantilburg, chrm.  
St. Paul—Osman Temple Winter Circus. March 8-13. Walter T. King.

**MISSOURI**  
Kansas City—Better Homes & Bldg. Expo. Feb. 20-27. Ward C. Gifford.  
Kansas City—Food Show. March 7-13. E. W. Long, 913 Grand ave.  
St. Joseph—Food Show. March 29-Apr. 3.

**NEBRASKA**  
Omaha—Shrine Circus. March 29-Apr. 3. Rink Wright, dir.

**NEW HAMPSHIRE**  
Concord—Poultry Show. March 3-5. R. C. Bradley, Durham, N. H.

**NEW MEXICO**  
Clovis—Fiesta of the Plains. March 20-27. American Legion.

**NEW YORK**  
Buffalo—Buffalo National Home Show. March 6-13. F. S. McDonald Jr., 11 Niagara st.  
Jamaica—Jamaica Hospital Circus at Amory. Week of March 1.  
New York—National Sportsmen's Show. Grand Central Palace. Feb. 18-27. Albert C. Rau, 327 Park Sq. Bldg., Boston.  
New York—Gift Show. Feb. 22-26. G. F. Little, 220 Fifth ave.  
New York—International Flower Show. March 15-20.  
New York—Building Expo. March 20-27. R. H. Sexton, 111 8th ave.  
New York—Women's Natl. Expo. of Arts and Industries, Grand Central Palace. March 29-Apr. 3. Mrs. A. B. Scott, 247 Park ave.

**OHIO**  
Cleveland—Grotto Circus & Festival. Feb. 15-27. Wm. C. Schmidt, mgr., Hotel Statler.  
Mansfield—Indgor Circus, ausp. Junior Order. Feb. 20-27. Chas. Schafer.  
Oklahoma City—4-H & FFA Live-Stock Show and Rodeo. March 23-27. G. W. Eller.  
Wewoka—Oil Jubilee. March 17. Alvin Kin-del, Chamber of Commerce.

**PENNSYLVANIA**  
Philadelphia—Motor Boat & Sportsmen's Show. March 29-Apr. 3. F. H. Bates, 1504 Fox Bldg.  
Philadelphia—Flower Show. March 8-14. B. B. Starkey, 1116 Packard Bldg.  
Philadelphia—Natl. Oil Burner & Air Conditioned Expo. March 15-19. G. H. Porter.  
Philadelphia—Gift Show. March 15-19. George F. Little, mgr., 220 5th ave., New York City.

**TENNESSEE**  
Nashville—National Home Show. Week of March 14. Edwin N. Williams, man.-dir.  
Laredo—Celebration. Feb. 14-27.

**VIRGINIA**  
Norfolk—Food Show. March 1-6. P. McBain, 411 Board of Trade Bldg.  
Spokane—Spokane Pioneers' Celebration. March 15. Chas. Goodsell.

**WISCONSIN**  
Milwaukee—Home Beautiful Show. March 13-20. J. J. Roache.  
Rhinelander—American Legion Home Show. March 19-21. Thos. J. Sandeman.

## Dog Shows

These dates are for a five-week period.

**ARIZONA**  
Tucson—March 13-14. Mrs. E. W. Finney, 820 S. 3d ave.

**CALIFORNIA**  
Oakland—March 6-7. A. L. Rosemont, 20 Sycamore st., San Francisco.  
San Bernardino—Feb. 28. Mrs. A. R. Sousa, Box 726.

**COLORADO**  
Denver—March 19-20. Miss H. R. Sweeney, 1622 Stone st.

**FLORIDA**  
Miami—Feb. 27-28. J. T. Adams, 225 S. W. 3d st.

**ILLINOIS**  
Rock Island—March 30-31. Mrs. Forrest Treat, Bettendorf, Ia.

**MICHIGAN**  
Detroit—March 6-7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

**MISSOURI**  
St. Louis—March 27-28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

**NEW HAMPSHIRE**  
Manchester—March 27. Mrs. E. N. Olzen-dam, 56 Park ave.

**NEW JERSEY**  
Atlantic City—March 20. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

**NEW YORK**  
Buffalo—Feb. 27-28. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.  
Niagara Falls—Feb. 26. Jas. L. MacLaughlan, 632 4th st.  
Rochester—Feb. 24-25. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

**OHIO**  
Cincinnati—March 20-21. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.  
Cleveland—March 13-14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

**OREGON**  
Portland—March 26-27. L. O. Hatchell, Box 591.

**RHODE ISLAND**  
Providence—March 13. L. G. Najac, Box 790.

**TENNESSEE**  
Knoxville—March 26-26. Mrs. Carl Angle, Rose Hill, Knoxville.  
Memphis—March 30. B. W. Smith, Box 2015.

**WEST VIRGINIA**  
Huntington—March 3-4. H. G. Taylor Jr., 1134 6th ave.

## Winter Fairs

**CALIFORNIA**  
Imperial—Imperial Co. Fair. March 6-14. D. V. Stewart.  
San Bernardino—National Orange Show. Feb. 18-28. Wm. Starke, mgr.  
South San Francisco—Interstate Junior Live-Stock & Baby Beef Show. March 21-25. E. W. Stephens, gen. mgr.

**FLORIDA**  
Jacksonville—Jacksonville Fair. Apr. 15-25. E. Ross Jordan, mgr.  
Melbourne—Brevard Co. Fair. March 1-6. Ernest H. Wade, gen. mgr.  
Miami—Miami Fair. March 17-27.  
Pahokee—Everglades Fair, American Legion. Apr. 6-10.  
Plant City—Fla. Strawberry Festival. First week in March. H. H. Huff.  
Redland—Dade Co. Tropical Fair. Feb. 22-27. John Scannell, mgr.

**TENNESSEE**  
Humboldt—W. Tennessee Strawberry Festival. May 5-7. J. D. Senter Jr.

**TEXAS**  
El Paso—S. Western Live Stock & Agri. Assn. Feb. 22-25. W. S. Foster.  
Fort Worth—Southwestern Expo. & Fat Stock Show. March 12-21. John B. Davis.  
San Angelo—San Angelo Fat Stock Show. March 6-9. J. C. Deal.

## SHORTS

(Continued from page 56)

Chairman John M. Carville of the K. C. committee said the organization could no longer run the event and asked that somebody else take over sponsorship.

AT A Washington's Birthday Celebration, with free fish fry, in Eau Gallie, Fla., entertainment was sponsored by George Gleason and displays presented by Iorio Fireworks Company.

COMMITTEES for celebration of Attica (N. Y.) Old Home Week in conjunction with a firemen's county convention, it being the 100th year of Attica's incorporation, are headed by Lloyd Stroup, Robert Krauss and Norman Godfrey.

ALBERT SMITH is chairman of arrangements for a four-day Centennial and Homecoming Celebration in Chipewa Falls, Wis., to include parades, outboard motor-boat races and other events.

KARL MIDDLETON SHOWS has been booked to furnish midway attractions at a Centennial and Old Home Week Celebration this summer in Attica, N. Y., in connection with annual Wyoming County firemen's convention, sponsored by Attica Fire Department.

PREPARATIONS for an outstanding Independence Day Celebration in Havre, Mont., got under way at a meeting of city council, event to be under direction of Charles R. Mason and N. E. Gourley, general manager and secretary, respectively.

EARL GILSON, last year head of parade committee, has been appointed chairman of Pioneer Days' Rodeo and Celebration to be held again in Guymon, Okla., with Junior Chamber of Commerce sponsor.

FREE ACTS, carnival attractions, contests, sports, mammoth parade and home pageant will be among features in celebration of the 100th birthday anniversary of Farmer City, Ill. Mayor Peterson named Aldermen George Athey, Charles Webb and L. W. Holmes to the committee.

PLANS for annual Geauga County Maple Festival in Chardon, O., are rapidly progressing, said Secretary Paul E. Denton. Construction on a building, 200 by 40 feet, to house concessions and display maple products, has been started.

## WEATHER HITS

(Continued from page 56)

auspices of Gulf Coast Firemen's Association, which included Houston and 18 surrounding towns. Altho business was off due to bad weather, the performance was of unusually high type. Program: Concert by 12-piece circus band; comedy trampoline, Conner Trio; five clowns riding bear, presented by Nat Laurich; novelty dog act, Schoonovers; military ponies, A. W. Kennard; Nubian lions, Nat Laurich; clown number; Walters' wild horses, Pawnee, Cherokee and Commanche, presented by Mrs. Frank J. Walters; comedy mule, Harry Schoonover; Conner Trio, tight wire; clown baseball game; five menage horses, presented by Wilma Schoonover, Harry Schoonover and A. W. Kennard; slide for

life, Al Conner; balancing globe, Arthur Henry Duo; slide, Bertha Conner; elephant act; Frisco, horse with human mind, A. W. Kennard; Flying Valentines Circus, in the new Olympic Stadium, had among visitors C. M. McDonald, Roy Gray and party. Circus Fans, who made a trip from San Antonio, included Frank Hartless, president CFA; Col. C. O. Sturdevant, Senator Hertzberg and P. J. Scaperlanda.

Second night of the engagement Frank Walters gave a party to the dressing room and visiting fans at Gaido's White Horse Tavern. Harry Schoonover, Wilma Schoonover, Mrs. B. Robison, George Engresser, B. Henry, Colonel Sturdevant, Frank Hartless, Senator Hertzberg, Roy Valentin, Francis Reiner, Jo Ambrose, Mr. and Mrs. Mat Laurish, F. C. McKnight, P. J. Scaperlanda, Velma Egge, A. W. Kennard, Ruby Sheffield and Mr. and Mrs. Walters were present. Mr. and Mrs. Arthur Henry went to Tyler, Tex., to visit Mrs. Henry's parents. Al Conner Trio returned to Gainesville, Fla., following the Houston engagement, to resume duties with Gainesville Community Circus.

## MANY ACTS

(Continued from page 56)

Ira and Jimmy Millette, Del Rea Brothers, Ernesto Milvanos, LaVenico Sisters and Marlene Joyce, Captain Terrell's seals, Captain Cole's sea lions and Dappy McBride's canines.

Costica, Spanish "thrill wizard"; Bob Eugene Troupe, Canestrelli Troupe, Naida, Perez and the Zavattas; Dennis Curtis, performing horses; Chester Barnett and Ki-Ki, the clown; Floresque, high perch, and Zoeppe Troupe.

Ernest Duo, Estrellys, Tudor Sisters and Avery, Cole Bros., performing elephants, presented by Miss Gene Allen; Great Gretonas, Col. Adkins' high-jumping horses, Picchiani Troupe, Fearless Potters and the Scandinavian giant, Harry Dahlquist, Shriner, has charge of concessions.

## CIRCUS ACTS

(Continued from page 56)

Doris Miller, tight wire; Ila Miller, swinging ladder and single traps.

Show was presented in one ring and stage. Kaythryn Duffy's floor show was an outstanding feature. Major Gordon W. Lillie (Pawnee Bill) was a speaker and special guest at afternoon and night performances. Oldest band wagon in the United States still in active service was drawn by six Shetland ponies. Mounted Troops of America, juvenile Wild West entertainers, did rope spinning, whip cracking and trick and fancy riding. After the performance Jimmie Garrigan's Orchestra furnished music for a Mardi Gras ball.

Jack Glines, seven seasons brigade agent of Al G. Barnes Circus, handled advance publicity. Mayor Penney, Phil Cannon and Phil Isley comprised the promotional committee. Father Bradley, St. Monica's League, sponsor, was an active figure. Jack McFarland, advertising representative of Seils-Sterling Circus, handled advertising banners.

## GATE BUILDUP

(Continued from page 56)

mans, Capt. Terrell Jacobs and his wild animals, Concello, Rooneys; Jane Merkel, ceiling walker; Cyse O'Dell, Gladys White, Bessie Hollis, Jean Evans, Wal-lenda Troupe, Liberty Horses, Flying Comets, Flying Concellos, Flying Randolls round out a real circus with plenty of clowns and variety.

## Festival in Basement

Winter festival, in the basement, handled by Walter D. Nealand for Morris Miller, is termed European Congress of Freak Oddities. Capt. Francois Russell does nail-bending, torture-board and auto-pressure stunts; Royal Filipino Midgets, with Juan de la Cruz and his sister, Maryina; Arthur Hubell, human bellows; Rosa Lee, armless girl; Madam Zola, fat girl and bearded wonder; John Williams, alligator-skin man; Alfonso, anatomical wonder; Bardsley, human pincushion; Colorado Fred and Buckskin Betty, sharpshooters and impalements; Ituri Pygmies; Madam Zindra, mentalist, and others make up the show. Mr. Ledgett leaves Cleveland to handle the Rockford (Ill.) Shrine show, afterwards moving on to act in a similar capacity in Kansas City. Following this he will join Russell Bros. Circus in winter quarters, in Rolla, Mo., as equestrian director.

## Coming Events

These dates are for a five-week period.

**ARIZONA**  
Mesa—State Citrus Show. Feb. 27-March 6. C. F. Zeiger.  
Wickenburg—"Out Wickenburg Way." Feb. 26-28.

**CALIFORNIA**  
San Francisco—Shrine Circus. March 13-21. J. B. Austin, bus. mgr.

**CONNECTICUT**  
Hartford—Sportsmen's Show. March 6-13. A. C. Rau, 327 Park Sq. Bldg., Boston, Mass.  
New Haven—N. H. Sportsmen's Show. March 15-21. Frank Dubinsky, Arena Bldg.

**FLORIDA**  
St. Petersburg—Festival of States. March 28.  
Tampa—Horse Show. March 12-14.  
Tavares—Lake Co. Celebration. March 5. Karl Lehmann.

**ILLINOIS**  
Bloomington—V. F. W. Indoor Circus. Feb. 22-27.  
Chicago—Boat & Sports Show. Feb. 28-March 6. H. H. Erickson, Navy Pier.  
Chicago—National Business Show. March 22-27. E. O. Tupper, 50 Church st., New York City.  
Decatur—National Home Show. Week of March 14. Edwin N. Williams, man.-dir.

**IOWA**  
Des Moines—Home Show. March 27-Apr. 4.

**KANSAS**  
Wichita—Builders' Show. March 1-6.

**LOUISIANA**  
New Orleans—Spring Fiesta. March 10-17. Warren Miller, Roosevelt Hotel.

**MASSACHUSETTS**  
Boston—Gift Show. March 8-12. George F. Little, 220 5th ave., New York City.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Undeveloped Southern Market Fertile Field for Radio Sales

Radio sales executives are fast awakening to the vast possibilities of our Southern States as the scene of a great sales campaign.

During the past few years the rural districts of the South Atlantic Seaboard and the adjacent States have been introduced to a growing prosperity induced by the liberal spending of such government agencies as the Tennessee Valley Author-

ity, the Electric Home and Farm Administration and the Rural Electrification Administration. In addition to the influx of money from government channels the financial position of the South has been bettered by the general upping of business conditions in the country as a whole and by the increase of cotton prices. Statistical surveys show that the gains in retail sales in the South during the past two and a half years have been surpassed in no other section of the country, and the increase in luxury purchases has likewise been marked.

It is important to note that the work accomplished by the Rural Electrification Administration was greatly enlarged the potential market for radio sets for it has brought power lines to many localities that will now be able to replace their long-outmoded battery sets.

In spite of the real economic comeback staged by the South the radio industry has not as yet benefited by it to any appreciable degree. Reliable figures reveal the fact that radio ownership for the South Atlantic, Central and West South Central States hit 54 per cent by January 1 of this year, a gain of only three per cent for the year. This compares with a six per cent gain for the rest of the country, where radio ownership now approximates 86 per cent of the total number of homes. In other words, the sales progress in the South was only half of that elsewhere.

Small wonder then that sales heads are bestirring themselves to remedy such a pronounced condition.

### Eastern Operators' Assn. Urge Greater Premium Use

Leading operators' associations in the East are urging their members to greater use of merchandise premium awards instead of using other award systems which may prove questionable to the authorities.

This news is pleasing to the wholesale merchandise industry and definitely predicts a better trend for the future.

### Retail Sales Still Well Ahead of 1936

Altho handicapped by unfavorable weather in many places, the volume of retail sales continued well ahead of the same period last year, according to reports to the Department of Commerce from 37 cities. Reports from Cincinnati and Louisville indicated that business conditions in those cities are rapidly returning to normal. Wholesale trade in the flood areas continued to feel the effect of rehabilitation requirements.

The Associated Press index of industrial activities rose to 99.5 from 98.9 a week ago, with steel industry production the bright performer of the week.

Sales of 36 prominent retail distributors reporting for January showed an expansion of 15.3 per cent over the like month last year. Significant, business observers said, was the variety covered by reporting organizations. On the roster were mail order, shoe, grocery, drug, variety and motor accessory concerns.

It will also result in larger merchandise sales thruout the eastern part of the country, possibly bringing a demand for legalization of coin-machine play with the use of merchandise awards as approved for the bowling alleys.

The associations have found that wherever merchandise is featured for high score award on the play of any coin-operated amusement device there has been less difficulty with the authorities. They are therefore encouraging the use of merchandise for award on the games and are also encouraging the use of those devices which are considered legal games of skill and which are therefore immediately adaptable to merchandise usage.

With such a movement under way there is no doubt that more and more operators of coin machines will adopt the use of merchandise on their locations and that greater popularity created is bound to bring increased sales to the wholesale merchandise industry.

The wholesale merchandise industry is also in a position to help this movement with many new items of quality to help attract the players to the games.

## Gathering of Gadgeticians

The greatest display of gadgets, thing-a-ma-jigs, doo-dads and what have you, since Noah built the ark, will be on display at the Hotel LaSalle in Chicago, March 29 to April 2, when the National Inventors Congress holds its annual convention. Everything from button-hooks to screw drivers and from model dirigibles to steamships will be on display. The humble Hootenannie will be on hand, too, to delight and edify the curious public. Pawl will be there to call across the hall to Cam, while vernier, vector, valve and volute will strut proudly on parade. Big days are ahead for the helix, the hinge and the hasp. The modest cog in the smallest machine will writhe and wriggle in an ecstasy of ostentation. And someone may yet make a fortune on that device that Uncle Bob worked so hard on in his garret before his going.

The depression brought leisure. Leisure spurred the imagination of men. Imagination turned out the greatest assortment of time and labor-saving gadgets that this country has ever seen. Thousands and thousands of visitors will be amazed at the stupid way they have been doing things such as holding babies' bottle and feeding chickens by hand. After seeing these hundreds and hundreds of new items, they will say, "Why didn't I think of that before?"

Educational meetings are to be held each morning at 10 o'clock and some of the finest speakers in the country in this particular field will be on hand to talk to the inventors. The afternoons and evenings will be turned over to the demonstration of new inventions and new products. Albert G. Burns, of Oakland, Calif., is president of the National Inventors Congress, and will be in charge of all sessions.

## Spring Biz Boom Seen for Industry

One of the best seasons of all time is being predicted by prominent merchandise firms for the premium-merchandise industry this spring. Now that early fears caused by the motor strike and by the Ohio Valley flood have been dispelled, the entire industry is confident that it is on the verge of the greatest business movement in its history. And the early and extensive preparations made by many large users and distributors of merchandise seem to justify that confidence. Not only have several new channels been opened which are quantity users of merchandise, but the heightened interest in outdoor amusement attractions expected because of the past year's growth in national income, lend support to the belief that merchandise industry sales will far exceed those for 1936, or any previous year.

The development of many new promotion plans for use by amusement park concessioners is expected to be reflected in substantially increased purchasing in this direction. Having had a taste last year of what really attractive merchandise displays can do, many of these concessioners are planning to get an early start on a record season. A considerable broadening of the range of merchandise used in parks is foreseen.

Outdoor shows and carnivals are also expected not only to account for more merchandise than they have ever used, but to follow the trend started last year toward a definite increase in the quality and value of the merchandise offered.

With salesboards currently in wide favor sales to this phase of the industry alone will be most noteworthy, to say nothing of the digger industry, which is bound to flourish in the resort areas. The growth of the sportland and crane-land business in the past two seasons has been remarkable, and that this year will top them both is the confident prediction.

(See SPRING BIZ on page 65)

## Glassware Continues Consistently Popular

There is certain to be a great comeback for glassware this season, and dishes will lead the parade. Sets of dishes at very nominal prices are now leading purchases everywhere.

Dishes have always made a very effective flash display and can be given away at a nominal cost price even among those spots that like to draw out the play for any item as long as is possible.

The new dishes being featured are mostly of American make and are in some cases beautiful copies of the finest English, Bavarian and other well-known wares.

Prices of these copies are exceptionally reasonable. Used with the large metal display racks they make for a very effective attraction.

Carnivals, concessioners, sportlands and coin-machine operators on high-score locations that get women patronage have been featuring dishes for some time. They are also used extensively in the smaller motion picture theaters where one piece is given away at certain performances.

The popularity and attractiveness of this type of glassware is unquestioned and this year the swing to this type of premium is greater than it has ever been before due to the fact that prices are unusually low for the type and quantity being featured.

Advance of price in some categories is noted. Glassware of better quality demands this sort of increase. But in general the user will find that the swing is in the moderate priced section and that this type of glassware is moving as fast as is the best, with housewives demanding it everywhere.

## Big Gift Shows Attract Merchandisers' Attention

The attention of a great many buyers of gift and novelty merchandise who are constantly on the lookout for items that are really new in both design and decoration is being focused on a number of major gift shows. The New York Gift Show, being held this week, February 22-27, at the Pennsylvania Hotel, has been strategically timed to catch the tide of buyers at its height. It is expected to top in interest and value all previous shows. The largest number of manufacturers of gift, novelty and decorative accessory merchandise in history have on display their best and latest offerings for the new season in attractive quarters afforded by the facilities of one of the world's greatest hotels. Plans have been completed to take care of the greatest attendance of buyers in the history of the event. Simultaneously with the New York show, the 225 Fifth Avenue Show is being held, with a great list of exhibits scheduled.

Plans have also been completed for staging the Philadelphia Gift Show at the Benjamin Franklin Hotel March 15-19. The George F. Little management, in charge of the show, promises one of the finest in the long series of Philadelphia shows, which always attract buyers of gift, novelty and art goods from a wide territory adjacent to Philadelphia. From advance reservations by exhibitors many surprises will be forthcoming in the way of new and attractive items.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

FOR one reason or another a flare up has been noticeable during the last week in the demand for men's dress accessories, such as scarfs and similar articles. Quite a number of pitches selling this stuff were in operation and all seemed to do good business without the need of much pushing. Several of them were seen near the larger department stores. One did a big trade with a quarter line. In consequence of the mild winter in the East a larger quantity of winter goods has gone into the low price market. Some of the pickups are worth a great deal more than the asking price.

What are your plans for spring? As far as I can make out most of the bigger operators want to stay in the towns until the concessions open. There is a feeling that spring business will be somewhat unsettled. Nobody can give any special reason why this impression has gained ground. Some operators tell me that business is always slow when Easter comes early. It falls on March 28 this year. The smaller dealers want to set out earlier than usual in the hope that they can extend the season at the start. These men may want to go south and several of them will also soon set out for the West Coast.

Winter 1936-'37 unfortunately has not been a very good time to try out the new winter sport markets. Of course we are not yet done with snow, but little of it fell in the East up to the middle of February. There was not much skiing, skating and bob sleighing, in consequence, and the advertised snow trains have not been running or were too costly for the average winter sports addict. Hence we still don't know what the winter sports can do for the concession industries and may have to wait another year before this important question can be settled. Judging from reports of several men who have given the idea a limited trial, it seems that some business can be worked up. The thing has been worth while, altho matters might have turned out vastly different if there had been more competition. However, there is no doubt that operators are interested in the possibility of developing sport carnivals and summer will see the renewal of the attempt.

Duststorms last summer taught Western concessioners the wisdom of better packaging. Dust has been responsible for a good many stock losses. Cellophane wrappings will be used by many operators during the coming summer. They are air and dust proof but permit easy inspection of the displayed article. In the evening the cellophane wrapper helps to make the display more attractive.

# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Variety Stores Report January Sales Larger

Daily average sales of variety stores for January were about 6.5 per cent higher than those for January of last year and showed about the same percentage increase when compared with 1935, according to preliminary estimates of the Department of Commerce.

Sales decreased from December to January by somewhat more than the usual amount at this season of the year. The estimate shows that the total value of sales for 1936 was about 8.5 per cent above that for 1935 and was 10 per cent higher than that for the 1934 period.

## Spinim

An item of definite appeal to agents, salesboard operators, digger operators, premium and novelty users is Spinim, a top made of brightly colored, attractive catalin. Spinim comes in five variations: poker, dice, put 'n' take, banco and spelling bee. The first four of these are for adult use and the latter for kiddies.

Poker, which is a two-tier Spinim,

makes it possible for players to get practically every hand in the old-time favorite card game itself. Dice, also a two-tier Spinim, allows for the playing of every game that can be played with real dice. Put 'n' Take, another two-tier variation, is an improved and more colorful version of the still popular pick-'em-up and lay-'em-down game. Banco is a three-tier Spinim with varied possibilities for hours of interesting pastime. These four versions come in red and white or green and white catalin. Spelling Bee, the Spinim for kiddies, is also a three-tier top, allows for the complete spellings of 300 different words and is an educational as well as an exciting and interesting game for children of all ages. This is made in pink and blue catalin with a strong kiddie color appeal. H. Morgan Company, Inc., is handling Spinim as exclusive sales agent.

## New Hair Cutter

Attracting considerable attention these days is the new Kwik hair cutter. The novel item will be a household byword if the promotional sales plans the Keen Products Company is planning mean anything. The Kwik hair cutter not only does the job faster and as good as your barber or beauty specialist, but cuts, trims, bobs and shingles in five minutes, the makers claim. Remember, it does not clip—it cuts. Men and women can now keep their hair in perfect dress at no expense. The exceptionally low price on Kwik is especially attractive.

## Scouring Sensation

Fric't is the name of a new patented scouring sensation just introduced to the direct-selling trade by the Household Specialty Company. Made entirely of high quality rubber, with filler of best quality steel wool, the new cleaner overcomes the most common objections to the ordinary type of steel wool cleaner in that it provides full protection for the fingers from laceration, dirt and grease. It is quickly adjusted when steel wool filler wears down and is easily kept clean with no smell and no rust. Its many advantages over other scouring devices, plus its low price to agents, should make this a fast mover. It is available in all popular colors.

## Scientifik Juicer

What is claimed to be the only "double service" juicer on the market is the new Scientifik being introduced to the gift and premium trade by Gift Headquarters, Inc. This new juicer extracts juice either with or without the oil of the rind as desired. Comes in four standard kitchen colors in baked enamel: green, black, ivory and red. An excellent dollar item, altho sold to the trade at a much more attractive figure.

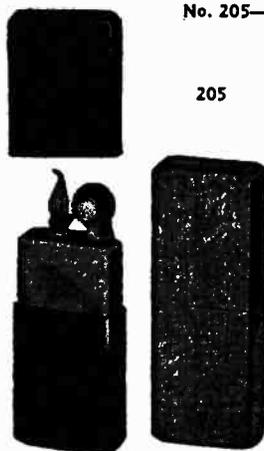
## Latest Air Conditioner

As long as meals have to be cooked and men insist upon smoking homes will be filled with smelly, smoky, stuffy air. But the Neo-Aire device, built the size and shape of the average clock, appears to be the solution to this universal problem. It not only clears the air of objectionable odors but permeates it with whatever aromatic fragrance desired. It is priced low, plugs into an electric light socket and costs practically nothing to operate.

## Elgin Jar Sealer

A tricky little device just placed on the market by the Walter J. Fabrick Manufacturing Company should prove to be a boon to all housewives who do their own canning. The gadget when adjusted on the top of a mason jar will roll the edge of the tin lid down into the rubber and seal it tightly. Company reports that experiments proved its sealer capable of reducing air-spilled canned goods to a minimum. Demonstrators should find this to be a natural in the rural districts as well as at fairs.

# STRIKALITE offers an OUTSTANDING GROUP of Novelty Lighters At Prices Which are SENSATIONAL



No. 205—New, Flat BOND No. 615—

**STREET AUTOMATIC POCKET LIGHTER** — Similar Styles selling as high as \$1.00. Has smoothest working automatic lighter attachment available. Bases of Bakelite and Plastic on materials, brilliantly colored in either of 4 finishes: Black, Red, Mottled Green and Mottled Red. Individually boxed. One dozen to carton. 10c Retailer. 50c Retailer.



**★JOBBERS★  
and  
QUANTITY  
USERS**  
Write For Special  
Prices TODAY



350

No. 350 — **MIDGET POCKET LIGHTER** — Multi-stripe design. Baked enamel finished in assorted colors. Packed one gross to carton. Self-selling display stands free. 10c Retailer.

No. 703 — **SCOTTY DOG and LIGHTER** — A new intriguing combination novelty with real sales appeal. Made of molded wood. Colors: Black, Walnut and Ivory. One Dozen to box. 25c Retailer.



Send for information on our complete line, which includes Statuary Animals, Book Ends, Table and Boudoir Lamps, Cigarette, Cigar and Tobacco Humidors and Novelty Ash Trays, in addition to the most extensive line of novelty lighters in the country.

ORIGINAL and EXCLUSIVE.—MADE IN U. S. A.

**STRIKALITE Ltd., Inc.** 10 West 33rd St. New York, N. Y.

Manufacturers of Smokers Accessories and Novelties.

## ST. PATRICK'S DAY NOVELTIES!

B93N15—Silk Shamrock	Dozen	0.50
B93N21—Shamrock with Hat		.85
B93N20—Shamrock with Pipe		.85
B93N 9—Green Carnations		2.00
B93N40—Irish Flag, 1 1/2 x 2", with Brass Pin		.48
B93N25—St. Patrick's Blow-outs		1.50
B93N26—St. Patrick's Green Horn with Tassel		2.25
B93N23—St. Patrick's Crepe Hats		2.75
B93N38—St. Patrick's Metallic Hats		4.00

## Ingersoll Mite Wrist Watch

**Just Look—only 1.50 each**  
B1W78  
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

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

## SERV-A-LITE

Sensational Performance, Style and Appeal.

Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! SERV-A-LITE includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic; guaranteed. Don't pass this up! 24 million car owners are ready customers. LIST PRICE... **\$2.45** Write today.

**TELE MOTOR CORPORATION,**  
260 Fifth Ave. New York, N. Y.

## ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 16 Size Watches. In New White Cases.  
7-Jewel, 16 Size Elgin and Waltham, \$2.75.  
Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back If Not Satisfied.  
**CRESCENT CITY SMELTING CO.,**  
Old Gold and Silver Buyers and Refiners,  
113 N. Broadway St. Louis, Mo.

## Latest Streamline Dual Dial Radio

EXACT SIZE 5 3/4 x 10 3/4 x 7 1/4  
Weight 9 lbs.

- FIVE TUBES (1 METAL)
- DYNAMIC SPEAKER
- DUAL ILLUMINATED DIAL
- HIGHLY ENGINEERED T.R.F.
- MOVING REAR DIAL
- SWEETEST SOUNDING SET MADE
- MOVING COIL DYNAMIC SPEAKER
- HAND RUBBED CABINET
- MODERNISTIC GRILLE
- UNBELIEVABLE SIZE
- IDEAL FOR SALES BOARDS AND PRIZES
- SETS AND TUBES GUARANTEED
- WORKS ON A.C. OR D.C.
- 110-120 VOLTS ANY CYCLE
- ORDER BEFORE PRICES ADVANCE
- OTHER SETS FROM \$5.35 UP — Send For New Catalogue

MODEL 204 MD

**\$6.25** each  
**\$6.95** each

in lots of six samples  
F. O. B., N. Y. 25% deposit

**PLAYLAND SUPPLY COMPANY,** 118 East 28th St., New York City

# BINGO

Our price on special game Bingo tickets, sets of 1050, is lower than any one on the market. Jobbers only, please write for our price and samples.

**J. FELDBERG**  
473 BROADWAY BAYONNE, N. J.

## FREE SAMPLE CASE

Get Yours—Write for Details Today!

**ROYAL KNIGHT BLUE BLADES**  
D. E. 20-5's—Cello., in Display Box \$3.50  
Box — UNIFORM QUALITY. \$3.50  
Per 1000  
25% Deposit on C. O. Ds.—Incl. Postage.

- Fullest Line at Lowest Prices for House-to-House Canvassers, Wagon Salesmen, Agents.
- MOTH CAKES, Large, 100 for \$3.50  
Per Dozen 44c  
Cellophaned, Large, Dozen 55c
- SINGLE EDGE BLADES, Cello. 65c  
20 Pks. 4 in. Per Display Card.
- DOUBLE EDGE BLADES, Cello. 40c  
20 Pks. 5 in. Per Display Card.
- 1937 CATALOG FREE — WRITE.

**CHAMPION SPECIALTY CO.,** 814-B Central St., Kansas City, Mo.

**FOR VALUES TO GET  
● EXCITED OVER ●  
BUY FROM THE WORLD'S  
LOWEST PRICED  
WHOLESALE SINCE 1916**

- Razor Blades, Toiletries, Notions.
- Novelties, Gifts and Premiums.
- Sales Boards and Deals.

196-Page Catalog FREE with All Orders.

Our Only Mailing Address:

**MILLS SALES CO.**  
of New York, Inc.  
901 Broadway, New York, N. Y.

**NOTES  
from  
SUPPLY HOUSES**

Lots of money for everybody around if you figure on averages. Money in circulation, as of January 31, totaled \$6,349,109,425, the Treasury reported. Or enough to supply each man, woman and child in the country with \$49.23. A year ago the per capita figure was \$44.80. However, as compared with December 31, 1936, the \$6,542,752,261 was equivalent of \$50.76 for every person in the country.

Floods and strikes apparently have had no effect on the sales of the chain stores, and if so, losses in some districts have been more than equalized by gains in others. Offsetting probably some effects of the strikes and floods was the fact that there were five Saturdays in January. The fifth Saturday was not quite as important as is usually the case, however, because this year it came immediately after New Year's Day. In spite of this, all reports indicate the upward trend in retail trade shows no sign whatever of a letup, and that furthermore the trend toward higher prices in merchandising is becoming more pronounced.

Under the influence of more favorable weather buying demand broadened sufficiently to remove much of the sluggishness which characterized late January business in the Philadelphia trading area. Tempo of retail trade was quickened last week and estimates place the gain for the week over the same week in February, 1936, roughly at 10 per cent. Department store sales increased 7.5 per cent over the preceding week and 13.5

per cent over the same week last year. Sales of spring goods in the wholesale field tapered off since the peak reached last month, but Valentine Day and other holiday week-ends brought active wholesale business in items associated with the observance—notably valentines themselves and paper novelties for party celebrations.

One of the most interesting as well as latest salesboard catalogs to come off the press is that of the Superior Products Company, fast growing salesboard manufacturer. Entire line is well illustrated in color. Anyone interested in salesboards should be able to choose wisely and well by thumbing thru its 144 pages. The first few pages are devoted to brief description of the company, its plan of operation and the various features of its products.

Operators who like to catch the eye of the feminine trade will be interested in the many new and unusual items in hand-embroidered and hand-woven bags just introduced by the S. S. Sarna Company. The firm also announces a reduction in price on all popular-priced turquoise jewelry and invites friends and buyers of novelty and gift merchandise to visit the showrooms as well as the company's displays at all the major gift shows.

A goodly portion of the population of Park Row moved up to Union Square on Wednesday afternoon, February 17, when the Goldfarb Novelty Company formally opened its circus, carnival and streetmen's supply department. Celebration workers flocked to the Goldfarb emporium from here, there and everywhere when the word was passed along the line that the Goldfarbs extended an invitation for everybody of the clan to come up and partake of refreshments on the house. Sam Sandler, known in pitchdom as the Coney Island Whistler, delivered an excellent speech, outlining the career of the Goldfarb concern from

**Complete Line of  
BINGO PRIZES  
1001 ITEMS TO SELECT FROM**

CHROME WARE, CHINAWARE, LAMPS, LUGGAGE, ELECTRICAL GOODS, SMOKER'S ARTICLES AND NOVELTIES AT ABSOLUTE LOWEST WHOLESALE PRICES.

Prompt Service Assured. Accessories Supplied.

**J. C. MARGOLIS**  
912-920 Broadway, New York City.

**IT'S HERE!**

**PITCHMEN—NOVELTY DEALERS—Fastest Selling 25c Novelty Since the Yoyo.**

Mystic Blox—New Improved—Sells for 25c. Costs you a dime in quantities. Our men sold thousands on the streets of Dallas last month! Now it will sweep the country. Finest workmanship—smoothest performance—illustrated instruction sheet explains ten stunts. Send 25c for Sample and Details or send a \$1.00 bill for 8 and double your money back in a few minutes.

**MYSTIC NOVELTY COMPANY**  
409 N. Ervay St., - - - Dallas, Tex.

**GOLF CLUBS**

Closing out Bankrupt Stock New Golf Clubs, Regulation Size and Weight, Hickory Shafts, Leatherette Wrapped Handles, Chromium Plated Irons. No. 1 Driving Iron to No. 9 Putter, inclusive. All Clubs Right Hand. No Woods. All Irons. In use on every popular Golf Club Course in U. S. New Golf Bags, \$1.85 Each. Sample 5-Club Set, \$2.50.

**LINCOLN SURPLUS CO.**  
516 W. Chestnut St., Freeport, Ill.

**ELGIN-WALTHAM**  
RAILROAD MODEL 16 - SIZE  
7 JEWEL ... \$2.75  
15 JEWEL ... 3.50  
17 JEWEL ... 4.00  
DEPOSIT REQUIRED—BALANCE C. O. D.  
SAMPLE WATCH \$0.50 EXTRA QUANTITY BUYERS WRITE  
**BERKHOSE 145 W 45 ST NYC**

**REX HONES**  
Now Less Than 3c Each  
\$4.25 a Gross  
Send \$1.00, Bal. C. O. D., Plus Postage.  
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX HONE MFRS., 1500 West Madison, BR-2, Chicago, Ill.

**RIOT OF FUN**  
SQUIRTING CIGARETTES.  
When the MOOCHER takes one, he gets a HANDFUL OF WATER! This NEW Joke Item sells like Hot Cakes. Best American made. Perfect Workers. \$6.50 Gross. Put in a \$ Bill, the Victim opens, out pops a SNAKE. \$1.60 Doz. SPINX PUZZLE (makes 'em swear). Doz., 35c. SAMPLES OF ABOVE and CATALOGUE OF 2,000 Fast Selling Tricks, Jokes and Puzzles, 50c, prepaid.  
**STORKERS MAIL ORDER DEALERS.**  
Our NEW RETAIL Catalogue is ready over 600 items in 32 pages. BRINGS RESULTS. With blank space for your Imprint. \$2.00 a 100. Send Dime for it and our Wholesale Catalogue. MAGNATRIX NOV. CO., 136 Park Row, New York

**"SPINIM" POKER ★ BANCO ★ DICE**  
Practically every game now played more than ever before. Three-Tier "SPINIM." Lucky Seven and Eleven and all the rest. Two-Tier "SPINIM." An old-time favorite sweeping back to greater popularity than ever before. Two-Tier "SPINIM." For Kiddies—105 different word combinations on this "Spinim." Educational, interesting. All kiddies want one. Three-Tier "SPINIM."  
"SPINIM" comes in the five variations mentioned above. First 4 for adults in attractive, vivid red or green and white catalin. Kiddies' Spelling Bee Spinim comes in blue and pink catalin. Colorful, appealing. WRITE TODAY FOR FURTHER COMPLETE PARTICULARS.  
AGENTS. Sure Sellers in Hotels, Clubs, Bars, Taverns, ETC. Perfect Prizes for Your Deals. ALL PREMIUM and NOVELTY USERS: "Spinim" is the latest, smartest item for your promotional plans. Can be printed with any advertising message for use as sales promotion item. JOBBERS: Write for Special Discount.  
PRICES  
2-Tier "Spinim"—\$36.00 per Gross; \$3.25 per Dozen. Sample 50c.  
3-Tier "Spinim"—\$39.00 per Gross; \$3.50 per Dozen. Sample 60c.  
25% DEPOSIT. BALANCE C. O. D. ORDER TODAY!  
**H. MORGAN CO., Inc., 2 W. 46th St., New York, N. Y.**

**EASTER SPECIAL**  
This big Novelty Rabbit is made of long pile Plush, with chaps and vest made of Heavy DuPont leatherette, measuring about 24 inches in height, has a real felt hat, gun and larlat. You will smile when you see this comical looking bunny made up to look like a real western cowboy. Rabbits come in assorted pastel shades. 12 in a shipping carton.  
Sample, prepaid \$2.00. Dozen lots \$18.00, with each rabbit we include free, a pay 1c to 15c push card that takes in \$8.45—or will include any size card you request.  
DEAL No. 2—Cowboy Rabbit with 300 hole 5c or 10c board. Each \$2.10 Dozen \$22.50.  
DEAL No. 3—3 Cowboy Rabbits on 600 hole 5c or 10c board. Each \$5.00, Dozen \$50.00.  
We sell only one operator in each town. Order today (USE AIRMAIL). Get started on this real winner.  
25% With Order. Balance C. O. D.  
**MIDWEST MERCHANDISE CO.**  
1026 Broadway Kansas City, Mo.

**PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS**  
THAT ARE SURE TO GET THE MONEY

**FLOSCOPE**  
B1884—Florescope. Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects. Per Dozen, \$ 2.10 Per Gross, 24.00

**MINIATURE CHARMS**  
B2319—Donkey Charms with Silk Cord. Per Gro., 75c  
B2328—Elephant Charms with Silk Cord. Per Gro., 85c

B1767—Czecho 3-Blade Toothpick Knives. Gross . . . \$1.35  
B1768—Czecho 5-Blade Toothpick Knives. Gross . . . \$1.50  
B3486—Keen-Edge Knife and Solisore Sharpens. Gross \$11.00  
B2458—Movable Hand Wrist Watch, Individually bxd. Gr. \$3.50

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**PRIZES**

High quality aluminum utensils for merchandise games and boards. Large, highly polished—excellent for display.

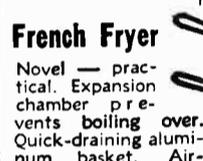


**Economy Cooker**  
Unusually appealing. Made of hard sheet aluminum. Cooks entire meal over one burner turned low. Saves fuel and food! Prepares healthful meals with little or no water. Capacity, 9 qts.



**Sauce Pan Set**  
Made of quick-heating aluminum. 1 1/2, 2 and 3 qt. sizes. Long, sturdy handles. Double-lipped.

**Double Boiler**  
Modern design and sturdy construction. Made of polished aluminum. Capacity, 2 qts. Long, substantial handles.



**French Fryer**  
Novel—practical. Expansion chamber prevents boiling over. Quick-draining aluminum basket. Air-cooled handles.

Write for Details!  
Write to your jobber for details on our complete line of utensil and gift ware prizes. If he cannot supply you, write to factory.

**WEST BEND ALUMINUM COMPANY**  
Dept. 632 - - - West Bend, Wis.

**SPECIAL**  
**ELGIN & WALTHAM WATCHES**  
Thoroughly rebuilt in our own shops—  
16 Size, 7 J . . . . \$2.90  
18 Size, 7, 15, and 17 J Asst. . . 2.25  
**TUCKER - LOWENTHAL, INC.**  
Wholesale Jewelers  
5 So. Wabash Ave., Chicago, Ill.

**Sensational! GOING LIKE HOTCAKES**  
**PEPTO-SELTZER**  
ALKALINE EFFERVESCENT TABLETS  
A quick, safe relief for HEADACHE, INDIGESTION, SICK and SOUR STOMACH HANGOVERS, HEARTBURN. Packed one large tablet in a cellophane, moisture-proof envelope. Sells on sight everywhere! PER CARD 30c  
Special Price on Quantity Purchases. 25% with Order. Balance C. O. D. Minimum Order 10 Cards.  
**PEPTO-SELTZER LABORATORIES**  
268 Northampton St., - - Boston, Mass.

**WALTHAM**  
16 Size—15 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 3, ea. \$3-50  
25% Deposit. Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG  
**PLYMOUTH JEWELRY EXCHANGE,**  
163 Canal St., Dept. B, New York City.

its humble beginning on Park Row to its present magnificent site on 23d street. Samuel Goldfarb, senior member of the firm, replied to Sandler's speech, the keynote of his talk being that while the firm has expanded and added many new departments, streetmen, circus, carnival and celebration workers would always be welcome on the premises and that this department would always be a strong feature of the business.

Universal Wholesalers, notion, novelty and sundry concern, has in preparation a large catalog which will shortly go to press. Firm is conducted by men with a background of 25 years' experience in the merchandising of such articles. An official of this company states that all indications point to a very active spring selling season. Customers of the firm from all parts of the country are already making requests for spring items. Firm has established a large department for the handling of salesboards and deals as this particular line seems to be very much on the upturn. A complete line of notions, novelties, gifts and premiums is also handled.

National Premium Company is showing in its display rooms one of the first automatically controlled music machines, the Regina Orchestrepe. Ma-

chine is said to be more than 40 years old and operates on a principle very similar to the player pianos of yesterday. Each record is made of thin sheet steel and measures a little more than 36 inches across. Several offers have already been received from operators and antique collectors who wish to purchase it. A. J. Johnson, president of the company, states that they will consider selling the machine at a later date, probably to the highest bidder.

Ross Products, notion, drug and toilet house, announces that its 1937 catalog is just off the press and claims it is the biggest effort it has ever made in the publishing of a catalog. Hi Ross and Al Mintz, who comprise Ross Products, are very enthusiastic about their new sales publication and invite both their new and old friends to request a copy. Ross Products has enjoyed a rapid growth since its inception, Messrs. Ross and Mintz both having been experienced salesmen and know the wants of the boys.

**SPRING BIZ—**

(Continued from page 62)

diction of leading firms catering to this trade. In fact, business from these sources, which are being spotted in most every type of amusement center in all portions of the country, is expected to materially boost the industry's total sales.

**WINTER QUARTERS—**

(Continued from page 55)

to end surrounding the new entrance designed by Downie Bros. Each of these trucks is electrically equipped and will blazon forth the show's title surrounded by a background of clowns, elephants and tigers on a silver base. Reported by Walton de Pellaton.

**West Coast Shows**

SEATTLE, Wash., Feb. 20.—Work at quarters is going on with a crew of 20 repainting and rebuilding. The Heyday ride, under the supervision of Walter O'Neal, foreman, is being overhauled. New parts for it were purchased from the Spillman Company. The Dodgem, Merry-Go-Round, Lindy Loop, Double Loop-or-Plane and Ferris Wheel are being repaired. Bert Marshall is foreman of the Dodgem and Bert Sanford of the Merry-Go-Round. The Ferris Wheel seats will be painted white. Manager W. C. Huggins has arranged with a Seattle firm to install neon lights on the entire show. Jack Milo, in charge of the Athletic Show, will arrive from Vancouver, B. C. Word from Anna-John Budd states that he will have good side show. Clark Willey will have charge of the Motordrome recently purchased from Lillian LaFrance. Leo Turney is getting the Illusion Show ready. DeNewland, concession manager, is framing the 10 concessions that will be operated by the management. There will be no girl show. Mrs. Grace Flynn is getting her candy floss concession in shape. Gene McDonald, musical director, is in charge of the sound truck and callopo. Roy Wilson will have six concessions. Red Roberts buys the supplies for winter quarters. Reported by Harry L. Gordon.

**L. J. Heth Shows**

NORTH BIRMINGHAM, Ala., Feb. 20.—The Eyerly Aircraft Corporation has notified the show that it will be the middle of April before they can deliver the new Octopus ride, purchased by Heth. Ray Daley, manager of the Side Show, arrived and brought with him Andy Gump and LaCil (Mrs. Daley). I. W. Reynolds has contracted for his Illusion Show. Howard Shurleff has taken over the management of the Chairplane. Johnnie Brown will manage the Big Eli Wheel. Lee Mize will again manage the kiddie rides and Otto Koahlman has been re-engaged as night watchman. Reported by Joe J. Fontana.

**Ed Groves Shows**

CLINTON, Ind., Feb. 20.—This is a new carnival but the quarters are busy. Everything on the show is new, including the title. Big Eli Wheel, Smith & Smith Chairplane and Spillman Merry-Go-Round will be some of the rides. New canvas is being turned out by Mt. Vernon Tent and Awning Company, of which Orla Lashbrook is owner and manager. He is from the old school of showmen. Mel Sprouts is in charge of

**SALESBOARD OPERATORS**  
EVERYBODY'S GOING  
**EDRO LIGHTER and**  
**PACK HOLDER**

Snap—There's Your Cigarette  
Snap—And You Have a Light  
The Most Sensational LOW PRICED DEAL  
Ever Offered.  
YOUR RESPONSE HAS PROVEN THAT.



SEND 10c FOR SAMPLE SALES-CARD.  
**HERE'S THE DEAL**  
35 Hole Salescard, 1cto25c  
2 EDRO Lighters  
2 Wahl Eversharp Pencils  
Four Awards in All, 3 to Winners, 1 to Seller.  
Mdse. Retail Value, \$12.50  
Deal Takes In... \$7.50  
Your Cost... 4.00  
Profit on Deal... \$3.50

Retails \$2.75

Sample \$1.49

**THE YEAR'S GREATEST PREMIUM**

Buy it without the Deal, if you wish. All chromium plated. Packed in attractive Gift Box. And it's Guaranteed.  
25% Deposit With Orders, Balance C. O. D., F. O. B., New York City.

**ADVANCE DISTRIBUTORS, INC.**

395 BROADWAY. (Dept. B-4) NEW YORK CITY.

**NOW READY FOR MAILING • •**  
**OUR NEW 1937 PREMIUM CATALOG**

We purposely delayed our new 1937 Premium Catalog because we wanted ALL the NEW 1937 merchandise to appear. Our new catalog is the BEST and MOST COMPLETE we have ever printed. FREE TO ALL OPERATORS WRITE FOR IT TODAY!

**JERSEY TRADING COMPANY** 11-15 EAST RUNYON ST., NEWARK, N. J. (TEL.: Bigelow 3-0111)

quarters and will build several panel fronts. Ed Groves, manager, and the writer, general agent, have been busy all winter organizing for the opening tour. Reported by T. J. Smith.

**Crystal Exposition Shows**

CRYSTAL RIVER, Fla., Feb. 20.—Shows have been contracted for the annual firemen's celebration at Galax, Va. A. M. Vick, secretary of Union County Fair, Union, S. C., has notified Manager W. J. Bunts that the shows have been awarded that fair. Show has placed an order for an Octopus ride. Reported by Charles Staunko.

**DEXTER FELLOWS—**

(Continued from page 39)

job. Many do not even smoke. . . . One of the biggest items of circus expense is the transportation bill paid to the railroads."

**Barnum's Museum**

In *The New York Independent* for September 17, 1872, we notice an advertisement of Barnum's American Museum and among the attractions were Commodore Nutt, the smallest man alive; the Belgian Giant, the largest man alive; the Living Hippopotamus, Sea Lion, Mammoth Bear, Samson, the Aquarium with its multitude of living fish, the Madagascar Albino Family, What Is It?, a Man Monkey, Live Monster Snakes, Wax Figures, Living Happy Family and nearly a million curiosities. . . . The show for that week in the museum was Hop o' My Thumb or the Ogre and Dwarf. Nutt was the Dwarf and the Belgian Giant the Ogre.

The greatest collector in the world of boys' weeklies is, in my estimation, Charles Bragin, of Brooklyn, N. Y. He has perhaps a million copies of these weeklies scattered over his premises and he informs us that hundreds of these weeklies bear circus titles.

Another interesting letter from Uncle Bob Sherwood: "The card is from Doc Jones, long a veterinary for the Adam Forepaugh show. He is doing well with his roadhouse and is hale and hearty at 83." News has reached us from the Lillian Leitzel Tent and we bring the following paragraphs from the new press agent, H. James Schonblom: "Last night we had a meeting down at Jim Casey's and a goodly crowd gathered, altho we missed Jack Bovaird, who is basking on the Florida sands, way away from his law practice, and Ed Hanley, who has probably got his nose into a scientific book down in New York some place. We elected Lew Mallory boss of props, Jim Casey the pay off and myself as press agent. Art Haggerty is our con man and promises at least two shows on our lot this season."

**FACTORY PRICES**  
**GUARANTEED RADIOS**  
FREE CATALOG  
25 New and Exclusive Models for Home's, Farms and Autos. ONE YEAR GUARANTEE. Buy from us on FREE TRIAL. Money Back if Not Satisfied. Operators: Send 10c for Sample Push-Card Deal.  
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612 N. Michigan Blvd., Dept. C. CHICAGO.

Levin's Always Offer Best Values in  
**ST. PATRICK'S DAY NOVELTIES**  
B1—Shamrocks (Plain), Per Gross \$0.60  
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U WANNA MAKE MONEY??? THEN READ ON. We have just finished a new Retail Catalogue containing over 600 RED HOT numbers. Send them to your customers and the orders roll in. U CARRY NO STOCK. WE SHIP UNDER YOUR LABEL and allow you 50% of the gross. Which means you keep HALF and send us half and we will send your Customer the Merchandise. This is not a Get-Rich-Quick Scheme, but an opportunity to add to your income at no BIG OUTLAY or EFFORT. Send 10c for Sample Catalogue and FULL DETAILS.  
T. R. PAYNE, 25 Cardinal Place, New York.

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(Plain) . . . . . 55c  
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CLAY PIPES . . . . . 90c  
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BALLOONS, 7 in. . . . . 75c  
1/3 Deposit with Orders, Balance C. O. D. Send for Wholesale Catalogs.  
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SQUIRTING CIGARETTES—Sensational, Fast Money Getter Everywhere. Gross, \$5.70; Dozen, 50c  
MINIATURE CHARMS—Donkeys, Elephants, Horses, Etc., with Silk Cord. Gross 65c  
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HOD. AUTOSTOP BLADES—Fits All Automatic Razors. 100 SINGLE EDGE RAZOR BLADES —5 to Package. Per 100. . . . 45c  
25% Deposit, Balance C. O. D.  
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878 BROADWAY, NEW YORK, N. Y.

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**DEFY ALL COMPETITION**  
RAZOR BLADES—Double Edge, 5c In Package, 100 Blades. . . . . \$ .27  
SHAVING & DENTAL CREAMS —Special, Gross 4.20  
7-Oake WONDER SOAP ASSORTMENT, Box . . . . . .09  
LOTIONS & CREAMS—Special, Dozen . . . . . .54  
SHOE LACES—2 1/2 In. Black, Paired, Boxed, Gross . . . . . .28  
ARMY & NAVY NEEDLE BOOKS —In 25c Envelopes, Gross . . . . 1.10  
VANILLA EXTRACT—18 Ounce, Fine Quality, Dozen . . . . . .84  
MEN'S HOSE—First Quality, Fancy and Solid Colors, Dozen Pair, Deposit With All C. O. D. Orders, 1000's OF OTHER BIG VALUES. POLICY: Only One Shipping Point for Low Overhead and Lowest Prices.  
"We Sell The World Over"  
★ **UNIVERSAL WHOLESALERS** ★  
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**EASTER SPECIALS**  
MECHANICAL TUMBLING PETER RABBIT, Works Like Clown, Extra Large Size, Doz., \$2.00; Gross. . . \$22.50  
KRINKLE PAPER RABBITS, Gross. . 3.00  
TONGUE TAIL RABBITS, with Whistle, Gross. . . . . 3.00  
MECHANICAL POOCHI RABBITS Doz. . . . . .90  
LARGE FUR JUMPING RABBITS, Gr. 7.50  
MECHANICAL SHAKING HEAD RABBIT, With Clock-Like Movement, Doz., 75c; Gro. . . . . 8.40  
LEATHER STRAP WRIST WATCH, Boxed, Gro. . . . . 4.00  
Full Selection CHARMS, Gro. . . . . .75  
Send \$1.00 for Samples.  
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50 Bowery, New York City.  
One-Half Deposit, Balance C. O. D.

**OUR PRICES REMAIN LOW!**  
WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes; 10 1/2 Ligne, 10K Rolled Gold Plate Case, 6 Jewels, Each . . . . . \$3.50  
15 Jewels, Each . . . . . 4.50  
ELGIN or WALTHAM 7J, 12x6 Octagon Shape, in Doz. Lots, Each . . . . . \$2.75  
Less than Doz. Lots, Ea. \$3.00  
15 in. Dozen Lots, Ea. \$3.50  
**LADIES' GENUINE DIA. MOND RINGS—10 Karat Solid Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up.**  
ELGIN & WALTHAM—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement, Each . . . . . \$2.00  
15-Jewel, \$2.50; 17-Jewel, \$2.75.  
SPECIAL PRICES FOR QUANTITY USERS  
Sample \$50 Extra.  
25% Deposit, Balance C. O. D. Send for Catalog.  
**N. SEIDMAN,**  
173 Canal Street, NEW YORK, N. Y.  
End your correspondence to advertisers by mentioning The Billboard.

**SERINE CIRCUS**  
**OAK H.Y.-TEX BALLOONS**

**Money Getters AT INDOOR EVENTS**

Take advantage of Oak's stock cuts to have timely Souvenir Balloons for your indoor dates. Ask your jobber or write to us.

**McOAK RUBBER CO.**  
KANSAS CITY, MO.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**TOM SIGOURNEY** . . . calls them dirty-necks instead of lobby-gows. Herb Casper tells them to scam, and Harry Corry, Morris Kahntroff, Salim Bedoni and Leroy Crandall won't let them light. Harry (Calculator) Williams thinks they are lice.

**H. B. FARGIS** . . . is reported to be working out of Maysfield, Ky., with ink sticks, powder and perfume deals, along with a few other promotions, to good biz.

**LIFE ITSELF IS TIME—don't waste it.**

**GEORGE KEELER** . . . working the "1,000 lights from one match" advertised in *The Billboard*, is going well, horse-backing the item at filling stations and garages, selling both wholesale and retail.

**NEARLY \$7,000,000** . . . is being spent by the Louisville & Nashville Railroad for rolling stock to be used in the mining district of Eastern Kentucky to take care of the coal shipments coming out of that section. The coal mines in Harlan and Hazard, Ky., are running at full blast and the car shops at Louisville are reported to be busy. Take your cue, fellows, there's plenty of cash to be found there.

**PITCHMEN SAYINGS: "I never rib."**—Guy Warner.

**LEONARD ROSEN** . . . en route north from St. Petersburg and other Florida points, pipes from Charlotte, N. C., that business is good all along the line. He says his razor blades are cutting a swath with yokels stopping to kibitz.

**WILLIAM N. GRIFFITH** . . . of West Frankfort, Ill., writes that it is his opinion that this year will be the biggest ever. He is at present getting his med emporium ready for a spring opening.

**THE PERRYS** . . . who have been clicking in chain and department stores with astrology and their mental act, report this to be their best winter since 1930.

**THE PIPES COLUMN** has been a valuable medium to the successful pitchman for two generations. It welcomes discussion and viewpoints of anything pertaining to Pitchdom. Ever cognizant of this fact, it has and always will strive to serve as the centralized bureau of the pitch business. All it has ever asked in return is that the boys and girls shoot clean, honest and conscientious pipes free of superfluous matter.

**TRUMAN W. BARKER** . . . of med show fame, inks that he is contemplating enlarging his show for the coming season.

**COINCIDENTAL WITH** the settlement of the strike in the automotive industry prosperity should revive by leaps and bounds in the motor sections.

**SAM KEELER** . . . who is working pens thru stores with coupons, reports that business this year is much better than it was last year at this time. He is working Colorado and arranging as many as six spots for a week's work, with Denver the central point of his activities.

**HAROLD BROOKS** . . . astrology and health book worker, cracks from Providence, Ky., that he plans to rest there for a few weeks before invading the Detroit and Chicago areas, where he expects to work his new flash in vacant stores. He recently worked his way up the East Coast from Florida to a good take.

**GEORGE SHIELDS** . . . shoots from Montgomery, Ala., that locations are not to be had in that town, as the building owners want their original down payment on the building for a week's rent. He says that he is going to pass it up and migrate northward for his spring campaign, which he has already mapped out.

**EDDIE SUMMERS** . . . of needle-threader fame, is in St. Louis with his mother, who came up from Florida to pay him a visit. George Earle is in Florida this winter.

**"COURTESY MAKES friendship" is a good rule to remember when working an item.**

**HOW ARE THINGS** . . . on the food shows this year, boys? Kinda slow on the info, aren't you? Somebody page William G. Barnard, of peeler fame.

**"JUST MARKING TIME HERE** . . . until I see the first robin and then I'll be telling the story to the natives," letters Art Cox from Northville, Mich. "Saw Tom Kennedy and he informed me that he has been giving the folks sharpeners and gummy around West Virginia before going into Pittsburgh for a few weeks. Also heard from Smitty, who says he had 22 boys working for him at Christmas and won a swell bank roll. He added that he intends to double his force for Easter."

**THE BEST prescription for a pitchman suffering from "tapped-out-eritis" is a pipe** informing him of a ready-money spot. Why don't you "Docs" do a little prescribing?

**BILL WESTFALL** . . . is sufficiently recovered from the cold which laid him low in Pittsburgh for several weeks to hold down a chain-store spot in the Smoky City with the tie-form demonstration to some good business.

**TEDDY GOLDSTEIN** . . . is reported to be going well at the indoor events and it has been whispered that the ace humanatone worker is about to close negotiations for the exclusive on his item for the big doings at Cleveland the coming season.

**ALTHO peculiar, it's a fact. The baby who brags of trimming suckers is always broke.**

**SI HART** . . . wig-wags that he has been making spots thru Georgia on his northward trek. He says that he has just come out of Bessemer and Birmingham, where he did a much better business than he had expected. "Watch my smoke when I talk to the boys in the auto factories. I'm going to give you fellows some real competition when I get there," he adds.

**THE SUCCESSFUL pitchman is also a successful merchandiser who establishes himself in a community in much the same manner as does a local merchant. That's why he is allowed to come back.**

**VIRGINIA PEARCE** . . . tells it from Miami. "Just previous to my arrival here I saw Jack Sharding, health book and astrology worker, deliver a discourse and I think he is one of the best health book and astrology workers in the game. He certainly is a hard worker and the only thing that prevented me from stopping and shooting a few pipes with him was the fact that I was in a real hurry. Guess we will meet later at the fairs.

**KING LA MAR** . . . astrology and health book worker, wig-wags from Union City, Tenn., that while driving thru Nashville recently he and his partner, Jake Branholtz, decided to call on Doc E. S. Raggett with the avowed intention of staying no more than one hour. But the good Doc

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**BIG MONEY FOR AGENTS.** Low prices makes HUMANETTE a big seller. We furnish list of prospects in your neighborhood who will pay from \$1.00 to \$2.50 for showing samples of LIFETIME HUMANETTES. If you want to make money fast, send name for free sample proposition at once. **AL SCHULER, Dept. 27BX, 1037 Evans St., Cincinnati, O.**

**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-81, Box 353, Hamilton, Ontario.

## PEN OPERATORS!

Our Plunger Pens Are Today's Biggest Sellers and Money-Makers.

See the New "National" Line. Samples 2 Leading Sellers, 50c, postpaid. Write for lowest wholesale prices. Dependable Service. **NATIONAL PEN CO., Dept. A, 210 West 8th, Kansas City, Mo.**

## SALES OPERATORS!

Cash in with Ladies' Hose Deal. We carry full line Cosmetics, Woodbury Deals and Pure Silk Chardionize Hose Deals. Every pair Hose cellophane wrapped; D-24 Wm. Woodbury Powder, Perfume, Cold Cream and Lipstick Deal. Sample, 30c. Gross Lots 24c per Deal. Deal-50 Woodbury Powder and Perfume and 2 pairs 280 Needle Ladies' Hose, each cellophane wrapped. Sample, 50c. Gross Lots, 50c. Write for lowest wholesale price on any combination you use.

**WILLIAMS SALES CO.,**  
Dept. B, 210 West 8th St., Kansas City, Mo.

**CHEWING GUM 20¢ BOX**

RETAILS FOR \$1.00. Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid) 50c West of Miss. **GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS, 4th and Mt. Pleasant, Newark, N. J.**

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**

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**ARGO PEN-PENCIL CO., Inc.**  
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**AMBERINE UNBREAKABLE COMBS**

**SELL ON SIGHT**

Send for Copy of Our 1937 CATALOG

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There is only one genuine Stromberg Ignition Device manufactured only by the STROMBERG IGNITION CO., of 7320 Tirenman Ave., Detroit, Mich. Should you have information of any person using our Trade Name, on any ignition device, intensifier or jump-spark, send all information together with name and address of party selling same, also date of sale, license number and make of automobile and location where sold, to the Stromberg Ignition Co., established by H. O. Striker, and unauthorized users of our trade name will be dealt with accordingly.

**NEW! SELLING BIG! EXPENSIVE LOOKING \*CAMEO RING**

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Gross. \*Simulated.

Send \$2.00 for Our Sample Lines of Best Selling Styles of 12 \*Cameo Rings or 18 Whitestone Rings.

Write for 32-Page Catalog of Best Sellers in Jewelry and Novelty Items.

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Five No. Wabash Ave., Chicago, Ill.

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Ink Gauge—Tells When to Refill—Filligree Band—Streamline Design.

New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready. **50c**

**JACKWIN PEN COMPANY**  
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Permanent Finish—Brilliant Stones. \$7.50 Dozen. Sample, 75c. No Catalog.

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EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.

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Mfg. Pharmacists, Columbus, O.  
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**GENUINE DIAMOND RING**  
Solid Gold Mounting

Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

**2.95**

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**MED MEN—PITCH MEN**

Follow any med show and CLEAN up with that sparkling, bubbling Liquid Mineral, direct from Nature's Mineral Beds. Used internal, external and bath. Sold wholesale in 5-10-20-50-gallon kegs. Put up your own brand. New deal. It's different. Send \$1.00 for sample bottle, directions and full particulars, to **MISSISSIPPI MINERAL BEDS,** Hickory, Miss. P. O. Box 182.

**BIG MONEY** Applying Gold Initials On Automobiles Easiest Thing Today!

**Also SIDELINE SALESMEN**

for Name Plates and Tire Cover Transfers. Attractive proposition. Your own **SAMPLES FREE** initials 10c.

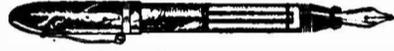
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IF IT'S COMBOS.—SEE GRODIN

The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.

GRODIN PEN CO., 386 B'dway, New York, N. Y.

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Of Unusual Appeal and Beauty. Introducing the NEW POPULAR LARAY GEMS!!! Ladies' and Men's in Rhodium and Gold Finish. Send \$2.00 for 20 Samples. We also carry a full line of CRYSTAL Jewelry and other items for DEMONSTRATORS and ENGRAVERS. Free Catalog. OLYMPIC BEAD NOVELTY CO., 307 5th Ave., New York City.

**Sensational Money Maker COBBIE CORN**



The amazing new Popcorn Confection that is taking the country by storm. Will bring hundreds of new customers to your place. Instant Sales—Repeat Sales—Large Profits. Write for Special \$25.00 Offer and how you can cash in on this money-making proposition that can make you up to \$15.00 an hour. Write today. Agents wanted.

**COBBIE CORPORATION**

Des Moines, IOWA.  
 Free Sample of Cobbie Corn.  
 Send 15c to Cover Cost of Packing and Postage.

**You Find Good Money Getters Here**

Apex Knife Sharpener & Gr. Glass Cutter ..... \$7.00  
 "Lemonator" Juice Extractor ..... 5.00  
 Miracle Can Opener (Millions Sold) ..... 9.00  
 Stone Razor Blade Hones, Boxed ..... 3.50  
 Scissor Sharpener (Close Out) ..... 1.00  
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 Needle Books ..... \$1.25, \$4.50, \$5.50  
 Prices F. O. B. New York. Samples at Wholesale and Postage. Deposit required on C. O. D. Orders.  
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 19 East 17th St., New York. • Estab. 1913.

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**DEAL! Razor and Blades**

Give a National Plunger PEN Absolutely FREE  
 Send 50c for Sample Deal

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**ATTENTION**

Novelty and Concession Men, a new seller or giveaway for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2 c each. They set on a paper easel. Sample, 10c.

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**PITCHMEN -- LOOK**

CHINESE RING TRICK, \$3.50 per Gro. THE GREAT HINDOO MYSTERY, 5 and 7 Folds, \$3.00 and \$3.50 per Gross. THE HINDOO PRAYER CHAIN, \$1.50 per Dozen. 50% Dep. Bat. C. O. D. Samples (All 3), 50c.  
 AL EDELSTEIN, 125 Canal Street, New York City.

wouldn't listen to anything like that and convinced the boys that they should stay and visit with him for a while. The result was entertainment for four days and nights, according to King. "The Doc, his missus and son are real trouperers and I cannot speak too highly of them," he adds.

**MONEY SPOTS:** The stone quarries and stone works are reported to be going well at Bedford, Bloomington, Mitchell and Oolitic, all in Indiana. These plants should be made now, as they go better at this time of the year than when the weather gets warmer.

**ROY TODD** . . . . . inks from Indianapolis that he has been working the key checks to a swell business there for the last four months. He also infos that he has seen many of the key-check workers come and go during that time and they all seemed to be getting their share of the dough. Roy adds that he is anxious to read a pipe from Brownie, who was formerly with the one and only Schell Brothers' Greatest Show on Earth in the concession department in 1935, and other key-check workers.

**HARRY MAIERS** . . . . . "Mayor of Park Row," fogs thru from New York that he is doing a broadcast every Thursday over Station WABC.

**TRIPOD OPININGS:** The world's most chronic pessimist is a guy who paints a sign, "Prepare To Meet Thy God," on the steepest grade of a mountain side.

**JACK DAURELLE** . . . . . tells it from Orlando, Fla.: "Upon arrival here I met Slim Charak, former sharpener worker. He has a life-size mechanical elephant that walks and dances and which he uses for advertising purposes with local merchants. It looks like a real winner, too. He says he expects to go into Jacksonville soon in quest of a sponsor. I'll probably stay here for the Orange County Fair. They evidently expect an exceptional showing, as they are constructing several new buildings on the grounds."

**"JUST FINISHED AT . . . . ."** Dallas, Ft. Worth, Waco and Houston," blasts Speed Deery from Houston. "Take it from me, boys, they may be surpassed by a few towns in North Carolina, but in 12 years (my first trip in Texas) I've never had better towns, better people or better receptions and plays. Yes, sir! Texas is okeh by me. Am headed west with pens. Passed out 721 of them last week. If any of the pen boys hit Galveston I'd advise them to make the big R. R. Building. I missed it, but I'm certain it can be touched. The superintendent, however, has his days. I received a 'no-contacts' in the office, but I know that at another time one could crash it. It's virgin territory and would net someone close to \$500 for two days' work with the ink stick. Hated to pass it up but couldn't help it."

**MEMORIES:** When Sewald and Ned House worked together. Sewald put on a magic act that rivaled the stage shows, and Ned worked high and sold ink-sticks by the ton. Those were the good old days.

**R. W. REED** . . . . . cards the following prevalent conditions from Uvalde, Ga.: "Vivalda, \$1 per day or soldier's reader. Sandersville is good for anything." He infos that he has been working med to good business and has met Doc Benson, Doc Odgen and Doc Zimmerman. He adds that while he was visiting the Alamo Shows at Lumber City recently he noticed several paper men working there and getting the money.

**TED E. GOODWIN** . . . . . of the Dancing Goodwins, effuses from La Feria, Tex.: "Still in the valley doing fair biz when the weather permits. Rain and cold weather, however, have been prevalent here. Was released recently from the hospital, where I had been confined since sustaining a broken arm in an automobile accident. The arm is still in harness. In addition to our act roster includes King Felton, Hazel and Betty Felton, William Lemon and the missus and Clara and Mae Goodwin. Plan to stay down here until the cotton comes in."

**CHESTER GREELEY** . . . . . scribbles from Gardner, Me., that Nick Paul Tutino, formerly of garter fame, has opened a restaurant there.

**DON'T TRY** to judge the future by the past. Conditions change with the times. Pitchdom's motto is: "Get going!"

**FAIR WORKERS-PEELER WORKERS-DEMONSTRATORS** • Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

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**NEW OCTAGON SHAPE FILTER**

**STROMBERG RADIO FILTERS**  
 WITH STROMBERG GUARANTEE LABEL.  
**THEY REALLY TAKE OUT NOISE**

CHEAPEST AND BEST ON THE MARKET.

Every Filter has a Genuine 600-Volt Super Stromberg Condenser. Tested and Guaranteed—no short circuits. We sell only legitimate merchandise. We have 6 Different Filters.

**SPECIAL RADIO PORTABLE** Demonstrating outfit, \$59.00 Complete. Also Other Models.

**SPECIAL LOW PRICES** Write Today.

**DIAGRAM OF RADIO DEMONSTRATING HOOK-UP** \$3.00

1/3 Deposit with Orders. Balance C. O. D., F. O. B. N. Y. Send \$1.00 and I will ship samples of 6 Filters. Postage Prepaid.

**SHORT WAVE CONVERTER SET** Converts any radio into Long and Short Wave Set. Easy to attach. Regular \$2.00. Sample, \$1.00.

**ROUND** every one a substantial scientific product. Work them and **MAKE MORE MONEY AND MAKE IT FASTER** than you ever have before. Round or octagon shapes available.

**SUPER ENGINEERING COMPANY** 600 W. 125th Street, (Phone No. 2-8578) N. Y. C.

**Pitchdom Five Years Ago**

Included among the boys who copped the long green at the Indianapolis Auto Show were Frank O'Neill, Harry Wherry, Ross Elijah, Roy Atherton, Maxie Allen and Cotton Williams. . . . . Docs J. W. Keown and Karl Heiserman had just joined hands and were rambling thru North Georgia. . . . . F. E. Pointer and the missus quit the road in favor of opening a restaurant in Kendall, Kan. . . . . Jack C. Thomas reported that he was managing to put his products over, despite the fact that money was so scarce in Chicago that gangsters were wearing their last year's guns. . . . . J. E. (Swede) Sprinkle was enjoying fair business working artificial flowers in Arkansas City, Kan. . . . . Burdette Simms was working small Ohio towns to a fair business and readying for the spring opening. . . . . Lineup at Doc Perry's "Hall of Fame," 1125 Sixth avenue, New York, included the following: Elsie Bleaker, Prince Zyesda and Company, Prairie Mae, Mark (Chief) Lone Wolf, Charles LeRoy, Chief Thundercloud, Leo Sterns, Professor Franko, Estelle Ellis, W. G. Mack, Doc Kelly and Herman Ellis. . . . . Teddy Goldstein had just left Tampa, where he got top money with his one-man band at the fair there. . . . . About the only thing James E. Miller was enjoying at Fort Myers, Fla., was the climate. According to James, the money just wasn't. . . . . Charlie Rothgab, after working the leaf in Washington all winter, left there for greener pastures. . . . . Two field men, J. A. Picardet and J. C. Sullivan, tramping under the banner of the United Trade Press, Richmond, Va., arrived in Cincinnati pursuant to rounding up 30 additions to their agency list. . . . . Prominent paper workers at the Tyronne, Pa., Horticulture and Flower Show were Joe Scheuer, Marie Scheuer, Grace Adams, Duke Monahan and Tad Robinson. . . . . And now some New York City notes: The Man From India has just opened a store on 125th street, between Seventh and Eighth avenues. . . . . Some mentalists were seeing people in private in several pitch stores at two bits a sitting. . . . . Dave Newman, star seed worker, was clicking with the item in a store on 42d street. . . . . Doc McCarthy, Irish comic and doubler in soap and seeds, had just been added to the NHA roster. . . . . That's all.

**"JUST READ . . . . ."** Sandy Sanders' pipe in a recent issue wherein he says that he worked the Svengali decks here until the first of the year and that the town is now closed," scribes Thomas Arens from Phoenix, Ariz. "I must be drunk or crazy, because I've been working Svengali decks and sharpeners here since the

**Get Set for Life! IN COUNTER CARD BUSINESS**

**MAKE up to \$65 Weekly**

In new kind of wholesale business. Place famous line of 10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Photo and big Catalog sent free.

**World's Products Co.**  
 Dept. 283-C, Spencer, Ind.

**Have a BIG-PAY STORE ROUTE**

**New Spring Line! New Extra Profit Plan!**

**\$1 STARTS YOU IN TIES BUSINESS**

**LOWEST PRICES FOR QUALITY NECKWEAR!** Fast selling money makers! Deal direct with Manufacturer. Make over 100% profit. Unbeatable values.

Wash Ties . . . 85c Doz.  
 Silk-Lined Ties . . . \$1.25 Doz.  
 Custom-Made Ties . . . 2.00 Doz.  
 Exclusive Hand-Made Ties 3.80 Doz.  
 Newest Bat Ties . . . 2.75 Doz.

Complete line of Ties, including Men's, Boys', Jewelry Novelties. All Quick Sellers! **WE PAY POST-AGE.** Send remittance with order.

**FREE!** Send for Free Illustrated Descriptive Catalog and Free Sample Swatches. See why Our Men are **BIGGEST MONEY MAKERS!** Satisfaction Guaranteed or Money Refunded.

**LEATHER TIES** Look like silk—washable—adjustable to all sizes. Black and Fancy Patterns, \$3.80 doz.

**Patented Slide-On Ready-Tied TIES.** Silk-Lined Ties, Exquisite fabrics. Woven Jacquard Figures. Satin Stripes, Plaids, etc. \$2.50 Dozen, Postpaid.

**QUANTITY BUYERS ASK FOR SPECIAL OFFER**

**BOULEVARD CRAVATS** 22 West 21st Street, Dept. B-13, New York.

**VALVE BALL FOAM CONTROL is a Necessity!**

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces scraping to a minimum, giving a greater number of glasses per barrel. Fits on all beer faucets. Bar-Owners Buy Them on Sight!

Saves time—No waiting for collar to rise. A sure sale of one or more wherever beer is sold on draught. Retail at 35c to 50c. Costs you 10c each in gross lots. Be the first in your territory to clean up with this new specialty. Rush 10c for sample and full particulars.

**GORDON MFG. CO.**  
 110 East 23d St. (Dept. JCG), New York City.  
 It Helps You, the Paper and Advertisers to Mention The Billboard.

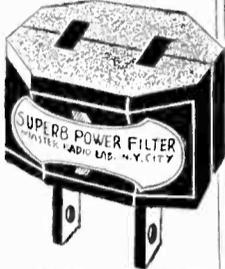
**RADIO FILTER WORKERS! ATTENTION!**

Pitchmen make Top Money with Radio Filters. New 1937 Radio Demonstrating Outfit \$100—Complete



ALL-WAVE FILTER. Pat. No. 1926228.

Don't be penny wise and dollar foolish. With honest-to-goodness merchandise any good spot can be worked for two months instead of two days. A trial order will convince you.



SUPERB POWER FILTER. Pat. No. 3010847.

**SAMPLES 25c each**

Send for Illustrated Circular Quoting Rock Bottom Prices Special to Pitchmen. We Cannot Be Undersold.

**MASTER RADIO LABORATORIES**

206 BROADWAY, NEW YORK

first week in November and as far as I can ascertain the town has not been closed; that is, to doorways and lots. You don't need a reader either. Martin has been working transfer here all winter. Bill Brooks and Fred Schultz, with hones and coils, respectively, have been turning plenty of tips. There are a few doorways available at times here. Would like to see some pipes from Fred Cummings, Eldo Kerr, Harry Corry, Salem Bedoni and Morris Kahntroff."

**H. A. DONOHUE** . . . cracks that he is still working paper to fair business.

**HUSTLER'S TIPS:** Another joint that should be a winner is the gold-fish giveaway, with the bowls in all sizes and prices. Due to its recognized legitimacy by merchants and authorities it should be easy to work. Packing and hauling are the only hazards.

**HERBERT JOHNSTONE** . . . replies from Brady, Tex., in answer to Shorty Walker's request for a pipe: "Still holding forth in the land of cotton and sunshine but expect to be in California in a few weeks. Made San Antonio and Corpus Christi last week and the hustlers there weren't doing so well. Would like to see pipes from Bob Wilson, Johnny and Ma Voght, Frenchy Thibaut, Bob Bellman, Whitey Everett Alm, Jack Lonsdale, Frank DeBrau, Lagore and Bill Goforth and Jimmy Watson."

**A. C. RICE** . . . comes thru with his first pipe from Houston: "Worked a jam pitch last fair season and herbs and oil all winter, except in Louisiana, where I switched over to the jam. New Orleans can be worked with anything except med, but you must give up some of the take. Joe Morris is the only road man working there. Jack Lamar and the missus are working car polish at the refineries in South Texas. Madaline Ragan is wintering in Port Arthur, Tex. Jim O'Day, who has been with me all winter doing an escape act, has been drawing some wonderful tips. In fact, they are large enough that the law of average takes care of my pitches. Red McCool, a swell worker on mineral matter, has just joined us."

**VERY FEW** pitchmen of distinction cut up big jackpots. They usually get them.

**"CERTAINLY GLAD** . . . to get back among the snowballs and smoke stacks after two months in the land of sunshine," flashes Henry Tracy from Indianapolis. "California, as far as I'm concerned, wasn't so hot. Towns are none too plentiful, and with readers and the police becoming more stringent every day it's a bad bet for anyone contemplating going that way. A few miles outside of Frisco I had the misfortune of breaking my trailer hitch. It almost frightened the missus, little Patsy and Earl to death. I made it to a blacksmith shop, however, and who do you suppose greeted me on my arrival there? It was none other than Sam Coe, former coll worker (and a good one, too). Sam and his son, Dick, fixed up the hitch while my family and I enjoyed a fine ham and cabbage dinner prepared by Mrs. Coe. Plan to stay here until the spring special of *The Billboard* comes off the press, weather permitting."

**CHIEF MEXAS** . . . and the Princess continues to hold forth in Indianapolis. If the new Cord they are sporting is a barometer they have been doing okeh in a business way.

**MORRIS DAVIDSON** . . . is reported to be doing a swell hand-writing turn in an Indianapolis store.

**CHASE** the last traces of depression by making a good impression.

**EARL GODFREY** . . . and Lee Vandell, with paddles and blades, are reported to be going over in a large way with the items in Indianapolis.

**C. M. TOWNSON** . . . pencils from Franklin, La., where he is again wintering and rebuilding his Tom Thumb Mechanical Circus. Business

**Pitchmen I Have Met**

By SID SIDENBERG

In Pitchdom as in every other walk of life there are all types of people. Some pitchmen are in the game for all the money they can get out of it. It is a business with them, and if you should ask me I am ready to tell you that if some of these babies were to put forth the same efforts in any other given field they would be as successful as they are behind the tripod. Others in the game are in it primarily for the venture.

One of the latter genre is none other than Johnny McLane. To me Johnny is the best magician that ever stood behind a set of tripods. If it were not for Johnny's love of the pitch business I dare say he would have given some of the bigger names in magic some keen competition.

Recently Johnny blew into Syracuse, N. Y., minus clothes, stock and keister. Some bambino he was trying to befriend left in the night with Johnny's belongings and left him high and dry, ready for the thumb route to the next spot. It didn't faze this sleight-of-hand wizard, however, for he made Syracuse in time to catch the boys in the editorial sanctum of *The Syracuse Post-Standard* with a little time heavy on their hands and ready for something to happen. They ordinarily give the wizards of the legerdemain the "exit" signal, but this bird was disarming in his appearance and before they knew it he was borrowing half dollars from them and slipping them into pop bottles for their entertainment. When he left the halves did, too. Well, anyway, with these few halves Johnny started anew by purchasing a box of tongue blades at a corner drug store, whittling them into paddles and going to work right out on the same corner with his magic as a bally. That night Johnny was the possessor of a good-sized bunch of the dirty green, together with a column clipping of *The Post-Standard*, and ready for a pipe-fest with the boys on how to get by when you find it hardest to smile.

Johnny broke past the portals of Pitchdom on the diamond in Pittsburgh more than a quarter of a century ago. Jack Daly, of gummy fame, let Johnny shill and carry his tripe and keister for him. When it dawned upon Johnny that he was getting more work than rations he registered a beef. Daly gave him about two bucks' worth of gummy and sent him on his way with a smile and made him a full-fledged pitchman by telling him he was bound to make good. Well, Johnny did make good, for he is one baby who can go out and collect money any time he wants it. Johnny's only failing is that when he gets what he calls too much money he lays off until it is gone.

Not so long ago he originated the rubber-money item which took the country by storm. Johnny made himself a huge bank roll. It lasted just so long, and to Johnny's amazement the federal authorities put their taboo on the rubber dough. Johnny had to start all over again with paddles.

McLane is now in his 50th year and calls the 48 States home, with *The Billboard* his permanent address.

with jewelry and photos in that section, according to Townson, is nothing big, but it's steady. He advises that The Onion certainly hit the nail on the head in a recent issue when he emitted the following: "Don't jungle over the winter, get a small location and go to work. It keeps the living burr and summer bank roll (if any) in good health and you come out in the spring ready and able to flash."

**THOMAS W. LOCKETT** . . . former pitchman, is operating a retail novelty store in Knoxville.

**BLUE STEEL BLADES 25c**

FALCON CONTINENTAL MADE. Single Edge. Per 100. 65c

DOMINO Blue Steel, Double Edge. For Repeat Business. Per 100. 30c

GILBERT Super Quality, For Workers. WHO WANT REPEAT BUSINESS. Double Edge. Single Edge. Blades. Per 100. 50c Per 100. 65c

GILBERT AUTO STROP. Per 100. 80c TOOTH PASTE. Per Doz. 65c SHAV. CREAM. Per Doz. 90c

SINGLE EDGE BLADES. Per 100. 44c

AUTO STROP TYPE. Per 100. 45c

MIRACLE CAN OPENERS. Red Hot. for Demonstrators. Per Doz. 75c

SHAVING DEAL 10c Per Deal

"FIRST AID" DEALS 1.60 Per Doz. Deals

YOUNG NOVELTY CO., Inc. 100 Hanover St., Boston, Mass. Send for Free Samples and Price List. 25% Deposit. Smallest Order, \$1.00.

**EASTER BASKETS**



**SQUEAK RABBIT**  
B103N47—Rubber body, 3 1/2" long, attractively colored. Packed 1 Dozen in Box. Dozen, 35c; Gross, \$3.75.  
B13N123—14" Stuffed Plush Rabbit with Squeaker. Doz., \$1.95.  
B13N125—9" Stuffed Rabbit in colorful Plush. Doz., 85c.  
B13N124—Large 15" Plush Rabbit in silky finish, bright colors, with Squeaker. Dozen, \$3.75.  
Loss 2% Cash Discount. 25% Deposit Required on C. O. D. Orders. Ask now for new Catalog No. 371, soon off the press, containing scores of pages of live merchandise.

**JOSEPH HAGN CO.**  
"The World's Bargain House," Dept. BB, 223 W. Madison St., Chicago, Ill.

**PENNY SANDWICHES**

Sell 'em by the million on the streets, in stores, wholesale and retail. Everybody buys. Profits immense. Newspapers advertise you free. Get in now. Formula, some tools and several samples, postpaid, only \$2.00. You can start with 25c capital. Hurry and get in this new and timely money-getter.  
A. F. DIETZ CO., Money Making Specialties, Dept. A, 2144 Madison, TOLEDO, O.

**Delivered Free in U. S. A.**

ROYAL KNIGHT BLADES—D. E. \$3.50 Per Big. Uniform quality. Packed 20 5's. 1000 Send 1/3 Deposit or Cash with Order.  
NATIONAL BLADE CO., 37 South Avenue, Dept. 1-A, Rochester, N. Y.

**NINA SCOTT** . . . is now in Silver City, N. C., preparing her med emporium to take to the road for an early spring sales campaign.

**"THIS IS MY EIGHTH WEEK** . . . in this town," hails Jack Knebel from Milwaukee under date of February 16. "My partner, Herman Gould, has been honored by being asked to lecture three nights this week at local schools under Parent-Teacher auspices. He has chosen *Athlete's Foot in the Locker Room* for his subject. Princess Newmoon and her son, Harry, are working in two local stores and Mae Lithgow is turning plenty of tips with the liniment here."

Big Premium Item!

No. B101 EACH 69c  
Case Metal. Assorted Colors. Snap or Time Pictures, Size 1 1/2 x 1 1/2 In. Ten for \$6.50. Send for Catalog.

**ROHDE-SPENCER CO.**  
(Wholesale House)  
223-25 W. Madison St. Chicago

**"Crown" PEARLS**  
Three, Double and Single Strands. Indestructible.

**CRYSTALS**  
Earrings, Rings, Bracelets, Charms, Necklaces, Crosses, Brooch Pins, Etc. FAST SELLERS.  
\*Reproduction.  
Send \$1.00 for Sample Pearl Line No. 71. Send \$2.00 for Comp. Crystal and Novelty Jewelry Line.  
LaMode Bead & Nov. Co., 42 W. 33d St., N. Y. C.



**SMASH BARGAIN FOR CONCESSIONERS. BINGO OPERATORS, ETC.**

ANGORA SHAPED STUFFED PUR **CAT 18** \$1.50 Each  
Made of real goat white fur. \$ Doz. \$15.00 Sample  
Size: 20" long, 11" high. Life-25% Deposit. Bal. C.O.D. (like appealing). A real hit for all Premium and Novelty Users. **WRITE FOR FREE CATALOG.** All Complete line of Stuffed Fur Animals, Novelties. All Finest Quality and Workmanship. Lowest Prices. Write Today.

MAJESTIC NOVELTY CO., 2497 Valentine Ave., Bronx, N. Y. C.

# Hartmann's Broadcast

Now that the flood in the Cincinnati sector has passed into history and power, light and water facilities are again functioning normally, we take this opportunity to thank all those who wrote, wired and personally extended congratulations on the efforts put forth by us in living up to the old slogan, "The show must go on," by not missing an issue of The Billboard during the high-water period. Two issues were affected, it being necessary in the case of one to close the forms a day earlier than usual, while the second one had to be handled in Chicago.

It was very gratifying indeed to receive so many messages of appreciation. Space will not permit of the publication of all, but we shall quote from a couple of them:

"I was in the Michigan State Fair office in Detroit," said Robert Buckley, of Bad Axe, Mich., "and the whole force was asking what about the January 30 issue. While talking it was delivered. Could you have seen them all jump you would have thought they had found a long-lost brother. Guess we fair men get to be 'nuts' on fair dope."

And from Col. W. I. Swain came this: "The Billboard's mechanical motive power was silenced. The acts of God were upon them. Chicago was the only 'out.' The Billboard here made history. Quick switches have been made by shows but never before has a trade paper staff become minute men. We now know why The Billboard excels." For these and all other messages we again say thanks.

THE practice by some performers, staffmen and working people of contracting with more than one show for the same period of time has been a thorn in the side of motorized circus owners. The object, of course, is to have a selection from which to pick the document that appeals to them most.

This matter was commented upon several times in this column last season, when those guilty of the practice were taken to task. Signing contracts with more than one show puts the show manager who is the victim in an embarrassing position, especially so in the case of performers after including their names in his roster and not having time to fill the vacancies when they fail to make their appearance at the specified time.

Of course, circus owners have the courts to resort to in settling troubles of this kind, but this procedure is very costly and probably in the majority of cases damages would not be collectible.

Paul M. Lewis, of Lewis Bros.' Circus, has a plan which he thinks will stop a lot of this double contracting if other motorized circus owners and managers will lend their co-operation. The plan listens good to us. In contracting with his acts and people this year Paul requests that each one advise The Billboard that they will be associated with his show. Out of several contracts he has forwarded, however, only one clown, up to the second week in February, had followed his instructions. "This may or may not be evident proof that the other people who have received contracts are still dickering elsewhere and hesitate to implicate themselves by an acknowledgment that they may have to recall," declares Paul. Continuing, he says:

"For the good of the cause, I openly request that every manager hiring people advise these people, such as I have done, to write The Billboard that they will be with that certain show,

and I think that this will stop a lot of this double contracting.

"A show manager can easily be made responsible for his fulfillment of a contract, while an unreliable act or person signing contracts with a circus in most cases is neither collectible nor worthy of court proceedings. It appears to me that a contract must be made mutually responsible and if the responsibility falls on only the one who is collectible then it is a worthless document.

"Of course, the railroad shows, situated as they are, are in a better position to eliminate this trouble, due to the fact that once an employee is ousted for a contract violation it is mighty hard to re-establish himself, especially with the Ringling unit. The independent railroad shows are managed and directed by former executives of the syndicate and these executives are quite familiar with the unreliable sort and set about to outlaw them. The many motorized circuses then have that particular class to deal with."

Paul also brings up the subject of covering paper. "I notice," he says, that Walter L. Main has made agreements, so he states thru your columns, with Charles Sparks not to cover any of the Sparks paper or Sparks not to cover his paper during the coming season. Permit me to make this statement thru your columns: Lewis Bros.' Circus never has, to our knowledge, or with our sanction, destroyed or covered the paper of another show or its publicity of any sort, and without making any individual agreements with any show we positively will carry on with the same policy—honesty and decency—that we have in the past. We do not want to cover anybody's paper and we won't, and we don't want anyone to cover our paper. We will not dicker with acts or people employed on other shows until given personal assurance by the management or the people that they have given their required notice to the show with which they are connected or have already terminated their services."

ON PAGE 3 of our issue of January 16 last we carried a rather long story in which William Newton Jr., co-manager of the Walter L. Main Circus, made a plea to owners and

EVERYTHING PROGRESSING SMOOTHLY

## WATCH FOR TITLE ANNOUNCEMENT

### Circus Operating Corp.

HOWARD Y. BARY, Pres., Peru, Ind.

C. W. FINNEY, General Agent, 219 Downer Place, Aurora, Ill.  
POODLES HANNEFORD, Equestrian Director.

managers of transient outdoor amusement enterprises to get together and form a gigantic organization for the purpose of drawing up codes to be presented in case a new form of NRA came along. In the closing paragraph of the plea appeared the following: "I would like to hear, thru the columns of The Billboard, from managers or agents of every kind of amusement enterprise, giving their ideas of what should be done and how."

Strange as it may seem, especially since more than four weeks has elapsed since its publication, nary a word came to The Billboard in answer to the plea, with one exception. Louis Engel, a former showman and an attorney of Washington, D. C., is the exception, and you will find his views expressed in a double-column box in the center of The Forum page of this issue.

What accounts for the silence of those showmen concerned we do not know. It might be that some of them did not see the plea, and again maybe their time is too taken up with activities in connection with preparations for their 1937 tours.

Louis Engel is very much in accord with William Newton's views, and we would like to hear the opinions of others. Surely the subject is important enough to be given immediate attention.

A B A midway czar J. F. Murphy is tops with President Sam Lewis and other officers and directors of the York (Pa.) Fair. Already everything is set for J. F. to perform these duties again this year, making his third in succession.

## Museums

Address Communications to Cincinnati Office

### Lawrence LaLonde's New Museum Idea

CINCINNATI, Feb. 20.—Lawrence LaLonde advises from Los Angeles that he has organized a museum along new lines which bears the title of World Fair Attractions and that it is booked to open auspices of Veterans of Foreign Wars, Post No. 2830, February 24. He also states that he is the general agent and publicity director and that the show will be staged under his personal direction. John and Stella Czdeck are listed as directors and Layton Osborne as special agent.

LaLonde reports the following attractions booked: Tiny Marvo, fat boy; Jolly Stella, fat girl; Zambino, pinhead; Chief Whitecloud, impalement act; Human Heart, anatomical wonder; El Diablo, magician; Voltano, electric act; Human Volcano, fire eater; Lady Sierra, mentalist; Vera Walls, illusions, and Bessie-Bessett as the added attractions.

The sponsor reveals his plans are to play under auspices until late in March and then to disband for the carnival season.

### Lauther's, Traveling

ATLANTA, Ga., Feb. 20.—First week produced exceptional business, auspices American Legion Post No. 1. Co-operation 100 per cent. Arrangements were made for Sunday operation and it is the first time in the history of this city that an indoor exhibit of this character has been allowed to operate on the Sabbath.

Jack Rogers, musical funster, is still clowning the show. Adell Knowles (Electra), youngest member of the troupe, is working the electric chair. Betty Coleman is doing the Mystery Cabinet. New Buick auto belonging to Woodrow Olson and Paul Sprague was wrecked last week. Fritz Landes is favorite with his educated birds. The youngster Jesse Franks is still with it. Mrs. Francis Lauther (Miracle Girl) was a guest of the American Legion Club luncheon as an astrologist and entertainer. Notables on hand for the opening were Mr. and Mrs. Nate Engle, Frank S. Reed, Chick Allen and Mrs. Annie Gruberg. George Kitzinger, well-known Atlanta magician and friend of all showmen, rendered valuable assistance to the management. Mike Benton, secretary-manager of Southeastern Fair Association, was a late visitor on Sunday evening. Reported by Roy B. Jones.

### Kortes', Traveling

SPOKANE, Wash., Feb. 20.—Now on the third week here and business is holding up good, despite snow and zero weather. Several showfolk have been visiting among old friends. Dr. Ellis sprained his ankle while ice skating. Do-Do, the fat man; the giant and the skinny man were busy Saturday entertaining orphan children. Mrs. Preveau and the albino twins passed out candy. The Waldrons spent a day repairing their glass machinery. Bush Bluey has gone back to his native land. Professor Salisbury has added two musicians to his orchestra. Joe and Sweed are in the ticket boxes. Jockey Day and Larry

### MIGHTY SHEESLEY MIDWAY WANTS

For 10-in-1 for the Season 1937. Feature Attractions and Working Acts, Tattoo Artist. No Annex Attraction. Singalce write. Address all letters

**AL. RENTON,**  
43 Fillmore St., Newark, N. J.; After March 16, Charlotte, N. C.

### DUAL LOOP-O-PLANE Wanted

Can Use Other Rides. Twenty-five weeks of good territory, including ten weeks of Fairs. ADDRESS

**THE F. E. GOODING AMUSEMENT CO**  
BOX 386, COLUMBUS, O.

### MERRY-GO-ROUND TOPS

Ferris Wheel Seat Covers, Caterpillar Tunnels. Save 40 per cent. Tents made all sizes.

**ANDERSON TENT & AWNING CO.**  
35 Concord Ave., Belmont, Mass., or Fair St., Northampton, Mass.

SECOND-HAND SHOW PROPERTY FOR SALE. S 1.65 Pr. Chl. Ball-B'r'g Rink Skates. All Sizes. \$25.00 Portable Hand-Play Organ, 3 1/2 Octaves. \$100.00 White Tent & Side Wall, 18x36'. Fine. 15c Each Pennant Flagg on Streamers. Send List. S 1.75 Men's New White Buckskin Skate Shoes. All Sizes.

We buy Concession Tents, Skates, all makes; Kiddie Rides, Pay Cash. **WEIL'S CURIOSITY SHOP,** 20 S. 2nd St., Philadelphia, Pa.

### Miner Model Shows

Now Booking Shows, Rides and Concessions. WANT small Merry-Go-Round, Loop-o-Plane, Octopus, one Flat Ride, Shows and all Concessions are open. Address

**R. H. MINER**  
161 Chamber Street. Phillipsburg, N. J.

### LUNCH STAND OPEN

Also Want Fast-Stepping Candy Butchers. A long season assured. Write or wire **CONCESSION SUPERINTENDENT, Barney Bros. Circus, Route 2, Glendale, Ariz.**

are handling the billposting truck. Bertha and Reta Kortes spent the week with their parents. Tony Harris is entertaining the customers in the blowoff. Show will make two more stops before making the home run to San Antonio. Reported by T. C. Harris.

### Miller's World's Fair

PARIS, Tex., Feb. 20.—Auspices American Legion. Town well billed. Manager P. W. Miller is using radio and newspapers in addition to outdoor. Several new acts have been booked: August Meyers, human telescope; James and Cobb, Henri Antoine and Frances Merrill. Recent addition was Melvin Smith (Twisto). Dr. and Mrs. J. Robert Ward recently celebrated their wedding anniversary and Manager Miller his birthday. Mrs. P. W. Miller and Mrs. Harry Leonard visited relatives. Reported by J. C. McGowan.

### Spot Rifle Ranges Under New Ownership

DETROIT, Feb. 20.—The Two Spot rifle ranges operated by Samuel Kutzen and Maurice Winston have been taken over by the new Detroit Rifle Range Company, which is owned by Jean Stolarsky and Lillian and Jackson Winston. The new company has increased the number of ranges, adding two east side spots, one opposite the former Riverview Amusement Park.

## Out in the Open



Roger Littleford Jr.

### Johannesburg Jonah

W. J. (BILL) O'BRIEN, co-operator of the European Museum at Revere Beach, Mass., sends the following letter he received from William McK. Bausman, his friend and part-time associate. Bausman is connected with the Dutton Circus Attractions, currently working thru South Africa, reportedly to excellent business. Bausman scribes, in part, "... The Johannesburg Exhibition here was a total wash-out so far as amusement men were concerned. When the affair opened they had several shows of merit on the midway, but by the time we arrived (early December) all had folded except a Midget Show and another fellow with two or three contracts that were impossible to cancel. He, too, eventually succeeded in getting away, however, and when the expo closed the Midget Village was the only real show on the grounds. I am informed that that particular show did quite well as a result of lots of individually promoted free space in the local dailies.

"It is a sad but true fact that in all that big exhibition—and it was big for this country—there was but one attraction that could get anything on the midway. The amusement zone was un-

fortunately located in a corner and out of the way for most people. Bally was prohibited and many of the shows were obviously weak before they opened. The Midget Village, sole survivor of merit, was well framed and featured two clever midgets (out of a total of 21), but success of the venture was dependent upon the space-grabbing ability of its operator. . . ."

### Carnival Insurance

MAX COHEN, general counsel for the American Carnivals Association, revealed last week that he has been conferring with John Logan Campbell, Baltimore insurance expert, on ways and means of working out a public liability insurance program for member carnivals. Altho nothing is definitely set as yet, Max is hoping to come forth with complete details before most shows leave their winter quarters.

In all probability the policy that will be open to carnival operators will resemble the one already in use in a great number of NAAPPB parks and pools. Rate will be exceptionally low and will protect operators on all claims in excess of \$25. Cohen and Campbell are highly trained men in their respective fields and we may rest assured that whatever the outcome of their negotiations may be it will foster sound, businesslike features—features that may well be used in the carnival field.

### Large-Scale Animal Show

FRANK BUCK Enterprises, Amityville, L. I., are negotiating with Madison Square Garden for a big wild animal show in the Eighth avenue arena early next fall. Buck is reported to be keenly interested in producing a super 'Bring 'Em Back Alive' attraction and he feels that New York is the logical place to spring it. If the show is a hit, and we can't see how it wouldn't be if properly produced, it seems likely that it will tour the nation's big indoor arenas next winter. The Buck name is a veritable gold mine in itself, and when it represents a show produced on a big-time basis it should be a sure-fire click. Incidentally, Buck is slated for another series of motion pictures to be produced by Columbia this spring and summer.

### Around the Town

THE circus unit of the New York Federal Theater Project is still hopeful of going out on the road this summer. Latest rumors indicate that two well-known New York outdoor booking agents are seriously considering taking the show out, but nothing definite is forthcoming as this is being written. Understood that if the WPA unit does go out of town it will restrict its itinerary to the smaller cities close by New York.—Approximately 100 girls are in rehearsal at the New York Hippodrome in preparation for the Manhattan debut of the Cole-Beatty Circus. Allan K. Foster, well-known Manhattan dance routiner, is handling the job for Messrs. Adkins and Terrell.—Next luncheon of the Circus Saints and Sinners Club, Dexter Fellows Tent, will be broadcast over WMCA, New York. Those two rogues of radio, Stoopnagle and Budd,

will be the ill-fated Fall Guys, and the Sinners are hoping they'll fall hard.

Joe Hughes, of the Hamid office, is back from his annual winter trek thru the maritime provinces of Canada and reports excellent prospects for a record fair season in that outlying region of the fair world. Joe entertained 'em at the Albany fair meeting last week with several lofty stories of his experiences in the always severe Nova Scotia winter weather.—The three musketeers of the carnival world, John Kilonis, W. J. Giroud and J. D. Stapleton, had their heads together in New York last week. As already announced, they will take out the newly organized New England Shows this year.—It's reported that Feltman's, immense Coney Island eatery, is on the market for \$750,000. And just a couple of years ago the reported price for the big establishment exceeded \$2,500,000.—J. H. Powell, representing the Lucky Teter Helldrivers contingent, paused in town last week to confer with prospective clients. Teter and company are in for a busy season, according to all indications.—Harold Cohen, who assists Sam Russell at Lewiston (Pa.) Fair, in town on one of his periodical business trips.

## Connecticut Lists Rules on Trailers

HARTFORD, Conn., Feb. 20.—In keeping with its policy to call to the attention of its readers new legislation or legislative changes pertaining to truck and trailer transportation *The Billboard* prints the following trailer regulations (in part) announced by Wilbur L. Cross Jr., safety engineer of the State Department of Motor Vehicles:

1. All trailers, according to designation, shall be inspected by the motor vehicle department before they may be registered. Such inspection shall be made when drawn by the tractor, operation limited by that particular tractor and so designated on the registration certificate of the trailer.

2. Brakes are required on all trailers whose gross weight is 1,000 pounds or more, adequate to stop such vehicle within a braking distance of 20 feet on a dry paved surface from a speed of 20 miles per hour.

3. The overall width of the trailer shall not exceed 96 inches, the overall length of the combination of trailer and tractor shall not exceed 40 feet and the height shall not exceed 11 feet.

4. The trailer shall be equipped with an adequate spotlight which automatically operates when brakes on tractor are applied. Further equipment shall include a tail light, light illuminating the registration plate, also two running lights in the rear showing a red color and two running lights in front amber in color. The running lights shall be located as close as possible to the four upper corners of the vehicle. All lights shall be visible for 500 feet in clear weather.

5. An improved reflector, red, amber or crystal in color, shall be attached to the rear of all trailers. If the width is six feet or more two reflectors, red, amber or crystal, shall be attached to the rear, and two reflectors, amber or crystal in color, shall be attached to the front as close to the four corners as possible at a height not to exceed four feet from the ground.

6. Trailers with an overall width of five feet or more or a length exceeding 10 feet shall be equipped with an approved direction signal that may be operated by the driver of the towing vehicle.

7. All trailers shall carry three flares visible when lighted for a distance of 500 feet in clear weather, to be used when stopped on the traveled portion of the highway at night.

8. No trailer regardless of weight shall be attached to the bumper of the towing vehicle. An adequate hitch shall be used, preferably of the ball and socket type. This hitch shall be firmly attached to the frame or to a solid connection to the frame.

9. Each motor vehicle used as a tractor shall be equipped with an external mirror so located and adjusted as to give the operator thereof a clear reflected view of the highway directly to the rear of or on a line parallel to the side of the body.

10. No motor vehicle or trailer shall be equipped with an open toilet or other device that may be a hazard from a health and sanitation standpoint.

Items 5, 6, 8, 9 and that part of 4 regarding running lights do not apply

## Miami

William Glick, carnival owner, dropped in with the rain and later for New York.

John Robinson IV and his mother arrived and will spend a vacation at their mansion here. . . . Lee Manchell will have a promotion in Havana in conjunction with Endy Bros. . . . Fred Keen, formerly of Keen & Shippey Shows, is sojourning here. . . . A. T. Dize is taking in the climate. . . . George A. Hamid continued his peregrinations after a couple of days with Bob Morton. . . . One of the best night's business that the Ripley Odditorium had recently was a night of torrential rain. . . . The sudden passing of Eph Gettman was a terrific shock to his friends. . . . Frank Zambrino, manager of the Ripley attraction, has completely recovered from a major operation and is again on the job. . . . Two Ripley shows this year, according to Zambrino. One in Dallas and the other at Cleveland. . . . John Sheesley Jr. is ill at Ollie Trout's camp. His father keeps in telephonic communication with young John. . . . Bryan Woods is furnishing attractions for the three-day tomato festival at Dania to be held by the Chamber of Commerce. . . . Maurice Schachter, the Chicago jokesmith, is a daily visitor to the clubhouse at Hialeah. . . . The Hagenbeck-Wallace Circus received over 500 replies from a recent ad in *The Billboard*. . . . S. T. Jessop, president United States Tent and Awning Company, is here combining business with pleasure. . . . Al Massey, band leader for Bob Morton, will entrain for his home in Boston for a short visit with his family after the Shrine doings are over. . . . Mrs. Bertha Melville looked Havana over. . . . Endy Bros. & Tucker are finding it hard to get transportation for equipment to Havana. The great apes and gorilla at the North Miami Zoo are drawing Sunday afternoon crowds. . . . Al Dernberger, for many years connected with and confidant of the late Johnny J. Jones, here visiting with his old pal Bryan Woods. He returned north after attending the funeral of Eph Gettman. . . . Harry Dockham, owner of Dockham's Animal Farm at Andover, Mass., was one of Bryan Woods' many visitors. . . . Mr. and Mrs. Guy H. Niles, former owner and operator of Lawrence Beach, N. J., have arrived for an indefinite stay. . . . Sam Burdorf and P. Z. Hoffman have arrived to take over their duties as promoters of the Dade County Fair. Ben Krause Shows will furnish the attractions. . . . Al Burt in from Sebring, where he has concessions with the Royal Palm Shows. . . . Pauline Black, one of the ranking lady high divers of America, has booked with Bench Bentum. . . . All of the attractions loaned to the Shrine Circus by Endy Bros. & Tucker are back in the park. . . . Charlie Gerard may place his rides at the Tomato Festival at Dania. . . . Funland business has been pepped up very much by a newspaper tieup by coupon in *Miami Tribune*. . . . Capt. Bob Walter's aquarium ship is doing a good business. . . . Ben Weiss blew in from Jacksonville, where he has been operating a bingo game all winter under the auspices of the Moose. As the business has petered out, Ben will go to Cuba with the Endy-Tucker outfit. . . . Taylor Trout is putting on a circus for the Boy Scouts in Bay Front Park. . . . Al Dernberger had the first park in Miami many years ago under the name of Luna. It was on the site of the present El Comodoro Hotel, which location was then outside the city limits. . . . Carl Wilson, former animal trainer on various carnivals, including the Ferarl show, is in town for a short visit. Wilson is now a concessioner. . . . Charles T. Goss, of St. Louis, auto salesman to the outdoor show world, is here enjoying a vacation and incidentally a few sales. Goss is accompanied by his associate, Frank J. Hauss. . . . Mr. and Mrs. Jack McNamara, from Kent, Conn., guests of the Sun clan. . . . The following Coney Islanders blew in with a north wind: Sam Taffett, Jack Greenspan and Willie (Baby Willie) Engleson. Jim Farley, President Roosevelt's leading man, here for a vacation with his family. When Farley was the Exalted Ruler of the Haverstraw Elks Joe Rowan was the secretary and the man who put on the carnivals annually for that organization. Joe is employed here now at the Widener track. . . . Hasta La Semana Que Viene.

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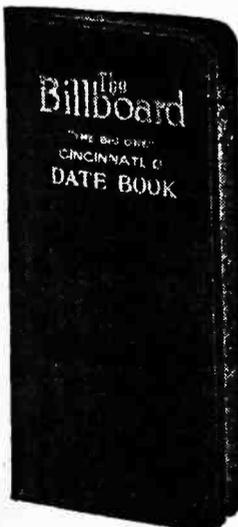
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# Notes From the Crossroads

By NAT GREEN

WITH improvements in outdoor showdom the order of the day, we wonder who will be the first to introduce air conditioning of tents on carnivals and circuses. We fully expect someone to write in and say, in effect, "What do you mean, who will be the first to introduce air conditioning? Our show has had it for . . ." and so forth. Maybe some show has been progressive and farsighted enough to introduce it, but so far the nearest to it that we have encountered is a few electric fans, which in torrid weather are entirely inadequate to give more than an infinitesimal degree of relief. There is no doubt that the problem has had the attention of showmen. We have talked to many who agreed that it would be a great thing. But the cost, as weighed against possible benefits, has seemed prohibitive. Perhaps it is. Nevertheless the chances are that someone will hit upon an effective and comparatively inexpensive method that can be adopted with benefits to both showmen and patrons.

Think what an advantage a carnival would have over its competitors if it could truthfully advertise: "All of our show tents fully air conditioned. Come in off the hot midday and enjoy a show in cool comfort."

The problem might be more difficult of solution under a circus big top, but we happen to know that a workable system has been suggested. And with competition in the circus field becoming keener, the first outfit to introduce genuine air conditioning will have a definite advantage over its competitors. No doubt the public would receive an announcement of air conditioning with some suspicion. But once convinced there is little doubt that attendance would increase sufficiently to much more than pay the cost of the innovation.

Jack Tavlin had a splendid week with the Del Rio Living Dolls at a State street department store, tens of thousands of people viewing the little people and a goodly percentage of them buying photos. . . . The exodus of Barnes show people to the West Coast has started. . . . J. D. Newman, general agent, left early in the week; Gardner Wilson, publicity man, came in from Florida and after a day in Chi left for L. A. Friday. . . . Klara E. Knecht, of the publicity staff, leaves early this week, and Harry Bert, superintendent of tickets, will get away early in March. . . . John R. Castle writes from Shreveport, La., that he's feeling much better. . . . He wants the boys to know that there's nothing seriously wrong with him, as some reports indicated. . . . Walter Driver is a busy man these days, handling the ticket campaign for the big Showmen's League spring frolic. . . . Judging by the stacks of literature in his suite at a local hostelry, no one will be overlooked in the drive for ticket sales. . . . Prince Denis, well-known Lilliputian, is demonstrating a miniature home laundry outfit for a big laundry machinery concern. . . . There are reports that a well-known press agent will be "loaned" for the Hagenbeck-Wallace Chi engagement. . . . Wonder if the circus renaissance has anything to do with the sudden rise in prices of wild animals! . . . Reports from Nicaragua state that white-faced monks formerly sold for 50 cents apiece now command \$5. . . . Two old-time circus men are holding forth at a Loop cafe, the Subway. . . . Charlie Martin, at one time prominent as a vocalist on the Big One, is floor manager, and Jack Higgins, former boss hostler, is bartender. . . . Sorry to learn that Bev Kelley is quite ill at his Ohio home. . . . Bev has been offered several circus p. a. jobs for this season, but probably will not troupe, as he's tied up in the furniture biz. . . . Murder will out! . . . We have just learned that Jake Newman frequently doubled as an actor (?) when he was piloting one-nighters; Harry Atwell, the old photog, once played second fiddle in a theater orchestra; Art Hopper was actor, manager, ticket taker and Lord knows what else on a trick he piloted thru the brush, and Harry Bert used to be a member of an acrobatic team. . . . It wouldn't surprise us to learn that Sam Gumpertz, Charlie Sparks, Zack Terrell and Joe Donahue

doubled in brass in their earlier days! . . . Ray Foley, assistant director general of Greater Texas and Pan-American Exposition, Dallas, has sent out a nifty folder advertising the event. . . . Shows scenes from last year's expo and decorating the cover is an alluring seniorita. . . . John Shepard's Hale Bros.' Circus is getting so big he has annexed another title. . . . According to the pen and ink postcard announcements John has sent out, Hale Bros.' Enormous Shows will carry "50 huge dens in its menagerie in 1937." . . . Looks as if John is going out to annex the title "The Ringling of the model circuses." . . . A busy man these days is C. W. Finney, general agent of the show to be put out by Howard Y. Bary. . . . We hope there will be an announcement this week as to just who's who and what, for the suspense is becoming unbearable!

## F. E. Gooding Back From Florida

CINCINNATI, Feb. 20.—Floyd E. Gooding, executive head of the Gooding Amusement Company, arrived here today and was a business visitor at *The Billboard* offices. He stated that he had a most delightful vacation in Florida, during which time he combined business with pleasure and saw many of the carnivals in operation. His tour took him over the entire Sunshine State.

Gooding informed the carnival editor that the Royal American Shows are truly great and he laid especial stress upon the impressiveness of the fronts of the girl and minstrel shows and listed the illumination as wonderful.

Before departing for his Columbus headquarters he stated that he had pressed Felix Blev, general agent Great American Exposition, in service as his press agent in connection with his other duties for the present.

## MAGIC

(Continued from page 27)

magicians, held their second meeting since their formation, February 17, at 604 Third avenue, South, Minneapolis. Officers of the new magic body are Arthur Harris, president; Harold Jenson, vice-president; Charles W. Von Ende, secretary, and Louis Preus, treasurer.

LESTER MARKOWITZ, once known as Marko the Magician, is one of the characterizations in a new play, *The Meal Ticket*, which opened at the Erlanger, Philadelphia, February 17. Role is being enacted by Joseph Greenwald, who, in turning magician for the part, found the usually arduous period of rehearsals just a lot of fun. Play concerns a family of vaude troupers; and there was always a magician on the bill.

OSCAR STIRLING, member of the cast of *The Meal Ticket*, new play current at the Erlanger, Philadelphia, started in show business as a magician. In fact,

he has been dabbling with magic since he was 12 years old. Going to rehearsal recently a subway pickpocket nabbed him. And what is worse, he used the old gag of misdirection, which Stirling has practiced for years.

PROF. EUGENE SONDA, mentalist, was a recent arrival in New Orleans after completing a season in the Pacific Northwest. He stopped off in Los Angeles en route south to have Thayer build several new illusions for his new tour, which gets under way in March. Sonda is now busy decorating his equipment for the new season.

HENRY HAVILAND, paper-tearing magish, after closing at the Cat and the Fiddle, Cincinnati, returned to Columbus, O., to resume work for the C. M. Galloway office. He played a repeat at the American Legion Night Club, Columbus, last week, doubling at the Dublin nitery the same time. He is current this week at the Black Cat Club, Kenton, O., where he is emceeing the show in addition to doing his own stint.

LOS ANGELES Society of Magicians held its first meeting of the new year last week. Officers who served during the last term were renamed and reinstalled as a reward for their excellent work. Leaders of the group are Frank Fawins, president and Lord High Prestissimo; William J. Van Berkel, vice-president and Grand Exalted Conjuror; and Arthur Valli, secretary-treasurer and Grand Scribe and Wizard of Finance. Organization meets on the last Tuesday of each month.

LADY LEONA, associated for the last three seasons with Ray Marsh Brydon's Oddities, is in at Colosimo's, Chicago, for an indefinite period, presenting her astrology and mental turns.

BEN CHAVEZ and Company opened at the Roxy Theater, Cleveland, last week.

JOE RAYNO is playing Philadelphia night spots with his magic and fire-eating turns. He is current at Pierre's Cafe there.

VIRGINIA ANN TOONE, mentalist who has been working the Florida West Coast to satisfactory results since closing with the Royal Palm Shows at Panama City, Fla., in December, returned to her home in Philadelphia last week. Mrs. Toone is having her Cadillac and house trailer repainted and will be with the Johnny J. Jones Exposition the coming season.

CALVERT AND COMPANY, five men and five girls, toured the Mississippi Delta area last week and in spite of flood crests were favored by good business at the theaters. Calvert said that stops in Jackson, Miss., and Mobile, Ala., were encouraging, with weather favoring attendance. Calvert addressed the various civic clubs and did a strait-jacket escape as a bally stunt.

BIRCH THE MAGICIAN gave two performances in Jasper, Tex., last week for the local Kiwanis Club to raise several hundred dollars for the fund for crippled children.

## Canada's Economic Recovery

Ottawa, Can.—Nineteen thirty-six was a year of economic recovery in Canada, according to the Dominion Bureau of Statistics. Most of the major factors advanced to new high levels since the minima were reached during the worst phases of the depression in 1932 and the first quarter of 1933.

The index of business operations is the most significant factor considered in this connection, reflecting the actual volume of production in a wide variety of industries. The business index expressed as a percentage of the base year of 1926 averaged 111.1 in 1936, compared with 102.4 in the preceding year. The gain of 8.5 per cent represents a satisfactory advance over the levels of 1935, especially in view of the considerable betterment which took place in the latter year over the low point of the depression. After the recession of the first quarter the trend continued upward during the year, the gain in the index from that time being practically continuous from month to month. The level has recently been 20 per cent above the base year of 1926, chosen as being representative of average conditions in the post-war period.

Owing to crop shortages and improved demand in world markets considerable increase was shown in commodity prices during the latter half of 1936. A marked advance took place in business operation, the standing in November being more favorable than at any time since January, 1930, with the recovery being shared by the mining, newsprint, electric power and automobile and allied industries. The index of manufacturing production showed an increase of 10 per cent over 1935. New business obtained by the construction industry in 1936 showed a slight percentage gain over the preceding year. The production of electric power was the highest in history, registering a gain of nearly 40 per cent over the output in 1930. External trade also contributed to the economic recovery in 1936, with imports showing a gain of 15.4 per cent over 1935 and exports up 22.6 per cent. The official common stock index averaged 119.2 in 1936, compared with 93.7 in 1935, a gain of 27.2 per cent, and the index of mining stocks averaged 24.8 per cent higher in the same comparison.

## Newell's Letter

FORT MYERS, Fla.—Never have there been so many showfolk in this State as there were this winter. Their activities have been varied and sundry. Note the onrush from the Tampa sector. Maurice Lipsky, of Johnny J. Jones, is working to get that gold life-membership card in the Showmen's League. Mrs. Ernie Young says she only saw her husband two days in six months.

Alex Sloan got up from a sickbed to stand in the pouring rain in Washington to see President Roosevelt inaugurated and says that his race drivers are foolish when they take so many chances with their lives. Incidentally, Sloan had two record-breaking days in attendance at his races here. Al (I Love Me) Carsky was never too busy to take time out to show his friends his latest photo album.

Even the boys in the restrooms used loudspeaker outfits to remind the customers not to forget to tip. The shoeshiner was told that shines were only supposed to be 5 cents instead of 10, to which he replied: "Boss, this am fair week and we have to get it."

Eddie Madigan's cookhouse and C. J. (Tommy) Thomas' cigar stand were the unofficial headquarters for visiting showmen. T. W. (Slim) Kelly gave the Royal American Shows' giant a race as to who is the taller. Many of the showmen tried to make expense money by playing the dogs, but from the latest reports nobody succeeded. At last it is out. Mrs. J. C. (Honey) Simpson divulged J. C. (Pappy) Simpson's age as being 68.

## Visitors I Knew or Least Thought So

Mr. and Mrs. J. M. Sheesley, John D. Sheesley Jr., Mr. and Mrs. Charles H. Pounds, Mrs. Hilton Hodges, Joe End, Max Linderman, Pete Sun, Gus Sun, Phil Isser, Smiley Rice, Jack Greenspoon, Mrs. Jack Neal, Barbara McIntyre, Mr. and Mrs. Vern Soules, Mrs. Denny Pugh, Frank Winchell, Herbert Martin, Floyd E. Gooding, Mr. and Mrs. Carl Hathaway, Doc Burger, Jack Winslow, Harvey Lock, Wingly Scafer, Thad Rising, Mr. and Mrs. Jack Bailey, Mrs. Alice Melville, Mr. and Mrs. J. B. Hendershot, Naomi Gibbons, Clark Queer, Walter Phillips, Mr. and Mrs. J. C. Simpson, Mr. and Mrs. Charles Larkin, Maurice Maurice, N. E. Erickson, Jimmy Owens, Francis J. Bly, Eddie Lippman, Ralph A. Hankinson, C. R. Dent, Chick Allen, Sam Boone, Mr. and Mrs. Sol Salsberg, Mrs. Bertha (Gyp) MacDaniel, Max Goodman, Lou Leonard, Cash Miller, Jimmy Donahue, J. Ed Brown, Mr. and Mrs. Sam Weiner, Mr. and Mrs. Jake Brizendine, Walter Davis, Sam Prell, Mr. and Mrs. Ralph R. Miller, D. L. Basinger, Mr. and Mrs. Nate Eagle, Rubin Gruber, A. T. Dize, Mr. and Mrs. Floyd Hesse, Joe Redding, Max Gruber, Mr. and Mrs. Fred Thomas, Carl J. Lauther, Ned Torti, Frank Miller, Joe Early, Mr. and Mrs. Walter K. Sibley, Edward Arlington, J. Frank Hatch, Mr. and Mrs. Peezy Hoffman, Buddy Paddock, Milt M. Morris, Dave B. Stock, Morris Lipsky, Lou Krem, Frank Bergen, Al Dernberger, Mr. and Mrs. Jack Wright Jr., Charles Allen and Mr. and Mrs. Buddy Paddock, Andy Carson, Mr. and Mrs. Harry Hennies, Mrs. Johnny J. Jones, Sam W. Gumpertz, Pat Valdo, Mrs. B. Hurd, Mr. and Mrs. George Hamid, Mr. and Mrs. Ray Balzer and Mr. and Mrs. Earl Purtle.

## A Word for Our Shows

John M. and Mrs. Sheesley spent five days in the hospital with flu after the Richmond meeting. He has the following fairs booked to date: Greenville, S. C.; Lewisburg, W. Va.; Covington, Va.; Charleston, W. Va.; Danville, Va.; Lynchburg, Va.; Charlotte, N. C.; Charleston, S. C., and Gastonia, N. C. Bush-Laube Concession Company, of Kansas City, Mo., will have all grand-stand concessions. I. G. Ward, of Chicago, reports that he will have an ultra-modern barber shop on the midway this season. Noel Lester promises many surprises and new illusions in his show. Al Renton has contracted Sealo and Joe Hatfield for his Circus Side Show. Dinty Moore's new scooter ride will be the finest on the road. Ralph Decker will present the *Night in Paris Revue* and Royal Hawaiian Theater this year.

On the way down I stopped off at Mobile, Ala., and visited with Sam Houston, who was playing that city with his museum. Has a nifty frameup and states that he has been doing fine. Is Texas bound. Charles R. Dorman is handling the advance. Reported by Floyd Newell, press agent Mighty Sheesley Midway.

## Texas Notes

ST. LOUIS, Feb. 20.—All eyes are on Laredo, where the annual George Washington birthday celebration opened on Saturday, February 13. Showmen from all parts of Texas are annual visitors to this first big event of outdoor show business, which usually officially lets the carnival world know that another season is under way in this State. As for the past many years, J. George Loos is playing this annual fiesta. This year he has more shows and rides there than at any previous time.

About 35 workmen are at work daily in the Beckmann & Gerety Shows' winter quarters in San Antonio. All show and ride fronts will be illuminated by neon and the neon experts are accomplishing wonders. All rides are also being repainted, new wagons being built; in fact, the entire show being overhauled from top to bottom. The genial owners, Fred Beckmann and B. S. (Barney) Gerety, are hosts daily to many visitors at the office, where also are found Edgar T. Neville, Tony Ybanez, Kent Hosmer, Arky Bradford and others of the executive staff.

A. (Booby) Obadal, of the Western States Shows, is a present building a beautiful new home in one of the most desirable suburban sections of San Antonio. He hopes to move into it during April.

The Big State Shows are in winter quarters at Wortham, Tex., where paint brushes and hammers are most in evidence, as new fronts are being prepared, a new office wagon is being built and general other work. Lewis Bright, secretary of the show, is in charge of activities.

Roy Gray Shows No. 2 are wintered in Houston, where Roy Gray, Ed Stritch, Jess Wrigley and Bill Dearman are superintending the repairing and repainting of the rides.

Denny Pugh and Red Hickman extend that Texas hospitality to all outdoor showmen when they visit in Dallas. They are operating a sport emporium at the Hilton Hotel in that city, where one daily can find the carnival folk.

Abner K. Kline, of the Eyerly Aircraft Corporation, of Salem, Ore., delivered three new "Octopus" rides to San Antonio; one consigned to the Beckmann & Gerety Shows and the others to T. J. Tidwell and Big State Shows, respectively. The latter was trucked out of the city to Laredo, where it is booked at the celebration.

Mr. and Mrs. John O'Shea, for many years prominent concessioners, are at present residing in Ft. Worth and now engaged in the coin machine operating business.

Phil Little, one of the ace concessioners, continues to be one of the stay-at-homers at Dallas since various State fair meetings are now over.

Mr. and Mrs. Mel H. Vaught, of the State Fair Shows, departed this week for winter quarters in El Paso, Tex., after a pleasant visit with Vaught's relatives in Dallas.

Ira Burdick, of All-Texas Shows, wintering in Aransas Pass, will open in that city at the firemen's annual celebration, auspices of the Fire Department. He advises that Bill Pink is en route with his rides, which he has booked for the season.

Fred Bond, who with Mrs. Bond has been residing in Dallas all winter, will leave during the next two weeks for Texarkana to prepare for the opening of the Fairly-Martone Shows in that city, with which show he is booked.

Everything is hustle and bustle at the Fat Stock Show grounds, where the Bill Hames Shows are wintering. This show has again secured the Ft. Worth date, which this year runs from March 12 to 21. Hames was also successful in getting contracts for Texas fairs at the annual convention in Dallas. Heading the corps of executives and workmen in winter quarters are Bill Hames, Theo. Ledell, C. R. Fulton and F. M. Firestone.

Mr. and Mrs. Tobe McFarland, who are operating photo galleries in Houston, have at present as their guests Mr. and Mrs. Charles Pipkin, of Albuquerque, N. M.

Mrs. Margaret Pugh and Mrs. Roland Smith arrived in Houston on February 12 after a two weeks' trip to Florida, where they visited many outdoor show people. They were joined in Houston by their husbands and the four left for a visit to Laredo.

Jack (Dillon) Ruback continues to be one of the most popular show owners in San Antonio. The ever-likable Jack has legions of friends thruout the country and is always the center of interest wherever outdoor show people gather. He advises that his Western States Shows have secured fair contracts in Texas, Kansas, Colorado and Wyoming, and that they will open the season probably the latter part of the month. In the meantime work is progressing rapidly in winter quarters in San Antonio.

Lew Dufour, Joe Rogers and J. Ed Brown were seen at the Pan-American Exposition Grounds at Dallas, where they will again be in the limelight. Dufour and Rogers are making extensive plans for the coming exposition, while Brown is busy with his executive duties.

If there ever was a hotel for showmen that can be called "home," it is the Lamar Hotel in San Antonio, operated by Charles and Maude Jamison. These ex-troupers have made a marvelous success of their hotel, which is strictly for outdoor show people. It is

the meeting place for all outdoor show people when they come to San Antonio.

Tommie Tidwell, of T. J. Tidwell Shows, is at present in Laredo overseeing the operation of his new ride, the Octopus, which he stamps as a real successful ride. During his absence from winter quarters at Sweetwater his genial agent, H. G. (Buck) Buchanan, is in charge of work.

Frank Downs, special agent; Bennie Hyman, superintendent of concessions; Al Wright and many other members of the Western States Shows are wintering in San Antonio and are seen nightly at the various hangouts for outdoor showmen. Others seen regularly are Ben (Lefty) Block, Mickey Allen, Charles Schub and Hymie and Mike Ruback.

Roland Smith has practically completely recovered from his recent illness, and after returning from a vacation trip to Laredo plans on returning to Galveston, where he again expects to open.

Charlie's Garden, operated by Charles Aronson in San Antonio, is the favorite mecca for the outdoor show people in that city. Since moving from his downtown location to a much larger place Aronson has enjoyed good business, primarily due to patronage of the show-folk.

John R. Castle, after spending a week in Dallas, where he met many of his old friends, departed for Wichita, Kan., with Mrs. Castle, where he will undergo medical treatments. John, after experiencing a serious sick spell on his arrival in Dallas, departed from that city hale and hearty, but for precaution's sake will take the medical treatments which he planned.

Lafe Levine is one of the popular boys seen daily around Dallas and is still heralded as the State Fair king.

Jack Stanley, outdoor showman and promoter, is at present in Houston, where he is temporarily engaged in a commercial enterprise.

For those who do not know, William H. Gambien and his son, prominent show painters, are at present in Houston working in winter quarters of the Roy Gray Shows No. 2. Gambien is one of the oldtimers in the business, having been for many years on the old Con T. Kennedy Shows.

## NEW PLAYS

(Continued from page 21)

1: Backstage. Scene 2: Third Act of "Three in a Bed." Scene 3: Backstage. The Entire Action Takes Place on the Stage—and Backstage—of the Court Theater, Chicago, From 8 to 11:45 P. M.

Dan Goldberg, author of the thin farce at the Longacre, has taken a page out of the manual of the film industry, for his *Call Me Ziggy* is really a double feature for the price of one admission. Both presentations, it is necessary to record, are lousy. But definitely.

The technique whereby two boring shows are produced as one is the old play-within-a-play dodge. In this instance the audience is given glimpses of Sidney Castle's *Three in a Bed* and is exposed to both onstage and backstage glimpses of the trials and tribulations of shoestring producing.

Castle, normally a clerk, tries to convey a "message" with *Three in a Bed*, and in order to do so properly he insists upon "production realism." When the grocer finally withdraws credit the cast—thus far subsisting on anchovies and turkey eaten on stage—becomes somewhat edgy. One member walks out, the others are about to, but Augie, the stage doorman, hurriedly rewrites the script so that the players can go on with the show.

While Castle is tearing his hair and muttering that the play is ruined, the audience is giving Augie's version a rousing reception—the angle being that Augie had reappropriated the bed habits according to the old-fashioned way: two in a bed, or something to that effect. This turn toward the conventional is responsible for the play's being sold to a film producer with a yen for the pure and demure, who effects an advertising tieup with a mattress manufacturer, the latter being interested for obvious reasons.

While watching *Call Me Ziggy* unfold its saga of a punk play which cashes in handily, a parallel thought necessarily hatches in the collective mind of the audience. It is simply that Michael Todd's *Call Me Ziggy* is just such an inept piece as Sidney Castle's *Three in a*

*Bed*; only if the mattress men were there they could work on the audience.

In all justice to author Dan Goldberg, however, let it be said that *Ziggy*, if handled properly, might have been good farce. As it is Joseph Buloff snatches a few laughs as Castle. The remaining players, however, need a better script more than real turkey. In fact, it seems incongruous that such a play should lack, of all things, turkey.

The two sets by Clark Robinson and the staging by Gregory Deane had best go into the general trial and error classification of the whole.

PAUL ACKERMAN.

## HUDSON THEATER

Beginning Monday Evening, February 15, 1937

### AN ENEMY OF THE PEOPLE

Revival of the play by Henrik Ibsen. Staged by Walter Hampden. Settings by Claude Brangdon. Presented by Walter Hampden. Doctor Thomas Stockmann, Medical Officer of the Baths . . . . . Walter Hampden Mrs. Stockmann, His Wife . . . . . Mabel Moore Petra, Their Daughter, a Teacher . . . . . Marjorie Jarecki

Their Sons: Eilif . . . . . Walter Ward Morten . . . . . Dick Wallace Peter Stockmann, the Doctor's Elder Brother, Burgomaster and Chief of Police, Chairman of the Baths Committee, Etc. . . . . C. Norman Hammond

Morten Kii, Master Tanner, Mrs. Stockmann's Adoptive Father . . . . . Dodson Mitchell Hovstad, Editor of the "People's Messenger" . . . . . Albert Van Dekker Billing, on the Staff of the Paper . . . . . Allen Nourse

Horster, a Ship's Captain . . . . . Albert Bergh Aslaksen, a Printer . . . . . Hannam Clark Mr. Vik . . . . . Conrad Cantzen

Three Gentlemen . . . . . Mortimer Weldon, Arthur Gilmour, Paul Tripp

Two Workingmen . . . . . Murray D'Arcy, James C. Malaidy

Townfolk . . . . . Richard E. Bowler,

Wyman Kane, Richard Ross, Boris Ulmar

A Drunken Man . . . . . Richard Freeman

A Maid Servant . . . . . Elizabeth Dean Farrar

A Boy . . . . . Leslie Klein

A Lady . . . . . Constance Pelissier

OTHER RESIDENTS OF THE TOWN: Harvey Sayers, Herbert Treitel, John de Angelis, George Marsh, Truman Bengali, Frank Phillips, John E. Wheeler, John C. Davis, Edward M. Grace, Walter James, C. B. Kingston, Sidney Palmer, John Rustad, Walter Kapp, Albert Allen, Richard Allen, Charles Brunswick, Haakon Ogle.

The Action Passes in a Town on the South Coast of Norway in the Early Eighties.

ACT I—Scene 1: Doctor Stockmann's Sitting Room. Evening. Scene 2: The Same. The Next Morning. ACT II—The Editor's Room of the "People's Messenger." The Same Day. ACT III—A Room in Captain Horster's House. The Following Evening. ACT IV—Dr. Stockmann's Study. The Next Morning.

Here for just a two weeks' run, Walter Hampden's presentation of *Enemy of the People* constitutes the second of the seasons' Ibsen revivals. Unlike the other one, Nazimova's *Hedda Gabler*, Hampden's production has come alive in all respects, does not seem weighted down with the dust of ages and does not give the impression of being recently unearthed from Cain's warehouse. While it is perhaps true that *Enemy of the People* has more of the quality of timelessness—and is therefore more timely—than *Hedda*, yet the reason for the superior excellence of *Enemy* lies in a simpler explanation. He is Walter Hampden.

A slim crowd was present when the show was caught, and maybe constituted the local contingent of what Aslaksen, the printer, was to dub so benignly, and by inference, so insultingly, the "compact majority." Be this as it may, however, the faithful few were there, and if, by extension, they considered themselves castigated by Hampden's interpretation of Ibsen's bitter denunciation of the majority, government by might, etc., the applause at the end of the play implied it was quite a pleasure anyway. And so it was.

Hampden as Dr. Stockmann is surrounded with a capable cast, including C. Norman Hammond as Peter, the burgo-master and brother of Stockmann; Albert Van Dekker as Hovstad, editor of *The People's Messenger*; Hannam Clark in the part of Aslaksen; Mabel Moore (Mrs. Hampden) as Mrs. Stockmann, and other solid performers. They all, however, pale before Hampden's Stockmann, for in addition to the role's being one around which most sympathy centers, it is carried off with finesse, distinction, certainty and power. His voice is in fine timbre, each nuance subtly finishing off each eccentricity of mood demanded by the portrayal; and in general it is plain that he still has plenty on the ball. Aslaksen and Peter, the one so convincingly stupid, the other so monumentally pompous and both so capably mean and shrewd, are notable efforts on the part of Clark and Hammond.

Cheers. PAUL ACKERMAN.

## LARGE & LANE SHOWS

Bay Springs, Miss., Feb. 27 to Mar. 6.

WANTS for American Legion Street Fair, legitimate Concessions of all kinds, Corn Game, Erie Diggers, Fishpond, Bowling Alley, Pitch-Till-You-Win. WANTS Shows: Ten-in-One, or Five-in-One, Girl Show, Snake Show, Geck Show and organized Minstrel Show. WILL BOOK Loop-o-Flane. WILL BOOK OR BUY Ferris Wheel or Smith & Smith Chair-o-Swing. P. S.—Want General Agent or Banner Man with car. Must be sober and reliable. Address all communications to LARGE & LANE SHOWS, Bay Springs, Miss.

## ROYAL PALM SHOWS

For Plant City. Three more Florida fairs following, then spring opening, Moultrie, Ga., with good route following. All concessions open; must be legitimate stock stores. Jack Murray no longer with us. This week Dade County Fair, Redland, Fla. BERNEY SMUCKLER.

## C. W. NAILL SHOWS

OPENING MONROE, LA., IN HEART OF WORLD'S LARGEST GAS FIELDS, APRIL 15, THROUGH APRIL 24.

SHOWS—Pit Show, fast-stepping Minstrel Show, Illusion, Penny Arcade and Working World. Cook's Little Edna Show wire. RIDES—Foremen and Second Men on Whip, Wheel, Mix-Up and Merry-Go-Round. WILL BOOK Octopus and Kiddie Rides. Concessions that work for 10c and must put out stock. WILL PLACE near Cook House. Address C. W. NAILL SHOWS, European Hotel, Monroe, La. Phone 4018.

12 RIDES  
14 SHOWS

## Bantly's Greater Shows

OPEN MAY 1ST, DU BOIS, PA.  
In Heart of City.

3 FREE ACTS  
2 BANDS  
2 Sound Trucks

WANT, account of disappointment, Cook House that will cater to show people and is in keeping with the standard of this show. Will guarantee privileges in tickets. WANT Burlesque and Posing Show that caters to ladies. Happy Ray and Pat Daly write. Have new, beautiful Panel Fronts for same. CAN PLACE Ball Games, Pitch-Till-You-Win, Lead Gallery, Cigarette Gallery, or any other legitimate Concessions. Will guarantee a wonderful route. Celebrations starting in June. Address HERMAN BANTLY, Reynoldsville, Pa.

# Aid Tilt Likely For Conn. Fairs

**Boost is recommended to State solons—annual meet elects Clark president**

HARTFORD, Conn., Feb. 20.—Success of agricultural fairs depends largely on quality and extent of exhibits, character of entertainment and expression of friendly spirit by those conducting a fair, Laurence B. Boston, managing director, Hampden County (Mass.) Improvement League, told delegates at the annual meeting of the Association of Connecticut Fairs in the City Club here on February 16. He emphasized the value of asking people to exhibit and said novelty should be sought in placing exhibits.

Commissioner of Agriculture Olcott F. King on *Legislation and Connecticut Fairs* explained reasons why fairs were not getting 50 per cent premium return from the State for premium expenditures up to \$500, instead of the present prorated of about 35 per cent. He said that \$6,200 a year from the State would restore the 50 per cent and that the State board of agriculture has recommended that amount to the 1937 General Assembly.

Talks on *Connecticut Agricultural Fairs as Seen by the Judges* were given by Harry L. Garrigus, live-stock judge; A. M. Porter, vegetables and fruit; Miss Ellen Van Cleef, homemaking and clothing; Mrs. Elisabeth G. Clark, 4-H Clubs and junior exhibits.

President Fred Rosebrooks, Willimantic, presided at the morning session and Boyd R. Clark, Melrose, new president, in the afternoon. Randolph W. Whaples, Glastonbury, was elected secretary to succeed the late Leonard H. Healey, Woodstock, secretary since the association was organized 21 years ago. Resolutions on the death of Mr. Healey, praising him for his work for the association and as its "directing genius" were adopted.

Vice-presidents elected are Marshall J. Frink, of Brooklyn, and Freeman W. Nelson, Woodstock. Richard H. Erwin, Newington, was re-elected treasurer. County directors elected are Raymond G. Bentley, Harwinton; J. S. Daniels Jr., Lyme; Abraham Maitland, Woodstock; George Hathaway, Somers; Miss Margaret Snow, Canton; C. Leslie Spencer, Guilford; Leonard J. Selden, Haddam; George M. Nevius, Danbury.

Roy Dower, Theatrical Enterprises, New York, was accompanied by Dan J. Harrington, New York. There was attendance of about fifty from Grange Fairs Association and other organizations.

## Lyles Books Buck At N. Y. Fairs

NEW YORK, Feb. 20.—Jack V. Lyles, general agent O. C. Buck Expositions, made a brief stop here this week en route from the fair meeting in Albany, N. Y., to points in North Carolina, including a visit to his home at Tarboro.

He announced the booking of the fairs at Gouverneur, Boonville, Fonda and Rhinebeck, N. Y., for the Buck organization. The shows will play north until after Labor Day and then head southward, Lyles stated.

## AGENT WANTED

Must be capable of contracting high-class auspices. One-Day Stands. Sales Day Circus Idea. Must have car. Salary or percent. Write. Tell all.

CIRCUS, Arden Hotel, Birmingham, Ala.

## Wanted For Barney Bros. Circus

Ross Canvasman, Seat Men and Riggers. Pop Martin and Blackie Wallace answer or come on. Also Legal Adjuster.

BARNEY BROS. CIRCUS, Glendale, Ariz.

## DYER'S GREATER SHOWS

WANT non-conflicting Shows and Rides, with or without transportation. No coupons, no gate, no grift. Neat Cook House to join immediately. Privilege in meal tickets. Must cater to show folks. Young Lady for Bottle Ball Game. Other Concession Agents write. WM. R. DYER, Ethel, Miss. this week; Maben next.

## NIGHT CLUB—

(Continued from page 12)

number, in which they impersonate comic cartoon characters thru use of rubber masks. A refreshing number.

Kay Cammeron, Anita Arden, Joyce Duskin and Claudia Liggett work a card-palming trick which is cute, even though clumsily done, while Barbara Bradford, Marie Carroll, Ruth Reid and Kathleen Cummings come thru with a sleight-of-hand silks trick. Serve as good monotony relievers.

Richard and Carson, a young mixed team, make a nice impression with their vigorous novelty tap numbers.

Of the musical numbers *Half of Me* stands out, the others being more or less lost in the rush. *Half of Me* is given a good sendoff by Miss Beasley and serves as a basis for the irreverent finale which has everybody out sprouting wings and halos and steam pouring out of the floor for heavenly effect.

Bill Livingston designed the slick body-enhancing costumes, with Brooks executing; while Hugh Willoughby designed the scenery and Amend Studios built it. The excellent masks are credited to William Herrschaft, and shoes to La Ray. Charles Hathaway did the orchestral arrangements and Jay Freeman and band supplied the capable accompaniment as well as snappy dance music. Glenn Hutton and band handle the relief assignment.

The 2 a.m. show is different and includes Miss Andre's *Gloomy Sunday* number, which was a highlight of the last show.

Altho not as perfect as the preceding show, this one possesses pulchritude, color, talent and shrewd staging. It should have no trouble pleasing the heavy crowds patronizing this popular cabaret.

Paul Dentis.

## Nixon Cafe, Pittsburgh

Tastefully produced by Joe Hiller, of the National Theatrical Exchange, and effectively staged by Charles Elbey, the newest revue at the Nixon Cafe is one of the neatest to come along in some time. It boasts of youthful and talented entertainers, a shapely and colorfully costumed eight-girl line and fresh production numbers.

Eddie Dunn, personable scat song singer, emcees the affair. For his own offering he delivers *You Turned the Tables on Me*, *Darktown Strutters' Ball* and *Nakasachi*.

A cocktail-shaker number, spotting the gals and featuring Edna Wilson, opens the bill. It is fast and packed with rhythm. Joan Zeppo follows with a comedy acrobatic turn that stands out for some splendid falls. Doris and Willy, an able rhythm dance team, are next with a well-trained tap concoction to the tune of *My Gal Sal*.

The line returns for its second number, *A Night in Venice*, highly fetching in brief. Gypsy costumes and a tambourine-kicking affair. Edna Wilson nets a good hand in this number with a fast toe-acro routine. Miss Zeppo follows with some lightning speed to spins.

Emsee's last number features the line in a high-hat affair and spots Doris and Wally in some unusual tap and acro work. Miss Wilson next displays her shapely figure in marvelous control work.

The finale, labeled *Winter Wonderland*, is unusual in a local night spot because of its production and routine. The entire lineup returns for brief bits, all in white costumes.

Angelo DePalma, tenor, is rounding out a full year this week. His operatic voice is better than ever and his salesmanship now bears the mark of a veteran.

Herman Middleman and his orchestra supply the show and dance music. There is no cover tax for dinner guests, with a 50-cent charge in effect during the second and final show at midnight.

Sam Honigberg.

## Gran Casino Nacional, Havana

Madeline Northway and Danilo, from New York, opened here last week.

Others in this fine floor show are Gwen Marlow, a nude dancer; Yolando and Pablito, rumba dancers; Hilda Salazar and Beny Roberts, page-boy singer, who is said to be a rival for Bobby Breen.

Attendance is keeping up well, and large numbers of American tourists and visitors are crowding this well-known resort casino and also giving a good run to the other Havana night spots such as the San Souci, the Rumba Club,

Mitsouka Club and the Old Ponce de Leon Cafe and Restaurant at Cathedral Square.

L. Maclean Beers.

## Savarin Cafe, Buffalo

Managing their own productions, the "Harrys" (Wallens and Altman) are doing a tops job at their Savarin Cafe.

Team of Winnifred and Loraine (last names, Selak and Rogers) displays amazing smoothness for such fresh young talent. Miss Rogers emulates with a reasonable degree of polish her namesake, Ginger Rogers. Winnifred can dance the Astaire as well as the Powell styles. Girls are fast and a real eye-ful in their tap steps.

Blanche Raye, high-kick acrobatic dancer, not of the spectacular variety, won a round of applause.

Six Cocktail Girls comprise the best we've seen in choruses around town this year. All versatile dancers, their Three-Ring Circus number, led by Irene Hart, done only in the late show, is a knock-out.

Felicia and Del Ray offer a good performance in a street dance, *Slums of Paris*, and the slave dance for which they have become very popular here.

Pat Brinson does some astonishingly fast taps, which need a live-wire band like Brooks' to put her across.

For noise and laughs you've got to hand it to the all-colored Nagasaki Tramp Band, led by Paul Blackman. Put on a real display of jungle music, with the instruments being of the kitchen or cellar variety. Each of the seven darkies is a hot dancer and laugh-provoking actor.

Brooks' Band, comprising a drum, bass viol, piano, two violins, three saxes, two trumpets and a trombone, is led by the fiddle-playing Ted Greene, who wields the bow in a Rubinioff manner. Featured are Ray Rogomoser, sax; Greene, and Sue Rensley, blues singer. Already having entertained twice over CBS, band goes on over WGR now four times a week.

Betty Dean does an Egyptian acro dance in the late show only.

Stormy Kennedy (Arnie Kenney) is the singing emcee and in his third week here. He's young, personable, prepossessing and doesn't flaunt his wares at the patrons.

Harold J. Warner.

## Gold Coast Room, Chicago

After an absence of two years Clyde Lucas and his California Dons returned to Chicago last week to take possession of the band stand in this perfectly appointed room in the Drake Hotel. Lucas brings a musical aggregation that is unique in orchestral combinations. It comprises 15 men, who double on scores of instruments, and a Guatemalan marimba section, which gives his music a distinctive touch. Lynn Lucas is vocal soloist.

Jane Pickens, sharing headline honors with Donald Novis, was on right after a modernistic arm-waving routine by the Gold Coast Co-Eds (6), due to the necessity of her getting back to the *Ziegfeld Follies*, from which she is doubling. She did *Midnight Blues*; *Good Night, My Love*; *Darling, I Love You Very Much*, a French concoction, and *When a Gypsy Makes His Violin Cry*. Audience liked her best during her lighter moments, but was quite restless during the dramatic renditions, done in a drawn-out manner. Good hand.

Novis sang *The Night Is Young*, *Sylvia*, *Daughter of Peggy O'Neill*, *Charmaine* and *Trees* in a glorious tenor voice and could have stayed on all evening. Heavy applause. Big hit.

As part of the floor show the Lucas marimba section was heard to advantage in *The Peanut Vendor* and *Chinese Rhumba*, with vocals by Clyde and Lynn Lucas. This Latin-American music is going to be very popular here if this show's reception by the audience can be taken as an example.

Karre-LeBaron Trio, two men and a woman, rounded out the show with the *Fantasy of the Dove*, an unusual adagio routine, cleverly executed, in which the woman used a pair of fans thruout. Left to good hand.

Noble and Donnelly, two-piano team, entertained with novelty keyboard arrangements between orchestra numbers and were well liked.

F. Langdon Morgan.

## Hotel Statler, Buffalo

True to tradition, music and entertainment here have class. Hal Grayson, who is a mighty good pianist, chooses the background, keeping the spotlight on the rest of the band. His 11-piece ensemble is one of the three best in

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  - No. 304 TONGUE & TAIL RABBITS with Whistle, New Fresh Stock, Beautiful Colors, Gr. \$3.25
  - No. 720 "THE WINNER," New Mechanical Shaking Head Rabbit Toy with Clock-Like Movement, Guaranteed Quality, 8 in. High, Copied from our Famous Clock Santa Toy, Doz., 90c; Gross \$9.60
  - No. 307 MECHANICAL POOCHI RABBIT, White Fur Body, Dozen \$1.50
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- TONGUE & TAIL RABBIT, Gr. \$3.00
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  - NEW DRUM-MAJOR DOZ (flashier than the Sailor Doll), Doz. 2.00

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Davis, Ohio, made over \$3,000 in 3 months (our records are proof) GIVING AWAY something new almost everyone wants at a glance. Not a "get-rich-quick" scheme—No tricks, but a sound substantial business, successful for years. Big money, either full or part time.

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Room 1, 339 West Federal St., Youngstown, O.

town. Records have been broken during his seasonal stay, already 15 weeks.

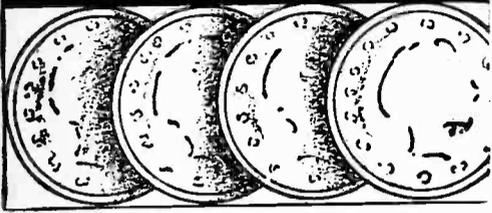
Carol Clarke, 19-year-old girl who made her social debut on the West Coast and her singing debut here, sounds better in the dining room than in the Terrace Room, the latter room not being adaptable to singing over the mike. A sweet-looking girl, she's not bad for a beginner.

The dance team is Garfield Leon and Marcia Mace and their repertoire consists of waltzes, fox trots, tangos and rumbas. A strong solo is done by Marcia, former *Follies* girl, while Gary does mighty well, altho he is a bit slow and cumbersome in contrast to Marcia's daintiness.

This week Gary and Marcia are being replaced by Robert Driscoll and Jamie Lyman, both local talent and formerly at the Hollywood here.

Harold J. Warner.

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## COURT REFORM

The present controversy raging about the Supreme Court is so loaded with politics that it is difficult to say whether the coin machine industry has any definite interest in the matter as an industry. While the question now may be to pack or not to pack the court, the final issue is likely to be to liberalize or not to liberalize our federal courts.

In that case the coin machine industry will have a very definite interest in the outcome. For all modern amusement games would stand to profit by any move that would liberalize either the judicial or legislative branches of the government. It does not require any special legal knowledge to see that the courts are bound by decisions and statutes now hoary with all the traditions of the past. All our courts and legal processes seem to be bound by a tendency to accumulate a mass of precedent and tradition that eventually clog the wheels of justice, if any such thing exists.

It would be humanly impossible, of course, to prescribe a plan or formula for liberalizing the courts at stated intervals in keeping with changing customs and ideas. It is necessary to wait for new inventions and developments to so change the ways of the people that the law and the courts finally have to conform to the new day.

Perhaps it would be fair to ask that everybody, in public office and in business, adopt a more progressive attitude at a time when science, invention and education combine to introduce so many changes into our daily life. Even the courts could adopt such an attitude and still maintain the dignity that properly belongs to such institutions.

The higher courts especially are guided by precedents which make it almost hopeless for modern amusement games to get a liberal consideration on their merits. Even the United States Supreme Court has a definition of gambling handed down years ago that forbids the use of merchandise prizes with such games as pinball and, in fact, would forbid many uses of prizes and lotteries now very common in all lines of business.

The most amusing precedent in the courts in relation to amusement games, however, is the attempt to decide whether a game is a gambling device or not by determining if skill predominates in the game. This is about as intelligent a procedure as the practice of the old philosophers to argue the question of whether an angel could stand on the point of a needle. Yet the courts go on trying to decide whether skill predomi-

nates, providing jobs for lawyers and making it possible for nice legal rackets. As liberal newspapers have pointed out, the people who like to play coin-operated amusement games are not really concerned about the predominance of skill, but rather play for diversion and amusement. If courts and lawyers were progressive they would quickly recognize that fact.

The President in his message on the courts also raised another question that directly concerns the coin machine industry. He mentioned the abuse of injunction proceedings. The coin machine industry itself has been guilty of too free use of injunctions and some of the most adverse movements against the trade have been caused by unwise use of injunction. Injunction proceedings usually serve to antagonize public officials and, particularly in the East and in Chicago, the trade is still suffering from antagonism due to the use of injunctions.

S. L. Stanley, of Memphis, writing in *The Billboard*, January 16 issue, makes this suggestion: "You should never antagonize public officials with test cases unless they are willing to have the law clarified or unless there is no question of the legality of your operation." Here is suggested the possibility of a friendly agreement with public officials for injunctions and test cases.

It may be put down as a safe rule that injunctions and test cases should rarely be used, unless a friendly agreement with public officials can be made for such steps. The operators in New York followed this rule in the main and secured many considerations as a result in one of the most difficult situations that ever faced any group of operators anywhere in the country.

Thus, while people argue the question of legal reform and takes sides according to political affiliation, the coin machine trade may take the long view and hope that out of the fray will come another step forward toward a more liberal viewpoint in the minor matters of amusement and diversion for the people. It would be best if this liberalizing process should begin in Legislatures and city councils, but the courts can also help by anticipating the thoughts in the minds of the people and interpreting the letter of the law in the light of that knowledge.

Meanwhile the trade may well be guided by an attorney of long experience in the coin machine field.

"Stay out of the courts if you can."



"Feeling His Votes"

By PLASCHKE in *The Chicago Herald & Examiner*.  
See story of Mr. Plaschke in this issue.



**5-ball SPIRAL SPRING NOVELTY GAME**  
**THE GAME THAT IS BLOWING ALL PIN TABLE EARNING RECORDS TO "SMITHEREENS"**

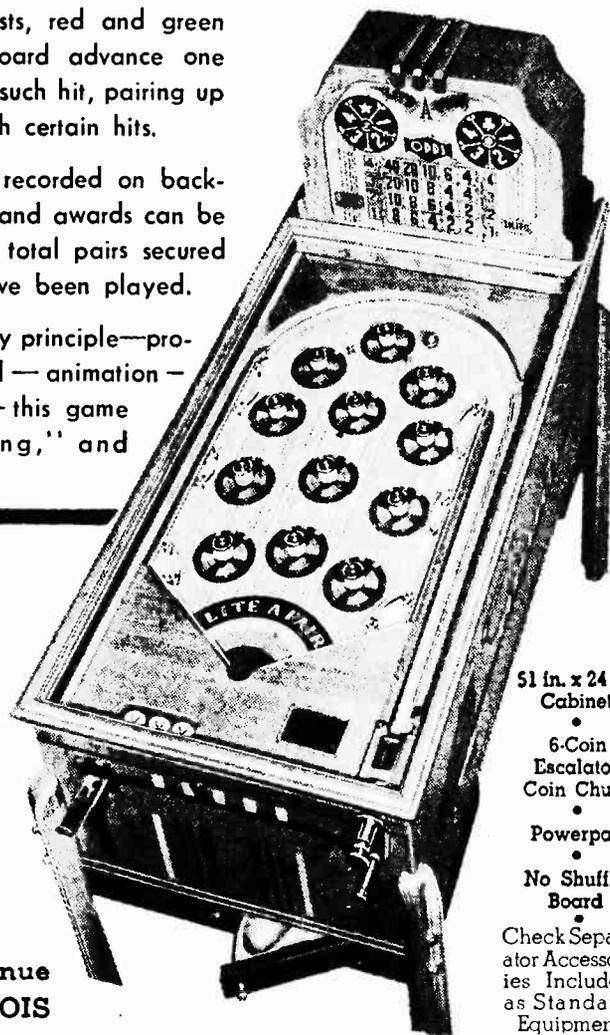
**ALREADY IN 200-a-day PRODUCTION**

As five balls (shot one at a time) hit against 7 red and 7 green-capped, spiral spring posts, red and green dials on backboard advance one notch with each such hit, pairing up like numbers with certain hits.

These pairs are recorded on backboard totalizer, and awards can be made based on total pairs secured after 5 balls have been played.

Simplicity of play principle—prolonged play thrill—animation—action—flash—this game has "everything," and plenty more!

- 5-Ball Spiral NOVELTY GAME
- 52" x 24" Cabinet
- Powerpak
- No Shuffle Board
- Lightup Backboard



- 51 in. x 24 in. Cabinet
- 6-Coin Escalator Coin Chute
- Powerpak
- No Shuffle Board
- Check Separator Accessories Included as Standard Equipment

Write for Particulars On Other Keeney "Hits"  
**PARADICE**  
 "The Gold Mine of all Coin Games"  
**TEN STRIKE**  
 2-ball, payout game employing miniature ten pins instead of payout holes.

## LITE A PAIR

**SPIRAL-SPRING PAYOUT GAME**  
**1-2-5 OR 10-BALL MODELS**

The new payout game sensation! Ball hitting against spiral spring, posts pair up numbers on backboard dials, with such pairs paying from 10c to \$2 as per changing odds set with each new play.

IMMEDIATE DELIVERIES THRU KEENEY DISTRIBUTORS

**J. H. KEENEY & CO.** 2001 Calumet Avenue CHICAGO, ILLINOIS

"THE HOUSE THAT JACK BUILT"

### Birmingham Firm Makes Big Offer

BIRMINGHAM, Ala., Feb. 20.—Max and Harry Hurvich, the "Gold Dust Twins" of the Birmingham Vending Company, are making a unique offer on the new Tri-o-Pack counter game made by Daval Manufacturing Company. They offer to let operators try the game for seven days free and if they don't find it the best counter game that they have ever had the firm will refund their money in full. Extensive tests with Tri-o-Pack on various locations prove that the game meets the approval of the players and the merchants, they claim, and that the changing odds and mystery award features capture the attention of all who play the machine.

"Another real feature for the operators," Max says, "is the fact that wherever the game has appeared we found the players were willing to try the pennies they received in change from their purchases. Even buyers of cigarettes at cut-rate prices would take

the pennies they received in change and play them in the Tri-o-Pack.

"One location owner told us that the customers would actually ask for change in pennies to play the penny into the Tri-o-Pack."

### Pinball May Use Free Games Idea

BELOIT, Wis., Feb. 20.—Police have lifted a ban imposed on pinball machines here after an agreement as to the manner of their operation was reached between District Attorney John H. Matheson and Attorney W. H. Arnold.

Under the agreement pinball machines will be permitted here so long as winners are not paid in cash or trade, it was stated. Winning players will be given chips not redeemable in trade or in cash, but which may be used for continued play of machines for amusement only.

### Consider Parking Meters

HARRISBURG, Pa., Feb. 20.—A representative of a Texas parking meter

company discussed the possibility of installing meters for parking in Harrisburg with Mayor John A. F. Hall recently.

For some time the city has been considering the installation of meters, but has not yet contracted with any manufacturer for the machines.

### Wisconsin Assn. Is Incorporated

MADISON, Wis., Feb. 20.—Wisconsin Association of Coin Machine Operators has filed articles of incorporation here for the following purposes:

"To bring together all persons, firms or corporations engaged in the operation or distribution of all types of legal coin-operated amusement machines or devices in the State of Wisconsin, and to foster among them a feeling of well-being, friendship, good will and fair dealing, and to act and promote for their general interest and to investigate and report on all matters of interest to members touching upon the operation of

**B TEXAS OPERATORS ATTENTION B**

**WE CAN USE YOUR AUTOMATIC GAMES**

We will Allow you Liberal Trade-Ins on any New or Used Novelty Games.  
 We have all the Latest Numbers in Stock. Just tell us what you have and what you want in trade.

**B BESSER NOVELTY CO. B**  
 3020 OLIVE ST., ST. LOUIS, MO.

coin-operated machines within the State of Wisconsin and to take such steps as may be suited to protect members from any unjust discrimination against them."

C. S. Pierce, Brodhead, is president of the organization; E. R. Green, Wausau, vice-president; H. J. Jadin, Green Bay, treasurer, and Saul Ruttenberg, Madison, secretary.



## AN OPERATOR'S DREAM COMES TRUE!

Once upon a time there was an operator who dreamed of a wondrous game, the like of which had never been seen on land or sea. It was a game that had everything. Absolutely everything. Good looks . . . a smooth mechanism . . . class . . . play appeal . . . life . . . year-round earning power . . . and accessibility to every location in all territories. And still more, it was priced low • Then one day a miracle happened. Pacific came along with exactly that game. It had everything the operator had ever dreamed of. And it was priced very, very low. Instead of carrying a \$500.00 price tag, it was way down to earth in cost. In fact, the price was so low and the game so good, it seemed hard to believe. And yet there it was. The real thing. The genuine article. And that game, Gentlemen of the Coin Machine Industry, is just about ready now. It's only a matter of days before it is released. And once it gets under way, the doors of all territories will be open to it. And everybody, king and commoner, republican and democrat, will welcome it • That game is Pacific's new ba—! But, let's be patient just a little while. The good news will soon be broadcast up and down the length and breadth of the country. 10,000 operators will clamor for it! So wait. Watch. Listen! **It's the greatest thing in coin machine history!**

★ **PACIFIC** ★

MFG. CORPORATION

4223 LAKE STREET, CHICAGO



IT'S A PACIFIC YEAR!

## Gadco Plans 3-Day Show

*New models of machines handled will be in extensive display*

DETROIT, Feb. 20.—A special three-day exposition of new coin machines will be held by the General Amusement Devices Company February 25 to 27. Refreshments will be served and the show will be open from 9 a.m. to 8 p.m.

Sunday, the last day, is designated Western Michigan Day for the especial benefit of operators from that part of the State who are unable to attend during the week. Show opens at noon on that day.

According to Donald A. Coney, general manager of the GADCO Company, it will be the most complete showing of coin-operated equipment ever presented in the State. Special representatives will be in attendance from every manufacturer whose equipment is on display.

Among the lines to be shown are Stoner, Gottlieb, Jennings, Pacific, Grotchen, Trimount, Ed Johnson, Western, A. B. T. Manufacturing, Evans and Seeburg.

Company has just completed a reciprocal arrangement with A. P. Sauve & Company by which certain lines will be distributed by GADCO thru Sauve's organization. Among those to be displayed under this mutual arrangement are Chicago Coin, Genco, Exhibit, Mills, Pace, Elliott and Daval.

Business has shown a great increase recently, Coney reported, with last week's sales tripling those of two weeks ago. Business has improved largely in Hi-De-Ho and novelty and ticket tables. Another leader is the new Home Run, distributed under the Sauve arrangement.

Especially pickup in the music-machine field was shown by sales of \$7,500 worth of Seeburg Symphonolas and Melody Kings in the last two weeks, all in the city of Detroit.

Western Equipment Company's Grand Prize has been a leader in up-State sales, while the new Gottlieb Trading Post has been sold in such quantities as to fill the Detroit quota on this product.

Harry Chereton, new Western and upper Michigan representative of GADCO, returned last Saturday from his first trip thru the territory loaded down with cash deposits on orders. He expects a large number of operators, contacted on the trip, to visit headquarters during the show next week.

## Three Games Now On Second Mile

CHICAGO, Feb. 20.—Passing the first milestone and still in production is the record set by three games introduced by Bally Manufacturing Company at the

## EXHIBIT'S CHUCK -A- LETTE

A SENSATION before the show  
a SENSATION at the show  
and always a sensational  
money getter . . . Exhibit's  
Chuck A-Lette and Jockey Club

7 CAN PLAY 3 CAN WIN

Demand It From Your Jobber or Write

**EXHIBIT SUPPLY CO.**  
4222 WEST LAKE ST., CHICAGO, ILL.

## -SANTONE SPECIALS-

BELMONT	\$ 55.00
KEENEY GRAND SLAM	20.00
EXHIBIT BIG SHOT	12.50
GOTTLIEB'S SUNSHINE BASEBALL	22.50
BALLY JUMBO	15.00
BALLY MULTIPLE	27.50
BALLY PEERLESS	15.00
KEENEY DOUBLE SCORE	12.50
BALLY HALEAH (Mystery Pay)	25.00
GABEL JR. PHONOGRAPHS	49.50
BALLY CHALLENGER	30.00
BALLY ALL STARS	35.00
BALLY DERBY	35.00
RAYS TRACK (Latest Model)	175.00
ROCKOLA 1936 Model Phonographs	100.00

TERMS: 1/3 With Order, Balance C. O. D.

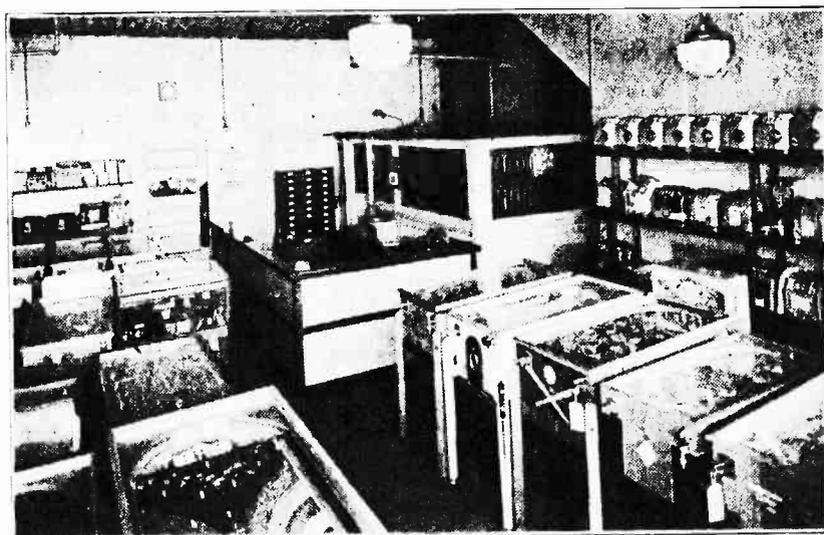
**SANTONE COIN MACHINE CO.**

1524 Main Avenue, San Antonio, Tex.

1936 Coin Machine Show. The popular trio consists of Ray's Track, Bally Baby and Reliance, all of which will be retained in the 1937 Bally line, according to Jim Buckley, Bally's general sales manager.

"In view of the avalanche of orders for Bumper and our other 1937 hits," Jim stated, "we had to limit production somewhat on Ray's Track, Bally Baby and Reliance. The demand has continued so strong, however, that distributors are insisting that production on the popular trio be stepped up. It's going to be a problem, but some means will be found to speed up deliveries of the three 'yearlings' without jeopardizing production of our current games."

Ray's Track is unique in the field of automatic horse-race games in that it features a 50-to-1 daily-double surprise award. Mechanical simplicity is also stressed, since the entire mechanism is housed in the top six inches of the cabinet. Bally Baby attained fame as being the world's smallest coin machine, requiring only six inches by five inches counter space. In addition to the penny cigaret play and nickel-dime-quarter trade stimulator originally featured, a third style of reels recently added offers a clever numbers game with odds as high as 400 to 1. Reliance in the payout dice-game class has also gained in popularity since the recent addition of a jackpot feature displaying actual cash.



DISPLAY ROOM AND OFFICE OF THE BESSER NOVELTY COMPANY, St. Louis coin machine distributing and jobbing firm. Herb Besser is owner and general manager.

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,

Are you keeping pace with the growing demand for better games? Increase your profits by investing in our tested, dependable machines. We especially invite operators in the flood districts to take advantage of our Extended Credit Plan.

**WRITE FOR CREDIT!**  
*Lee S. Jones*

P. S.—Want man who can throw double hitch and ride quarter pole in storm.

### Counter Players Prefer Mystery

CHICAGO, Feb. 20.—Al S. Douglas, president of the Daval Manufacturing Company, says that trade response since the 1937 convention has convinced them that counter game players prefer changing odds and mystery award action.

"When we introduced Reel '21,'" Douglas stated, "we learned that players liked the changing-odds action of the game, as well as the mystery of what's under the closed reels. Prior to the Reel '21' the Penny-Pack cigaret reel counter game created the greatest sensation in the counter game business, having taken in more dollars' worth of play than any nickel, dime or quarter play counter game introduced up to that time.

"If we could only combine the play-compelling features of the one-cent cigaret reel Penny-Pack with the changing odds and mystery award play of the Reel '21' we would have some game—that was agreed by everyone in the industry, including players, location owners, operators, jobbers and distributors. Well, it wasn't exactly easy but we did it. The result is the Tri-o-Pack, a penny-play changing-odds mystery-award cigaret reel counter game that is acclaimed the greatest sensation in the counter game field."

A typical letter of comment on Tri-o-Pack was received from an operator this week. It stated: "That mystery action on your Tri-o-Pack is what gets the players on this location. I've never seen any counter game where the interest gets as red hot as it does on this baby. And all because after the players have a winner they don't know just how much they have won until they snap open the shutter. I believe, Mr. Douglas, it would be most interesting to study the actions of players when ready to push the mystery odds button on Tri-o-Pack. I've seen them rub a lucky coin or rabbit's foot or else look for a hunchback to rub his hump and I've even seen one player rub the head of one of the colored boys who works in the spot for luck.

"After that they will push one of the buttons and if they hit everyone in the place gets a thrill. Some of the suspense motions that these fellows go thru is sure jittery but oh, boy, they sure do get a great kick out of this counter game Tri-o-Pack."

### Hercules Drive On Used Games

NEWARK, N. J., Feb. 20.—Irving Orenstein, of Hercules Machine Exchange, Inc., reports that his firm will shortly launch a mammoth campaign on used equipment.

Orenstein claims that the firm is now shipping a fine lot of used machines and that he is sure the reputation which it is establishing will be greatly enhanced by the campaign now being planned.

The drive will include use of new-style advertisements and will also contain a plan for a regular weekly announcement, advising operators of the trade-in price and purchase sales price of used equipment as it is arranged in the territory.



BERT LANE, sales manager, bids George Ponsler (right), head of the firm, bon voyage as he starts on a Southern cruise. Ponsler plans to spend a month on the trip.

# DON'T LET 'EM KID YOU, MISTER

We've been reading some of the cracks made about other sources of power for pin games. They've been laying it on a little thick—and trying to give us the works. Don't let 'em kid you:

More "Eveready" Batteries are being used on pin games by operators this year than ever before. Operators find it *pays!*

Games operated with "Eveready" Batteries *don't need* "electric locks" and other gadgets to make them gyp-proof. But how about "plug-in" games?

"Eveready" Batteries prove more economical—by tests in a *real* laboratory—than any source of "plug-in" power.

"Eveready" Batteries provide the snappiest, *stadiest* power. Voltage *stays even* regardless of drain...ever check the voltage on a "plug-in"?

You have *one* collector for games powered by "Eveready" Batteries. You have *two* collectors for "plug-ins"—one for the game and one from the *Light Company!*

So don't let 'em Kid You—Stick with

# EVEREADY BATTERIES —IT PAYS!

NATIONAL CARBON CO., INC.  
General Offices: New York, N. Y.  
Branches: San Francisco, Chicago.

Unit of Union Carbide and Carbon Corporation

The word "Eveready" is a trade-mark of the National Carbon Co., Inc.

### JOBBER ALL SAY: "MORRIS IS AT IT AGAIN"

We are offering Used Machines at such Low Prices that we are subject to all kinds of criticism, but we find we need the room. All Used Machines are put in perfect mechanical order before shipment, including new Batteries when necessary.

MADCAP (Electropak).....\$17.50	LINE-O.....\$ 5.00
MADCAP (Plain).....15.00	GOLD MEDAL.....10.00
SHORT SOX (Electropak).....20.00	KINGS.....5.00
LIGHTS OUT.....22.50	TORNADO.....12.50
DAVAL EXCEL (Real Buy) 17.50	EXHIBIT SENIOR TWISTER 25.00
SUCCER.....10.00	TURF CHAMPS (Late Models With Ticket Unit).....75.00
FIVE & TEN.....7.00	JUMBO (Ticket Model)....40.00
SCOTTY.....12.50	JUMBO (Cash Model).....20.00
ROTATION.....15.00	MULTIPLAY.....30.00
ZOOMS.....7.00	IVORY GOLF (Real Bargain) 10.00
EXHIBIT TRAP LITE.....20.00	GOTTLIEB HIT PARADE WITH CLOCK.....75.00
EXHIBIT GUSHER.....20.00	DAVAL RACES.....7.00
SCREAMO.....6.00	DAVAL REEL DICE.....9.00
THRILLER.....10.00	GROETCHEN HIGH TENSION 4.85
TORPEDO.....10.00	
DITTO.....7.00	
ZENITH.....10.00	

WHEN ORDERING MACHINES STATE WHETHER 1c OR 5c PLAY IS DESIRED, AND METHOD OF SHIPMENT PREFERRED. ALL ORDERS MUST BE ACCOMPANIED BY ONE-THIRD DEPOSIT IN CASHIER'S CHECK, CASH OR MONEY ORDER. PROMPT SERVICE GIVEN AND OUR CENTRAL LOCATION MEANS A SAVING TO YOU ON FREIGHT OR EXPRESS CHARGES.

WRITE! WIRE! PHONE!  
**MORRIS NOVELTY COMPANY,** 4505 Manchester Ave., St. Louis, Mo. Phone: Franklin 0757.

### A SQUARE DEAL TO ALL

Bally Challenger.....\$37.50	High Card.....\$75.00	Policy.....\$52.50
Bally Multiple.....37.50	Derby Day.....72.50	Center Smash.....62.50
Bally Belmont.....60.00	College Football.....75.00	One Better.....55.00
Bally Jumbo.....22.50	Sunshine Baseball.....35.00	Double Score.....17.50
Bally Prospector.....16.50	Skill Roll.....35.00	Alamo.....20.00
Bally Jumbo Ticket.....30.00	Pamco Palooka Jr.....27.50	Daily Limits.....22.50
Bally Ace.....13.50	Pamco Saratoga.....45.00	Daily Limits, Late.....32.50
Bally Hi-Leah.....27.50	Pamco Ballet.....37.50	Bee Jay.....55.00
Multi-Play.....20.00	Pamco Chase.....25.00	Wheel of Fortune.....25.00
Flicker.....55.00	Pamco Bell.....37.50	Baffle Ball.....13.50
Turf Champs.....60.00	Western Races Mult.....25.00	Daily Races.....22.50
Grand Slam.....22.50	Western Races, Mys.....35.00	Diamond Mine.....30.00
Trojan.....12.50	Rapid Fire.....10.00	Gold Rush.....10.00
Deluxe 46.....15.00	Top Row.....20.00	Red Sail.....27.50
Pamco Parlay.....25.00	Sunshine Derby.....22.50	Put & Take.....8.00

NOVELTY GAMES. \$23.50  
Hold 'Em.....\$30.00  
50 Grand.....11.50  
Short Sox Battery.....20.00  
Country Club.....20.00  
Short Sox Electric.....22.00  
Harvest Moon.....10.00  
Mad Cap.....16.50  
Top It.....17.50  
Top Hat.....12.50  
Ditto.....8.00  
Fair Play.....10.00

COUNTER GAMES.  
Reel 21.....\$9.25  
3-P12 Wurlitzer Phonograph.....\$160.00  
Reel Races.....\$9.00  
Daval Races.....\$10.00

We have these new games in stock: Fairground, Rover, Bumper, Hi-De-Ho, Ten Strike, Grand Prize, Miss America, Spot Lite, Roll Over, Carom, Lite A Pair. Write for prices, 1/4 Deposit.

VEECH SCALE CO., Decatur, Ill.

**BARGAINS**

**PAYOUTS.**  
Gusher, 5-Ball Cash & Ticket, Like new, \$52.50  
Sunshine Baseball, 5-Ball Electropak, 42.50  
Fortune, Trojan, 1 or 5-Ball Comb., 17.50  
Ivory Golf, 2 Ball, 15.75  
Bally Derby, 32.50  
Jumbo, Caliente, Rodeo, 22.50  
Daily Double, 17.50  
Equity, 8.75  
1c Q. T. Double Jackpots, Like new, 37.50  
1c. Watling Double Jacks Gold Award  
Vender, 27.50  
1c Pace Bantam Double Jackpots, 13.50  
1/3 Deposit With Order Required. Will Trade for Penny Columbus Peanut Machines.

**BARGAINS**

**NOVELTY PIN TABLES AND COUNTER.**  
Short Sox, Excel, Like new, \$23.75  
Big Five Jr. Free Games & Payout Reel, 14.75  
Flashlite, Free Games & Payout Register, 9.75  
Headlite, Free Games & Payout Register, 9.75  
System, Panama, 11.75  
Match the Dial, King of Turf, 6.75  
Bomber, Barrel Roll, 6.75  
Genco's Baseball, Cheerleader, 5.75  
Five & Ten, Finance, Batter Up, 5.75  
Action Sr., Signal Sr., Ball Fan, 4.95  
Criss-Cross-Lite, Balance Line, Dealer, 3.95  
Cavalcade, Cannon Fire Jr., Spotlite, 3.95  
Penny Packs, Beer Taverns, 4.75

**BARGAINS**

10 Mills Blue Fronts J. P. G. A. Venders, Perfect condition, Late serials, \$ 60.00  
1 Mills Blue Front J. P., 10c, 67.50  
1 Mills Blue Front J. P., 25c, 72.50  
5 Mills Dance Masters, 75.00  
2 Watling Jack Pot Twins, 5c, 22.50

5 Pace Comet, 5c J. P., Like New, \$ 42.50  
5 Pace Races, Check Separator, 5c play, Perfect condition, Serial No. 2900-3700, 215.00  
6 Reel 21, 9.00

1/3 CASH, BALANCE C. O. D. — TRY US ONCE.

**SOUTHERN VENDING MACHINE CO.**  
514 MAIN STREET, DANVILLE, VA.

**TURF CHAMPS** GUARANTEED READY TO OPERATE **\$59.50**

BALLY DERBYS.....\$29.50 | SUNSHINE DERBYS.....\$19.50  
BAFFLE BALLS.....11.50 | RELIANCE DICE, 25c Play.....39.50

1/3 Deposit With All Orders. — Send for list of other used games.

**KEMO NOVELTY CO., 7833 W. GREENFIELD AVE., WEST ALLIS, WISCONSIN**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## Lend Phonos to Flood Refugees

CINCINNATI, Feb. 20.—Southern Automatic Music Company was active during the disastrous flood recently. All public schools were turned into refugee centers. These places housed thousands who were driven from their homes by the mad flood waters.

In co-operation with the recreation department of the schools of Cincinnati the music firm furnished, free of charge, a number of phonographs to these centers. These phonographs played almost constantly all day and long into the night. The music played quite a part in building up the morale of the stricken people. Recreation always proves a great tonic for people in distress and music again proved its value and its power.

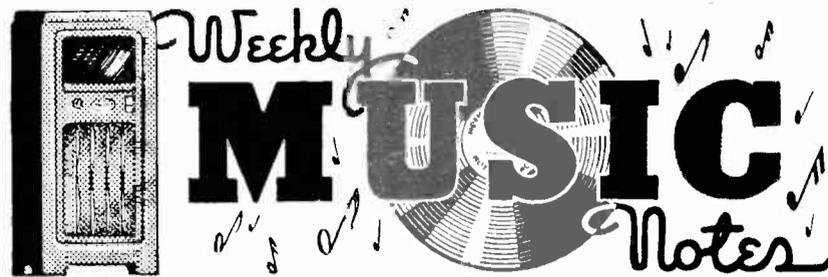
## Howard Becomes General Manager of Detroit Firm

DETROIT, Feb. 20.—Interstate Amusement Machine Company, one of Detroit's largest and newest operators in the automatic phonograph field, has appointed Joseph Howard as general manager. Company has been buying machines steadily for the past month and is placing machines out on location on several routes.

Howard was formerly distributor for the Reliable Sales Company in Michigan and Ohio and is experienced as an electrical engineer.

## Liquor Bill Encourages Phono Operators in Pa.

PHILADELPHIA, Feb. 20.—Music machine distributors are much enthused in a measure amending the State liquor control bill introduced in State Legislature by Representatives O'Brien and Donohoe, of Philadelphia. A pertinent feature of the bill would permit all licensees to use radio, piano or any other type of mechanical music devices without a permit provided there is no dancing or floor show.



## Webb Sees Big Days Ahead for Phonos

CHICAGO, Feb. 20.—Broader smiles than usual have been in evidence lately at the Rock-Ola plant. Sensing something in the air, I. P. Webb, phonograph division manager, was asked to explain what it was all about.

"First, we in the phonograph division feel that we have definitely arrived at the goal for which we have been plugging since the division was added some two years ago," Webb explained. "It is difficult to express briefly what has been accomplished, but one can realize that when the firm started the manufacture of phonographs a great many difficulties confronted us. The solution to most of them was reached within 90 days and now we have such a footing that the energies of all of our men can be spent on work of a really productive nature.

"For instance, now I will get to do considerable traveling in the interest of the business, something I have wanted to do for a long time but which until now has been impossible. This year, too, we are in a decidedly better position as far as concerns the equipment we have to offer. There are three distinctly different Multi-Selectors available in five models, so that our market is greatly broadened.

"The amount of foreign business is increasing greatly in volume. Just this week there were three foreign distributors appointed, all of whom placed

**"Songs With Most Radio Plugs."**  
The Billboard's new weekly feature, will be found on Page 15 in this issue.

large initial orders. There is no question about economic conditions generally being much better and improving rapidly. Yes, we of the Rock-Ola company do have so many reasons to be happy that I guess it would be just impossible not to smile."

## Alamo Sales in Larger Quarters

SAN ANTONIO, Feb. 20.—Alamo Sales Company, formerly located on West Houston street, this city, is now located in its new and larger quarters in the Crockett Hotel Building. George W. Wrenn is manager of the firm, which operates Wurlitzer phonographs in this city. Harry Drollinger, Texas representative for Wurlitzer, was on hand for the opening of the new office.

## Detroit

DETROIT, Feb. 20.—Harry White is rapidly expanding his routes. During the past 30 days he has bought approximately \$6,000 worth of new machines, chiefly one-ball machines and the Pamco Marksman rifle game.

Loren Stover, who has been operating 30 Seeburg phonograph models, has just expanded into the general amusement-machine field. He has purchased 15 Pamco Marksman and eight Flying Ducks, as well as number of Hi-De-Ho novelty tables.

Herman Doerr, up-State operator, is now at Bradentown, Fla., with Mrs. Doerr.

Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, has returned to his office after several weeks of illness due to flu. He has been spending the past week catching up with back correspondence and completing his convalescence.

Bernard N. True, veteran coin-machine operator, who was at one time one of the largest amusement-machine operators in Detroit, is now concentrating operation exclusively on scales.

Coin-machine business in the strike territory at Flint, Mich., is recovering from near-zero figures, it was reported this week by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, who was in that city the day the strike truce was signed. Local operators reported returns on their machines went down to near the vanishing point. Merchandising ma-

## Sheet-Music Leaders

(Week ending February 20)

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. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to 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. When My Dream Boat Comes Home (Witmark) (1)
2. Goodnight, My Love (Robins) (2)
3. In the Chapel in the Moonlight (Shapiro) (3)
4. With Plenty of Money and You (Harms) (5)
5. Pennies From Heaven (Select) (4)
6. Trust in Me (Ager) (7)
7. This Year's Kisses (Berlin) (11)
8. Moonlight and Shadows (Popular) (8)
9. Rainbow on the River (Feist) (6)
10. Serenade in the Night (Mills) (10)
11. The Night Is Young and You Are So Beautiful (Words and Music) (9)
12. Little Old Lady (Chappell)
13. I've Got My Love To Keep Me Warm (Berlin)
14. You're Laughing at Me (Berlin)
15. There's Something in the Air (Robins) (12)

chines stood the drop a little better than amusement machines.

Michael A. Angott Jr., head of the Angott Coin Machine Exchange Company, is the first local coin-machine man to fit up a permanent recreation room for his friends and customers at his place of business. At the back of his store, next to the office, a sign in Old English type reads: "The Angott Bar." A small room, about 8 by 10 feet, is devoted solely to recreational uses, with a modernistic black bar trimmed in chrome strips, while the room itself is

The 1937 Seeburg Multi-Selector  
**SYMPHONOLA**

MODEL "H"

PERFECT FULL RANGE REPRODUCTION  
**J. P. SEEBURG CORP.**  
1510 DAYTON STREET • CHICAGO, ILLINOIS  
THE SEEBURG FRANCHISE IS MORE VALUABLE!

**YOUR MANUFACTURER TELLS YOU TO USE...**

**PERMO POINT**

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

**PERMO PRODUCTS Corp.**  
4311 RAVENSWOOD AVE. CHICAGO

**WURLITZER PHONOGRAPHS**

MODEL P-10 ..... \$100.00 | MODELS 312 OR 412 ..... \$190.00  
MODEL P-12 ..... 140.00 | WURLITZER SKEE-BALLS ..... 145.00

Machines equipped with new lighting backs and color reflectors. All machines guaranteed first class with genuine Wurlitzer parts.

Manufacturers of Slate-Top Coin Slot Pool Tables—all sizes.

**AMUSU NOVELTY COMPANY, Spartanburg, S. C.**

**EXTRA SPECIAL**

- 1 Roll-a-Ball, 14 ft. .... \$ 75.00
- 15 Skee-Rolls (Original. Still the Best). Each ..... 85.00
- 2 Wurlitzer Skee-Balls. Each. 149.50

**WURLITZER PHONOGRAPHS**

P30s ..... \$119.50 | P12s ..... \$125.00  
412s, 312s, P400s—Prices on Request.  
P30s, P12s, Equipped with New Lighting Back Reflectors.

Tom Mix and Shoot-A-Life prices on request.  
All Machines Shipped Subject to Inspection. If Not 100% Satisfied, Money Will Be Refunded.

**HANKIN MUSIC CO., 225 Pryor Street, S. W., ATLANTA, GA.**

finished in red with silver relief, the chairs being designed in the same color scheme, and making an inviting place for the visitor to the store.

Max Schub, head of Schub & Company, reports business steadily improving in the local operating field. New models, as displayed in the recent Chicago show, are resulting in improved play by patrons as the new machines come out on location in this territory.

Arnold C. Marx, one of the new operators to enter the Detroit amusement-machine field, has formed the Automotive Novelty Company here. Company places its machines in beer gardens, confectioneries and drug stores. While they have in operation several Bumper, Swingtime and Madcap machines, the Bumper seems to be the favorite in their locations, according to Marx.

Increase of activity in the coin-machine field was indicated this week by a series of sizable purchases of new machines by major operators in the territory. Automatic Canteen Company, managed by W. J. Langdon, acquired a number of new automatic cigaret vendors from Arthur H. DuGrenier, Inc., while Charles L. Cooke, operating the Interstate Amusement Machine Company, ordered a number of the latest model Mills phonographs. Interstate Company is one of the most rapidly growing organizations in the amusement-machine field in this city at the present time.

With the formation of the H. & M. Coin Machine Company by Hyman Moore, three members of the Moore family are now in the coin-machine business locally. Max Moore, well-known operator for several years, has the M. & N. Company in partnership with Maurice Nathanson and is also manager of H. E. Grasseck Company, downtown operator and jobbing house.

Jack Moore has moved to a new location at Linwood and Euclid avenues, making his headquarters there, while Hyman Moore's new company has offices on Pingree avenue. Each brother is operating certain routes independently,

with an informal partnership between them.

### New Orleans

NEW ORLEANS, Feb. 20.—Operators here are in a happy frame of mind because business could hardly be better. Locations are paying like nobody's business, and downtown locations which generally got along with a single pin table now have two or more. Merchants are now devoting as much space as possible to machines, counter games and salesboards.

One of the grandest looking spots in town is Harry Batt's renovated and modernized B. & M. Sportland on Canal street. Color scheme is a deep crimson, outlined in silver and black, Batt has something that should draw them in by the thousands. The new place was opened last week-end and crowds have been pouring in since to play the new machines, diggers and slots that have replaced all old stock. Batt's partner, Meyer, manages the sportland during the day, while J. Adolph Meiss handles things at night.

American-Southern Coin Machine Company reports a brisk demand for Western Equipment's new Grand Prize. Having completely sold out of its first shipment, this State-wide distributor of Western products is anxiously awaiting its second carload. Ed Rodriguez, co-owner of the American-Southern, says he is also anxiously looking forward to the first sample of Fast Track and Beat 'Em. He and Jimmy Talen, his partner, were hosts last week to Sam May, Southern division sales manager of Western, who left last Saturday for a trip thru the State. May was accompanied by Earl Straughn, Baton Rouge Western op, on a trip to the State capital on his way north.

Hank Friedburg, of the Crescent Novelty Company, has joined his bosom friend, Bruce Manning, noted Hollywood film writer, in directing scenes being snapped in New Orleans for filming of the background for the forthcoming motion picture *New Orleans*. As a member of the Civic Theater here Friedburg

150

STEWART & McGUIRE

7 COLUMN

CIGARETTE MACHINES

Like New! \$69.50

Used 3 Weeks

One-Third Deposit

GERBER & GLASS

914 Diversey Pkwy., Chicago, Ill.

ANOTHER G & G Bargain Sensation!

100 WURLITZER

P-12 PHONOGRAPHS

(Perfect Condition)

\$124.50 RUSH YOUR ORDER

1/3 Deposit Required

GERBER & GLASS

914 Diversey Pkwy., Chicago, Ill.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

THESE BARGAINS while they last

ALL AT ONE PRICE \$22.50

ALAMO

COCKTAIL HOUR

GALLOPING PLUG

GRAND SLAM

RAINBOW

HIT IT

RAMBLER

TYCOON

DOUBLE HEADER

DAILY DOUBLE

LEATHERNECK

DAILY LIMIT

TOP ROW

PAMCO BELL

1/3 DEPOSIT WITH ORDER

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

## Ten Best Records for Week Ended Feb. 22

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6801—"When the Popples Bloom Again" and "If My Heart Could Only Talk." George Hall and orchestra.	7824—"This Year's Kisses" and "He Ain't Got Rhythm." Teddy Wilson and orchestra.	25515—"I'm Sorry I Made You Cry" and "Havin' a Ball." Fat Waller and orchestra.	3440—"Please Keep Me in Your Dreams" and "If My Heart Could Only Talk." Billie Holiday and orchestra.
2	B6757—"This Year's Kisses" and "The Girl on the Police Gazette." Shep Fields and orchestra.	7822—"The Girl on the Police Gazette" and "The Call to Arms." Music in the Russ Morgan Manner.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
3	B6803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25498—"Please Keep Me in Your Dreams" and "Nero." Fats Waller and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and Melody Makers.
4	B6796—"What Will I Tell My Heart" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7823—"One in a Million" and "Who's Afraid of Love." Bunny Berigan and orchestra.	25514—"Moonlight and Shadows" and "Love Is Good for Anything That Ails You." Eddie Duchin and orchestra.	3438—"Seal It With a Kiss" and "To You, Sweetheart, Aloha." Smith Ballew, Eddie Kay and orchestra.
5	B6746—"Mr. Ghost Goes to Town" and "The Coona Goo." Johnny Hamp and orchestra.	7819—"I Can't Lose That Longing for You" and "Floating on a Bubble." Kay Kyser and orchestra.	25509—"Mr. Ghost Goes to Town" and "Lookin' Around Corners for You." Tommy Dorsey and orchestra.	3441—"Evenin'" and "Shoe Shine Boy." Jones-Smith, Inc.
6	B6758—"Slumming on Park Avenue" and "He Ain't Got Rhythm." Tempo King and orchestra.	7821—"Goodnight, My Love" and "I've Got My Love To Keep Me Warm." Vocal—Alice Faye—Orchestra under direction of Cy Feuer.	25507—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Ray Noble and orchestra.	3432—"This Year's Kisses" and "He Ain't Got Rhythm." Henry (Red) Allen and orchestra.
7	B6768—"There's a Ranch in the Sky" and "Moonlight on the Prairie, Mary." Tempo King and orchestra.	7813—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Red Norvo and orchestra.	25516—"Dedicated to You" and "You're Here, You're There." Tommy Dorsey and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
8	B6685—"Goodnight, My Love" and "One Never Knows—Does One?" Shep Fields and orchestra.	7814—"Boo-Hoo" and "If My Heart Could Only Talk." Music in Russ Morgan Manner.	25510—"I Want To Be Happy" and "Rosetta." Benny Goodman and orchestra.	3430—"Jelly Bean" and "Nobody." Phil Harris and orchestra.
9	B6769—"I've Got My Love To Keep Me Warm" and "You're Laughing at Me." Shep Fields and orchestra.	7783—"Goodnight, My Love" and "One Never Knows." Hal Kemp and orchestra.	25461—"Goodnight, My Love" and "Take Another Guess." Benny Goodman and orchestra.	3419—"Where the Lazy River Goes By" and "You Can Tell She Comes From Dixie." Phil Harris and orchestra.
10	B6802—"One Kiss in a Million" and "The Whistling Boy." George Hall and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo and orchestra.	3402—"I Haven't Got a Pot To Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.

has already distinguished himself on several occasions as an amateur actor.

Operators here are trying to induce Julius Pace to kick in with one of his famous spaghetti dinners for the dedication of the Dixie Coin Machine Company's new office on Poydras street.

Friends of Frank Allesi, of Coin Machine Row on Carondelet street, are wondering what is keeping the keen lover of the rod and reel away from the many streams of the Gulf. Some say it's the cold weather, while others are willing to speculate that Frank only goes fishing when he gets a hunch the fish will bite. It may be that business is so good that Frank is putting that before pleasure.

### Robbins Expects New Game To Hum

BROOKLYN, Feb. 20.—Dave Robbins, of D. Robbins & Company, claims he has just received a novelty pin game that he believes will outsell any game ever handled by his firm.

"The new game," Robbins says, "is so darn attractive and exciting that I played it myself for a whole hour. The game has every feature that could possibly be desired in a hit machine. When I presented the game at the New York licensing department to be approved the clerks left their desks and started playing the game."

"I have placed an order for five carloads of the game and only hope the factory will ship the games as fast as I want them. However, from advance orders already booked, I doubt if our factory will be able to satisfy our requirements unless they hire an additional factory to work for them."

### New Production

ST. LOUIS, Feb. 20.—Girl weighing 7 pounds, 11 ounces was born to Mr. and Mrs. Fred Pollnow at the St. Louis Maternity Hospital February 12. Pollnow is president of the Central Vending Machine Company here. Both mother and baby are doing nicely.

# FLASH Hot off the press wonderful business getter

## • the KWIK hair CUTTER •

cuts, trims, bobs and shingles—  
a perfect job done  
by anyone—  
in 5 minutes



Note: it does not clip - it cuts  
**SAVES BARBER BILLS**  
The KWIK Hair CUTTER presents a new principle in hair cutters. Don't confuse the KWIK CUTTER with clip-pers—it does not clip—IT CUTS with a perfect taper, that is made possible in the design. Men and women can now cut their own hair; TRIM, BOB, SHINGLE or thin out, exactly as they want it and every time they pocket the price the barber would charge.



FOR MEN FOR CHILDREN FOR WOMEN  
**MILLIONS OF ANXIOUS PROSPECTS EVERYWHERE**

Here is the biggest appealing item offered on the market for a long time. It fills a demand that has always existed but is bigger today, because every man, woman and child finds the necessity of regular visits to the barber shop and it is a costly visit. But now any man can cut his own hair or trim it to suit his own judgment. But the big success is in the advantages it offers to women; they can cut or trim, or thin out and get just the effect they want, without going to the barber. Saves a lot of money! The low price makes it a quick seller. Write today for quantity prices.

WRITE TODAY FOR SPECIAL BIG PROFIT PRICES

**KEEN PRODUCTS Co.** 804 No. CLARK ST. CHICAGO, ILL.

List Price  
only  
**\$1.98**

WRITE FOR  
SURE-HIT  
BIG PROFIT PLAN

## McDonald Given Executive Post

NEW YORK, Feb. 20.—Bill McDonald, who has been acting in an executive capacity for some months at the offices of Fitzgibbons Distributors, Inc., has been appointed vice-president of the firm, John A. Fitzgibbons announced this week.

McDonald started in the capacity of a bookkeeper with the firm when it first opened offices at its present address. He gradually was promoted by Fitzgibbons until, with the construction of the Bally Building, he was appointed chief of indoor sales and management.

He has assumed charge of all executive work while Fitzgibbons has been away on trips. He is well known and well liked by operators, jobbers and distributors thruout the East.

The announcement of his promotion came as a happy surprise to himself and to his many friends. He will now be in charge of the Fitzgibbons offices and sales force here and in Newark.

## Puzzle Address Finds Calcutt

FAYETTEVILLE, N. C., Feb. 20.—Joe Calcutt, president of the Vending Machine Company, reports that a letter with only the seal of the firm pasted on it reached him after a few days traveling about.

"The queer part of it all is," Joe says, "that very little actual time was lost by the post office. The letter would have reached me in about the same time were the name and address of our firm attached."

## Cleveland Distrib Seeks New and Larger Quarters

CLEVELAND, Feb. 20.—American Novelty Company, new in distributing circles here, is already reported as seeking new and larger quarters. Morris Glisser, in charge of sales, says that three times as much space as the present quarters is needed to keep pace with growing business.

Harry Epstein, president, says the Cleveland territory will enjoy one of the best spring and summer seasons. He is preparing for one of his biggest years. Larger quarters will enable the firm to take advantage of the opportunities of the year, he says.

A big party will be arranged for the grand opening and many out-of-town customers will be invited. Friends from New York, Chicago, Washington and Baltimore will be expected, since Epstein has a large acquaintance in those cities.

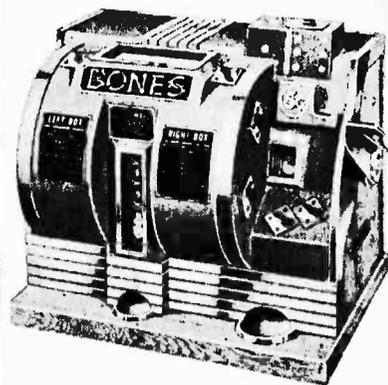
## La. Governor To Call Special Session To Decide Tax Bills

NEW ORLEANS, Feb. 20.—Governor Leche says he will call a special session of the Louisiana Legislature soon to annul the present consumer luxury tax of 2 per cent and the token exchange in favor of a like gross sales tax.

All business would be affected by the tax, and it is hinted that theaters and other amusement firms would be subject to the tax in addition to the welfare tax of 2 per cent already collected for relief in needy communities.

Under the sales tax with tokens theaters are exempt because the welfare tax is collected.

man Playroom with Rock-Ola's smart game when they are not entertaining others.



# BONES

IS A  
**WINNER**

In Any Man's Location!

**PROVEN APPEAL—  
DEPENDABLE  
POPULAR  
PROFITABLE**

Don't Buy Any Automatic Payout Dice Machine Until You Have Investigated

**BONES**

**BUCKLEY MFG. CO.**

2156 W. Wash. St., Chicago, Ill.

## TOYS For VENDING MACHINES

**BOOST the TAKE**  
In Your Vending Machines



Sales increase when you give your customers something for nothing. Here is something that costs next to nothing but gets results. Send for samples, mix them in one of your vending machines and watch the pennies roll in.

Good Luck Charms are tiny animal statuettes of white ivory—25 to 50 subjects: Elephants, horses, camels, dogs, roosters, lions, skulls, etc. Both kids and grown-ups go for them.

65c Gross and Up.

**SEND 25c**

For a Complete Set of Samples.  
**EPSTEIN NOV. CO., Inc.**  
130 Park Row, New York City.

## "Follies" Starlets Enjoy "School Days"

CHICAGO, Feb. 20.—"School Days!" "That's for June and Cherry Preisser," the dancing starlets of the stage and screen uttered with the same precision as that with which they dance in the Ziegfeld Follies as they stepped up to the attractive and interesting Rock-Ola rifle range game called School Days and took aim.

The girls found the game doubly interesting in view of the fact that their own school days are fresh in their minds. The pretty pair of June and Cherry, 17 and 18, respectively, and the most youthful stars ever to appear in the Follies production, have had to take their studies via private tutors since the beginning of their professional careers.

"We play School Days every time we have a spare moment," the vivacious June revealed. "Trouble is there is but one game of School Days in our hotel and one of us has to be content by looking on when the other plays," charming Cherry disclosed. "But we're going to fix that. When we get home to New Orleans for a vacation we're going to have a School Days Rifle for our playroom."

The darling dance duo, incidentally, are excellent rifle shots, having been taught the art by older brothers when they went on shooting expeditions in Louisiana, and therefore they find entertainment in Paul Gerber's Hotel Sher-

## PHONOGRAPHS RECONDITIONED LIKE NEW

WURLITZER, Model P10, each . . . \$ 90.00  
WURLITZER, Model P12, each . . . 135.00  
WURLITZER, Model 312 & 412, each 185.00  
SEEBURG Selectophone, Late 35s, ea. 90.00  
MILLS Dancemaster Type, each . . . 50.00  
MILLS Troubadour . . . . . 35.00

50 DAVAL REEL 21s Like New—Used 3 Weeks. **\$9.00**

1 BALLY ROLL (Bowling Game) . **\$85.00**  
10 DAVAL RACES, used 1 week . . . 9.00

Cheer Leader, Screamo, C.O.D., Major League, Domino, Cannon Fire, Criss Cross, Spotlight, Flying Colors, Signal, Spit Fire, Tit-For-Tat, Action, Star Lite, Cyclone. **\$4.95 EACH**

**AUTOMATIC PAYOUTS**  
ROCKETS and CHAMPIONS . . . \$ 8.00  
SPORTSMAN and DAILY DOUBLE . . 12.50  
TRAFFIC 5 Ball . . . . . 10.00  
GIANTS (Exhibit) . . . . . 16.50  
MAMMOTH (Keeney) . . . . . 17.50  
MULTIPLES . . . . . 37.50  
ALL STARS . . . . . 32.50  
DOUBLE SCORE . . . . . 29.50  
DE LUXE 48 . . . . . 19.00

Write For Prices on Bumper, Preakness, Fairgrounds, Rover, Ten Strike and Paradio.

One-third Deposit, Balance C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
Phones, 8195-8196 - 101-103 N. Fulton Ave., EVANSVILLE, IND.



O'TOOLE EMBLEM, GENUINE INDIAN TOMAHAWK, presented to Bally Manufacturing Company, Chicago, by Julius Pace and Harry Batt, Dixie Coin Machine Company, New Orleans.

## Used Machine . . . Bargains . . .

PREAKNESS	\$82.50
BLUE BIRD	52.50
MYSTERY RACES (Gottlieb)	40.00
TURF CHAMPS	50.00
DERBY DAY	60.00
BALLY DERBY	27.50
SWEET 21	80.00
BEE JAY	72.50
SARATOGA	50.00
RED SAILS	24.50
SPEEDWAY	24.50
PARLAY	24.50
LEATHERNECK	24.50
PEERLESS	20.00
GALLOPING PLUGS	25.00
JUMBO	17.50
BIG SHOT (California Co.)	18.50
SUNSHINE DERBY	20.00

Prices F. O. B. Dallas—One-third Certified Deposit Required. Balance C. O. D.

**H. W. DISTRIBUTING CO.**  
211 S. Pearl St., Dallas, Tex.

PARLAYS	\$22.50
PINCH HITTERS	22.50
RED SAILS	22.50
BIG SHOTS	12.00
LEATHERNECKS	25.00
SPORTSMAN	7.50
CHALLENGERS	35.00
DAILY RACES	30.00
ROUND UP	25.00
TROJANS	12.50
PAMCO BELLS	35.00
BALLY DERBYS	25.00
TYCOONS	25.00

The above prices are F. O. B. New Orleans, La.

**GENTILICH DISTRIBUTING CO.**  
900 N. Rampart St. New Orleans, La.

## BELIEVE IT OR ELSE!!!!

88 New Crated HOLD 'EMS — \$25.00  
73 New Uncrated HOLD 'EMS — \$17.50  
Cash With Order Only — F. O. B. Detroit

**HURRY!! HURRY!! HURRY!!**

**GENERAL AMUSEMENT DEVICES CO.,**  
3136 Cass, Detroit, Mich.



*Viewed from any angle*

## COMBINATION

### IT'S TOPS

By every test—  
By every comparison—  
**COMBINATION**

is the buy for 1937 in a one-ball automatic pay-off table!

Write for descriptive circulars and price list today.

**BUCKLEY MFG. COMPANY**  
2156 W. Wash. Blvd., Chicago, Ill.

## Jersey Ops Revive Org

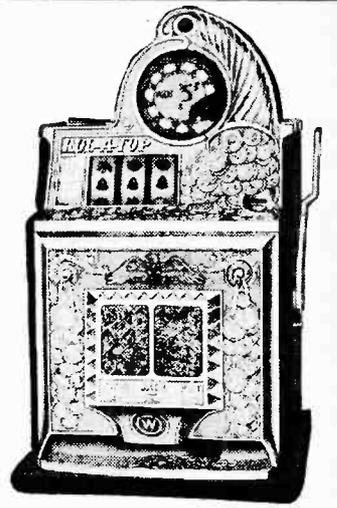
*Mass meeting brings discussion of ways and means to organize*

NEWARK, N. J., Feb. 20.—At the suggestion of Leo Waldor, president of Target Roll Distributing Company, who acted as chairman, a mass meeting for operators was held at the South End Club here this week. After statements from the chair, giving the reasons for calling operators together and also the necessity for a strong reorganization of the members of the former association, the New Jersey Automatic Merchandisers' Association, there followed many arguments, pro and con, as to the manner in which the association could reorganize.

Waldor proved a good chairman and allowed various speakers to air their views. It is believed that the foundation for the reorganization is well laid and it should become a certainty within a short time.

To aid reorganization a committee of 12 of the outstanding operators in this area were appointed to complete plans for reviving the reorganization.

The committee is composed of the following: Dave Engel, Leo Waldor, D. M. Steinberg, A. Handler, Charles Polgaar, Harvey Owle, Charles Prinz, A. Russoff Jr., Harry Pearl, Harry Radler, A. Wolf and Morris Shapiro. They are all interested in the formation of the operators into a strong organization that will aid in the general prosperity of the group.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award.  
Built for 1c-5c-10c-25c Play

Made Only By

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770.  
Cable address "WATLINGITE," Chicago.

## BARGAINS IN NEW AND USED GAMES

<b>COUNTER GAMES</b>		<b>ELECTRIC EYE</b> P'off. \$50.00	<b>NEIGHBORS</b> ..... \$ 7.50
REEL 21	\$10.00	<b>PALOOKA SR.</b> ..... 65.00	<b>CHICAGO L</b> ..... 5.00
HORSES	8.00		<b>THRILLER</b> ..... 7.50
REEL DICE	12.50		<b>HARVEST MOON</b> ..... 7.50
REEL RACES	10.00		<b>MAD CAP</b> ..... 17.50
RITHMATIC	7.50		<b>SEQUENCE</b> ..... 30.00
PICK 'N SHAKE	7.50		
GOLD RUSH	3.50		
FORTUNE TELLER	3.50		
TIT TAT TOE	7.50		
21 VENDER	5.00		
<b>PAYOFF GAMES</b>			
STOP & GO (New)	\$85.00		
FLYING HIGH	85.00		
BEE JAY	85.00		
BLUEBIRD Ticket and			
Payoff Combination	65.00		
FORTUNE	20.00		
1 BUCKLEY DIGGER	\$50.00	20 Wurlitzer P-12 Phonographs, each	\$125.00
1 AD-LEE X-CAVATOR	60.00	6 Wurlitzer P-400 Phonographs, each	150.00

**H. G. PAYNE COMPANY**

312-314 BROADWAY,

NASHVILLE, TENN.

## Boston Visitor Reports Conditions in His Area

NEW YORK, Feb. 20.—Barney Blatt, of the Boston Blatt Brothers, visited New York over the week-end to talk business with a number of local distributors. Blatt reported that conditions are not exactly favorable in the New England district and that operators are faced with difficulties on certain equipment to which the authorities are raising objections. "We hope that as the summer season approaches all matters will be straightened out and that conditions will be much better," Blatt stated.

In the meantime, he reports, as far as legitimate equipment is concerned, operators are enjoying fine business and that he feels music and other machines in this category will prove unusually profitable for some time to come.

## ★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker	\$49.50	Turf Champs, Late		Bally Jumbo	\$19.50
Bally Round Up	27.50	Comb. Models	\$59.50	Bally Preakness	79.50
Bally Challenger	39.50	Daily Limit	29.50	Bally Blue Bird	59.50
Bally Bonus	22.50	Golden Harvest	16.50	Bally Multiple	49.50
Bally Sky High	27.50	Ten Grands	24.50	Pamco Ballot	29.50
Pamco Parlay Sr.	29.50	Bally Belmonts	49.50	Bally Prospector	12.50
Bally All Stars	29.50	Mills CcCoy	32.50	Big Richard	14.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.

Reconditioned Ready For Immediate Delivery.

2546 N. 30<sup>th</sup> STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

## BARGAIN! Ten Skee Balls

All in Perfect Condition.  
Used Only 4 Weeks. Each ..... \$135.00

**NATIONAL PREMIUM CO.**

1312 Farnam Street

Omaha, Nebraska

## TRADE IN YOUR OLD DAVAL COUNTER GAMES FOR THE NEW TRI-O-PACK

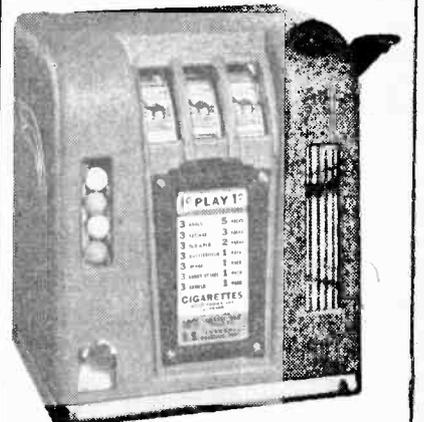
PLUS 7 DAYS FREE TRIAL \$24<sup>75</sup>  
While this offer lasts—RUSH your letter NOW! Give details of old counter game and we'll give you trade-in price!  
WE'LL WORK WITH YOU!

**ROYAL DISTRIBUTORS, Inc.**  
54 ELIZABETH AVENUE NEWARK, N. J.



"HAPPY DAYS ARE HERE AGAIN," says Lee (P. S.) Jones (left) as he instructs Clarence Gillett, Bally Manufacturing Company traffic manager, to "ship 50 Bumpers daily till I say stop!" Jones heads American Sales Corporation, Chicago.

## ZEPHYR Cigarette Reel Vender



Operators in Louisiana and Mississippi can get prompt deliveries on this smart streamlined Cigarette Machine. Silent—Cheatproof—Gum Vender—Several Reward Cards—Convertible to Mystery Baby Bell. Beautifully enameled cabinet—It's a Honey.

**DIXIE COIN MACHINE COMPANY**  
1002 Poydras St., New Orleans, La.

## OUTSTANDING VALUES WHILE THEY LAST

Reconditioned Like New Cigarette Machines  
25 8-Col. U-NEED-A-PAK 1st Wall Model, Slug Proof, Free Book Match, Complete with Floor Cabinet ..... \$47.50  
All Machines Guar. 1/3 Deposit, certified anteed Mechanically check or money order. perfect. WRITE must accompany all orders. PHONE — WIRE! X. L. COIN MACHINE CO.  
1351 Washington St. Boston, Mass.

**BALLY**  
Distributors

**National Scale Co.**  
1415-17 Wash. Ave. S.  
Minneapolis, Minn.

**Handsome Savings**  
on new  
**—GAMES—**

Any Manufacturer

**? GET OUR PRICE FIRST ?**

- SKIPPER
- FAIRGROUNDS
- BUMPERS
- DOMINOS
- GRAND PRIZE
- HI-DE-HO
- TEN STRIKE
- CHUCKALETTE

**? Wait for Our Mailing List Prices ?**

**NEW MACHINES**

- SNAPPY .....\$95.00
- BLUEBIRD ..... 94.00
- BALLY ROLL ..... 99.50
- LIGHTS OUT ..... 29.00
- NATURAL ..... 45.00
- BEE JAY ..... 59.00
- RELIANCE .05 Gold Award 37.50
- RELIANCE .25 Gold Award 42.50
- PUNCHETTE Counter Game 4.50

**USED GAMES**

- BAFFLE BALL
- DE LUXE
- REPEATER, 1 Ball **\$12.00**
- REPEATER, Free Game Your choice
- CARIOCA

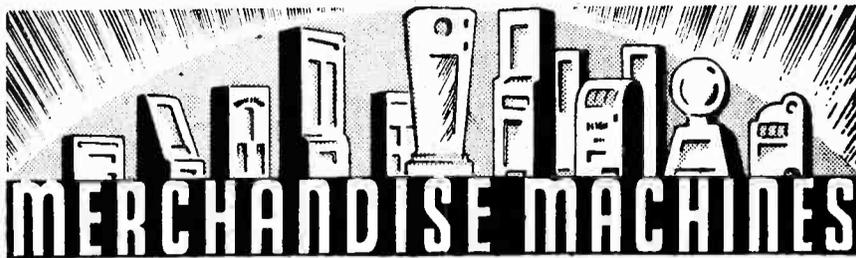
- PAMCO PARLAY
  - TYCOON
  - RAINBOW
  - ROUNDUP
  - HARMONY BELLS **\$25.00**
  - BIG RICHARD
  - CHALLENGER
  - LEATHERNECK
  - DAILY RACES
  - CREDIT
  - JUMBOS
- Your choice

PALOOKA SR. Like New \$53.00

ACE STAMPEDES **\$6.50**  
PUT 'N' TAKES

BALLY ROLLS, Slightly Used \$69.00

- DAVAL'S REEL DICE .....\$15.00
- REEL RACES ..... 15.00
- REEL 21'S ..... 17.75



**Robbins Vender Exceeds Hopes**

BROOKLYN, Feb. 20.—“The new 1937 model of our 2-in-1 Vender is selling even bigger than we expected,” says Dave Robbins, of D. Robbins & Company, manufacturers of the attractive double-column merchandiser. Robbins says that one of the largest operators in the East placed an order for 200 Venders after he had tested a sample machine in one of his “toughest” locations.

“In addition to many other features the 2-in-1 Vender is a splendid money maker because one compartment can be used for vending nuts or candies and the other compartment for ball gum,” Robbins explains. “When toys and candy are vended in one of the compartments and ball gum with prize balls in the other compartment, many 2-in-1 Venders are netting the operator over \$2 weekly profit. The 2-in-1 Vender is equipped with the Robbins’ patented spring attachment which positively prevents the jamming or crushing of toys. The machine will also vend pistachio nuts, salted peanuts, cashew nuts, tablet chewing gum, licorice lozenges, etc.

“Altho the 2-in-1 Vender has two merchandise compartments, it is so compactly constructed that it requires only about the same space as the average single-column vender. Another important feature that appeals to operators is the water-proof construction and perfected coin slots which reject most of the commonly used slugs and washers.”

**Commission Unit On Cig Machine**

ST. LOUIS, Feb. 20.—National Venders, Inc., manufacturer of cigaret machines, reports that Babe Kaufman, of Babe Kaufman, Inc., New York, is one of the first to recognize the importance of the automatic separating unit now being placed on the National line of cigaret machines.

According to officials, the unit serves the purpose of giving an accurate counting of the sales made by the machine. It pays off automatically the location's percentage from one-half to two and one-half cents per pack. It has a separate coin box with separate lock and key for the location, thus eliminating any question about the accuracy of commission payments.

“We offer the unit as one of the most outstanding innovations ever produced in the cigaret vending field,” an official stated. “It is now installed on our National 9-30 model machines. It has been the policy of all cigaret machine manufacturers to create a machine that is attractive in appearance, simple in mechanism, slug proof in its acceptance of coins and adaptable in size and color schemes to the individual location. However, not until this year has any manufacturer been able to turn out a machine which, in addition to the above-mentioned features, will also guarantee to a location an accurate accounting of the profits which the cigaret machines pay.

“Years ago, when the cigaret machine was more of a convenience to the location than as a money maker, it was not as necessary that a true accounting take place, but today with the ever-increasing consumption of cigarets and thereby the greatly increased sale of cigarets thru vending machines the necessity for a perfected mechanical contrivance as a protection to the location has become obvious.”

**Mdse. Machines Grow in Detroit**

DETROIT, Feb. 20.—American Dispensing Company has appointed F. G. McBride as distributor for the State of Michigan for the new soap-dispensing machine manufactured by the company.

He has been well known in the local industrial field for several years.

J. W. S. Langley, general sales manager of the Venitor Corporation, has been spending the past two weeks in Chicago organizing the new company branch in that city. He was expected to return to headquarters here late this week.

Automatic Distributing Company, organized by A. C. Wagner to produce a new flashlight battery vending machine, has completed its models and will probably have the new machine ready for the market in the late spring. Plans for a tieup with an electric battery manufacturer are being made at the present time.

National Dispensing Company, manufacturer of a new soap-dispensing machine for industrial locations, is planning to place its product back on the market shortly. G. A. Chaustovich, president of the company, said this week. A new plan of merchandising is being worked out at the present time.

*Pittsburgh*

PITTSBURGH, Feb. 20.—Thru the successful efforts of the Pittsburgh Merchandising and Skill Game Association all machines confiscated in this area early in the week because they did not possess any licenses were returned to their respective owners.

Glen E. Mowry, local operator, reports good business in the pin-game field. Mowry has been taking care of many sidelines, but the coin-machine business is proving the best of all.

“Skippy” Strahl, talented son of Sam Strahl, prominent coin-machine jobber here and in New York, is progressing with his early singing career at his home in Philadelphia.

Two busy shoppers on coin-machine row this week were Al Klodell, the prominent music-machine operator, and John J. Peters, pin-game op.

Coin-machine row here is missing Ange Cermnara, veteran bookkeeper with the American Cigaret Machine Company, who married Herman Berglass, manager of that firm's office in Buffalo. The couple eloped to Wellsburg, W. Va., last Thursday and told it to the preacher; then headed for Buffalo, where both will make their home. Ange first broke into the coin-machine business thru the Oriole Coin Machine Corporation and later moved to the American office, where she remained for over three years.

Meyer Ableson, of the American Cigaret Machine Company, is reporting good results with the firm's own toy pack assembled for merchandising machines. He adds that the assortment pleases operators in this territory.

**How Much Wire in Bumper's Springs?**

CHICAGO, Feb. 20.—Well known for his love of jokes and tricks, Ray Moloney, president of Bally Manufacturing Company, is currently getting a laugh out of asking his friends to guess how many inches of wire in a Bumper giant coil spring.

“The usual guess is about 12 to 15 inches,” Ray explained, “tho many have guessed as low as seven inches. I don't recall anyone coming anywhere near to the correct length. Believe it or not each Bumper spring contains well over a yard of wire. And any operator who doesn't believe me can wait a couple of years till he finally takes his Bumpers off of location and then unwind a spring and measure it. As originators of the Bumper coil spring we naturally take a great deal of pride in its true proportions. To date we have consumed about 300 miles of special high-grade wire in the manufacture of giant coil springs for Bumpers alone. This does not include production of Skipper and Carom, which are both steadily gaining on Bumper.

“Every inch of Bumper wire has to be specially tempered to provide maximum resiliency and wound just right to get the action which has made Bumper so popular. However, we are daily enlarging our supplies of wire and other materials and steadily upping our output so that very soon we should begin to catch up on orders.”

**THE BEST B. D. TOY PACK**

High-Grade Toys  
**Was \$1.25 Now \$1**

Special for month of February:  
5 Packages Free With 100.  
50% with order, balance C. O. D.  
Ask for circulars on all latest games.

**B. D. LAZAR COMPANY,**  
1340 Forbes St., Pittsburgh, Pa.



**FOR VENDING MACHINES THE AMERICAN TOY PACK**

A Clever Assortment of Over 250 Pieces - \$1.00  
**AMERICAN CIGARETTE MACHINE CO.,**  
1349-51 Fifth Avenue, Pittsburgh, Pa.

**EXTRAORDINARY SALE! LOW PRICES!**

**GUARANTEED USED CIGARETTE MACHINES**  
REPAINTED — RECONDITIONED — MECHANICALLY PERFECT

- 40—National 6-26 (6 Columns) (Column for Book Matches) Each .....\$32.50
- 5—Uneceda Paks (8 Columns) Each ..... 15.00
- 10—National No. 5 (5 Columns) Each ..... 12.50
- 10—Rowe (6 Columns) Each ..... 15.00
- 5—National No. 3 (3 Columns) Each ..... 7.50

1/3 Cash With Order, Balance C. O. D.  
DON'T WAIT! ORDER NOW!

**HENRY WERTHEIMER**

381 4th Ave., New York, N. Y.

# UNITED

MACHINE COMPANY  
1124 HARMON PLACE  
MINNEAPOLIS, MINN.

## ATTENTION OPERATORS

Immediate Shipments From Our Stock

BUMPERS — FAIRGROUNDS  
PAMCO HI-DE-HO — SKIPPERS  
CAROM — TEN STRIKE  
LITE-A-PAIR — SPOT-LITE

Lowest Prices Guaranteed

### RECONDITIONED PAYOUT GAMES

GOTTLIEB'S DERBY DAY  
GOTTLIEB'S COLLEGE FOOTBALL  
GOTTLIEB'S HIGH CARD  
These Games Very Slightly Used. **\$59.50**

GOTTLIEB RACES, MYSTERY  
GOTTLIEB FENCE BUSTER, MYSTERY **\$37.50**

PAMCO SARATOGA \$39.50  
PAMCO BELLS 27.50

BALLY DERBY **\$29.50**  
BALLY'S ROUND UP

BALLY'S BLUE BIRD \$44.50  
BALLY ALL-STARS 29.50  
BALLY JUMBO 19.50  
EXHIBIT ELECTRIC EYE 27.50

PAMCO PARLAY **\$24.50**  
PAMCO PINCH HITTER

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.

1/3 Deposit With Order, Balance C. O. D.

### Movie Camera on Salesboard Deal

CHICAGO, Feb. 20.—Frank La Maskin, of the Globe Camera Company, is capitalizing on the popularity of home movie projectors and cameras by offering quality machines at an attractive price for premium purposes.

"Cameras and projectors have heretofore been out of the price range for the salesboard field," he says. "But almost every man, woman and young person wants to own a movie camera and projector and national promotion of these outfits has created a vast market. Now we are making it possible for salesboard operators to cash in on this market with an attractive deal that includes high-grade cameras and projectors. Tests have already shown the public reaction and appeal to be highly gratifying."

Three separate deals are offered, one with camera, one with projector, and a combination deal including camera and projector.

### Seeburg Targets Earn Payments

CHICAGO, Feb. 20.—Sympathy should be extended to the Kenneth Distributing Company, Des Moines, operators of the Ray-o-Lite targets, because they are confronted with the critical problem of making too much money. Seeburg officials are inclined to believe.

The following paragraph has been extracted from a letter forwarded February 18 to the Seeburg Chicago office:

"Please find inclosed \$100 to apply on the payment that will be due the 28th of February. Our Seeburg Ray-o-Lite Rifle Ranges are making so much money that it's a problem to know what to do with it. Therefore, please oblige us by accepting this payment 10 days in advance... some fun."

Quoting one of the officials of the J. P. Seeburg Corporation: "If making money is fun, why then the Seeburg Ray-o-Lite operators are having the time of their life!"

### How Keeney Hit On Catchy Name

CHICAGO, Feb. 20.—J. H. Keeney firm was almost "stymied" in its search for a suitable name for its latest creation, officials of the firm admit. The machine introduces a playing principle that is so sparkling, so scintillating and dynamic that any suggested name seemed to fall short of the machine itself, they claim.

But the name finally adopted came to J. H. (Jack) Keeney himself when driving thru the Chinese section of Chicago on Chinese New Year's. "I found myself in the middle of hilarious festivities. Much noise, bright colors and the sharp crackle of firecrackers could be heard. This is what suggested the name Fire-Cracker for the new game," Keeney said.

Then came another important phase of making the name stick. Ray Becker, sales manager, developed an idea for using a fake firecracker with every mailing piece announcing the new game.

The official announcement describes Fire-Cracker as a five-ball spiral spring, novelty game. The unique playing principles have dynamited completely all previous playing principles, it is said. As the balls hit against seven red and seven green-capped spiral spring posts, red and green dials on backboard advance one notch with each such hit, pairing up like numbers with certain hits. These pairs are recorded on backboard totalizer, and awards can be made based on total pairs secured after five balls have been played. Simplicity of play principle, prolonged play thrill, animation, action, flash, this game has everything, and plenty more!

Shipments of Fire-Cracker are now going out to Keeney distributors, and the Keeney factory has already reached a 250-per day production peak, officials state.

Salesboard Operators

## NEW!

### BEAUTIFUL CHROMIUM CANDY CHESTS

FILLED WITH HIGH GRADE CHOCOLATES

SELLS ON SIGHT!  
APPEALS TO ALL!  
With Attractive Descriptive Pushcard, Complete Sample Deal, \$1.75. Lots of 3 or more \$1.50 Each.

Write For Data on Other Novel Deals.

**STONE BROS**  
800 S. Ada St., CHICAGO, ILL.

PIN GAME AND SALESBOARD OPERATORS  
DOUBLE YOUR WEEKLY INCOME  
From Your Locations With Our

### SALESBOARD NOVELTY DEALS

Plenty of Profit — Small Investment

**CHARRIS SPECIALTY CO.**  
946 DIVERSEY PARKWAY CHICAGO, ILL.  
100% Wholesale — Free Catalog

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

9 FT. SKEE BALL GAMES .....\$84.50	14 FT. TARGET ROLLS .....\$125.00
14 FT. SKEE BALL GAMES ..... 99.50	14 FT. KEENEY BOWLETTE .... 149.50

SLOT MACHINES, \$10.00 Ea. DOUBLE JAK MILLS, \$25.00 MILLS ESCALATORS, \$35.00  
All in good condition. Penny Paces, Jennings, Mills and Cailles.

## LEHIGH SPECIALTY COMPANY

N. W. Cor. 2nd and Green Sts. Philadelphia, Pa.



# SWEET CLEAN!

Western's Sensational Blackjack

One-Ball Automatic **"TOP 'EM"** **\$17.50** formerly \$139.50

In New, Original Crates . . . . .  
"A WINNER!"  
F. O. B. Minneapolis or Saint Paul

N. W. DIST. PACE RACES—Write for Quantity Prices  
THE LEADING DISTRIBUTORS FOR THE LEADING MANUFACTURERS  
Factory Prices . . . . . Prompt Stock Delivery  
Write for Complete Information!

Rebuilt PACES RACES . . . . . **\$175** TO \$200  
(With New 1937 Motor Add \$25.00)  
Bargains in USED PHONOGRAPHS and **\$90** AND UP  
SKEE BALLS . . . . .

**RECONDITIONED 100% "WINNERS"!**

Rotary Merchandiser (Nos. Near 5000) . . . . .	\$157.50
Flying High or Policy (Mystery) . . . . .	42.50
Evans Roulette (Multiple), Regular \$250.00 . . . . .	75.00
Derby Day or High Card (Mystery) . . . . .	59.50
Daily Races, Fence Buster, Western Races or Challenger . . . . .	37.50
Roundup, Bally Derby, All Star, Velvet or Flicker . . . . .	32.50
Peerless or Bonus . . . . .	27.50
De Luxe, Mammoth, Jumbo, Baffle Ball, Trojan, Daily Double, \$12.50 each; THREE for . . . . .	30.00

1/3 With Order, Balance C. O. D.

B.C. Winner-Buy from the House of Winners

## SILENT Sales Co.

Silent Sales Building, Minneapolis, Minn.

## BLACK JACK DE LUXE

continues as the most profitable Counter Game for operation in 1937.

Make your own tests, experience the thrill of full cash Boxes.

The Price is a pleasant surprise.

Write at once.



## GROETCHEN Pool COMPANY

124-130 N. UNION ST. CHICAGO, ILLINOIS

## W.B. Specialty Company "THE HOUSE OF FAIR DEALINGS"

3800 N. Grand, St. Louis, Mo.

"HOLD-'EM" PIN BALL GAME—BRAND NEW . . . . \$29.75

\$3.00 Each	\$5.00 Each	\$10.00 Each
BALL FAN GOLD MEDAL JIG SAW KING NEIGHBORS SPIT FIRE ZOOM	CHAMPS (Baseball) COLORS FAIR PLAY PIPPIN TORPEDO 5 COUNTER GAMES. HIGH TENSION RACE HORSE HORSE SHOES I. O. U. DICE SELECT 'EM (Cigarette)	BIG SHOT FIFTY GRAND ROLY POLY ROTATION SCOTTY SYSTEM TOP IT TOTALITE WHIRLPOOL (Ticket) TREASURE SHIP (Auto.)

TURF FLASH  
OFFICIAL SWEEP-STAKES

Money Order or Certified Check with Order Saves Time and O. O. D. Fee. 1/3 Deposit Required.

# A FULL HOUSE OF HITS

"DISTRIBUTED by PONSER"

**A GENCO'S**  
BANK ROLL  
ROLL OVER  
SWING TIME  
PADDLE WHEEL

**A EVANS'**  
GALLOPING DOMINOS  
BANG TAILS  
ROLLETTO JUNIOR

**K MUTOSCOPE'S**  
POKERINO  
NUMBERINO  
HOCKEY

**K WESTERN'S**  
GRAND PRIZE  
BEAT 'EM  
TOP 'EM  
CENTER SMASH  
FAST TRACK  
DRAW 21  
MATCH 'EM  
SHOOT-A-LINE  
THROBRED

**A JIFFY TESTER**  
THE ELECTRICAL  
TROUBLE SHOOTER  
THAT EVERY  
OPERATOR  
NEEDS!

WRITE OR WIRE FOR PRICE LIST

**GEORGE PONSER CO., INC.**  
1140 BROADWAY, NEW YORK CITY (AShland 4-3915)  
11-15 EAST RUNYON ST., NEWARK, N.J. (Blgelow 3-6272)

## Groetchen Sells Columbias Abroad

CHICAGO, Feb. 20.—Export department of the Groetchen Tool Company is a busy place these days, according to Richard Groetchen, handling almost daily shipments in quantities of Columbia machines to foreign countries.

"The fact that Columbia may be converted instantly to accept almost any kind of foreign coin," Groetchen says, "has opened a large market for this ingenious Groetchen device."

"Lot weight has much to do with the booking of the foreign orders by our firm, since it results in lower freight and smaller customs duties, where such duties are based on weight. Australia, South Africa, Burma and Siam are among the places which eagerly await arrival of the American Columbias."

### ROUTES

(Continued from page 35)

Boy Meets Girl: (High School Aud.) Little Rock, Ark., 25; (Aud.) Memphis, Tenn., 26-27; (American) St. Louis Mar. 1-6.

Brother Rat: (Plymouth) Boston.

Carte, D'Oyley, Opera Co.: (Erlanger) Chi.

Dead End: (Ford) Baltimore 22-27.

Draper, Ruth: (Geary) San Francisco 22-27.

First Lady: (Biltmore) Los Angeles 22-27.

Great Waltz: (Erlanger) Buffalo 22-27; (Nixon) Pittsburgh Mar. 1-6.

Hamlet, with Leslie Howard: (Curran) San Francisco 22-27.

Hampden, Walter: (Chestnut St.) Phila Mar. 1-6.

Idiot's Delight: (Colonial) Boston 22-Mar. 6.

In a Nutshell: (Cass) Detroit 22-27.

Jane Eyre: (Pabst) Milwaukee 24-27.

Leaning on Letty: (Selwyn) Chi.

Meal Ticket: (Erlanger) Phila 22-27.

Nazimova: (Chestnut St.) Phila 22-27.

On Your Toes: (Forrest) Phila 22-Mar. 6.

Pride & Prejudice: (National) Washington, D. C., 22-27.

Reflected Glory: (Cox) Cincinnati 22-27; (Cass) Detroit Mar. 1-6.

Tobacco Road: (Nixon) Pittsburgh 22-27.

You Can't Take It With You: (Harris) Chi.

Ziegfeld Follies: (Grand) Chi.

### INDEPENDENT BURLESK

Beef Trust: (Garrick) St. Louis 22-27; open week, Mar. 1-6.

China Dolls: (President) Des Moines, Ia., 22-27.

Crazy Quilt: (Troadero) Phila 22-27; Allentown Mar. 1-2; Harrisburg 3; Reading 4-5; Williamsport 6.

Fads and Fancies: (Gayety) Detroit 22-27.

Girls in Toyland: (Casino) Toronto Mar. 1-6.

Ladies in Lingerie: (Gayety) Minneapolis 22-27; (Capitol) Toledo, O., Mar. 1-6.

Maid of Manhattan: (Rialto) Chi 22-27; (Garrick) St. Louis Mar. 1-6.

Merry Maidens: Open week, 22-27; (Gayety) Detroit Mar. 1-6.

Monte Carlo Girls: (Capitol) Toledo, O., 22-27; (Casino) Pittsburgh Mar. 1-6.

Nothing But Dames: (Hudson) Union City, N. J., 22-27; (Century) Brooklyn Mar. 1-6.

Paris by Night: (Casino) Pittsburgh 22-27; (Gayety) Baltimore Mar. 1-6.

Pardon the Glamour: (Gayety) Baltimore 22-27; (Gayety) Washington, D. C., Mar. 1-6.

Pepper Pot Revue: (Lyric) Bridgeport, Conn., 22-27; (Empire) Newark, N. J., Mar. 1-6.

Snyder's, Bozo, Show: (Howard) Boston 22-27; (Lyric) Bridgeport, Conn., Mar. 1-6.

Swing Girls: (Casino) Toronto 22-27.

Swing Baby: (Century) Brooklyn 22-27; (Howard) Boston Mar. 1-6.

Teases & Wheezes: (Rialto) Chi Mar. 1-6.

Top Hat Revue: (Gayety) Washington, D. C., 22-27; (Hudson) Union City, N. J., Mar. 1-6.

Toyland: Harrisburg, Pa., 24; Reading 25-26; Williamsport 27.

Twinkle Toes: (Empire) Newark, N. J., 22-27; (Troadero) Phila Mar. 1-6.

### MISCELLANEOUS

Baughman's Traveltours: Melbourne, Fla., 24; Wabasso 25.

Birch, Magician: (Armory) Port Arthur, Tex., 24-25; Nacogdoches 26-27; Henderson Mar. 1; Sulphur Springs 2; Commerce 3; Cooper 4; Palestine 5.

Cannon Show: Mansfield, Ga., 22-27.

DeCleo, Magician: (B. F. O. E. Hall) Delaware, O., 25-26.

Daniel, Magician: Tusculma, Ala., 25-26; Corinth, Miss., 27; Tullahoma, Tenn., Mar. 1; Manchester 2; McMinnville 3.

Hudspeth, Mme., Mentalist: (Fireside Cafe) Phila 22-27.

McNally Variety Show: Parsonsburg, Md., Marine & Firestone; Stockyards Station, Ft. Worth, Tex., 22-27.

Miller Show: Iron City, Ga., 22-27.

Reade Bros. Show: Colburn, Ind., 22-27.

Ricton's Show: Pineora, Ga., 22-24; Newington 25-27.

Rippel, Jack Splash: Hardeeville, S. C., 22-27.

Wright's Comedy Players: Jasper, Fla., 22-27.

### REPERTOIRE

Blythe Players: Tyaskin, Md., 22-27.

Carter Mack Dramatic Co.: Sears, Mich., 22-27.

Harvey Players: Dyersburg, Tenn., 22-27.

Hayworth, Seabee, Players: (Avon) Lenoir, N. C., 25-27.

### CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Alston, Ga.

All-Texas: Aransas Pass, Tex., 27-March 6.

Baldwin United: Calhoun Falls, S. C.

Barfield's Cosmopolitan: Lakeland, Fla.

## OUTSTANDING VALUES

**SUN GLASSES**  
Made in U. S. A.  
No. 104 — Round Glass Lenses, Ass'd. Colors. Doz. **.75**

No. 105 — Beautiful Transparent Frames, Deep Coquille Glass Lenses. Dozen **1.45**

No. 108 — Snap On Sun Glasses, Fit Over Eye Glasses. Dozen **.80**

No. 110 — Sport Goggles, Special Engraved Metal Frame. Something NEW! Dozen **2-10**

A MOST COMPLETE LINE OF SUN GLASSES FOR ALL PURPOSES LISTED IN OUR NEW 1937 CATALOG.

SPECIAL OFFERING: Double Edge Blades, Firsts. 100 Blades **.29**

**TIME** Double Edge. 100 Blades **.35**

HONOR, GLIDE & ESKIMO Blades. Double Edge. 100 Blades **.39**

MILLS Blades. Double Edge. 100 Blades **.45**

AUTO-STROP Type Blades, 5 to a Package. 100 Blades **.65**

VIC Single-Edge Blades. 100 Blades **.48**

SHAVING & DENTAL CREAMS. Large Sizes, Assorted Brands. Each **.03 1/2**

FIZZ-O-Seltzer. Effervescent Tablets on Beautiful Display Card. Each Card in Box, 20 Tabs on Card **.17c**, 30 Tabs on Card **.24c**

25% Deposit With Order, Balance C. O. D.

LISTED ARE A FEW OF OUR 3,000 BIG VALUE ITEMS. Write for New 1937 Catalog. It's FREE.

**MILLS SALES CO., of CHICAGO**  
27 South Wells Street, Chicago, Ill.  
BOSTON, MASS., DISTRIBUTOR,  
78 Washington St., Boston, Mass.

## NEW FLASH EASTER NOVELTIES

Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties  
for PREMIUMS — SPECIALS — SALESBOARDS.  
Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.  
**WISCONSIN DELUXE CORP**  
1902 NORTH THIRD ST., MILWAUKEE, WIS.

## FOR SALE

One of the Largest and Most Complete Dramatic Tent Theaters in America. Bargain for cash or terms to reliable party with substantial down payment. Write for details. Also Several Good Trucks with Long Semi-Trailers. Good condition, new tires, Dodge, Fords, Chevrolets. Cash or terms. 150x90 Dramatic Top and Wall, only fair condition, cheap for cash. Wanted for One-Night Stand Company Boss Conductor that doubles Band. Ray Carnes write. Piano Player that doubles Band, Working Boys that double Band. This is an all new beautiful outfit. Want Middle-aged Billposter that can drive car, do some lithographing. Positively no drinking. Good job for reliable man. Oscar Stone can write. Might place Young Dancing Team that double. Banners open. Will lease all Concessions except Candy to someone with nice lunch wagon for working boys. Must have nice equipment. Everyone go into detail in answering. Write, don't wire; state age, salary, etc. I pay gas and oil after joining. Write HARLEY SADLER'S OWN COMPANY, Sweetwater, Tex. — Mail Will Be Forwarded.

## J. J. PAGE SHOWS

OPEN MARCH 27, WITH TWO SATURDAYS, AUGUSTA, GA.  
Location Green Street Lot, Auspices Modern Woodmen of America.

WANT Ten-in-One People, Performers for Minstrel Show and Musicians to strengthen Colored Band. CAN PLACE money-getting Attractions, with or without outfits. Would like to hear from Motordrome. All Concessions open except Cook House, Grab, Diggers, Corn Game and Frozen Custard. This show will play the money spots of Kentucky, Virginia, West Virginia and Ohio. Also a good line of Southern Fairs. Everybody address J. J. PAGE, Box 173, Augusta, Ga.

## WANTED FOR KING BROS. BIG THREE RING WILD ANIMAL CIRCUS

PEOPLE IN ALL LINES. BROOKS MARTIN, BUCK REGAR, Canvas Boss, Good Family ACTS. CAN PLACE Side Show complete, with own transportation. Wire immediately full details, lowest salary. Show opens March 3.  
GEO. E. ENCESSER & SNAKE KING, Owners, Brownsville, Tex.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## 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

## Tilley Shows

WANTS SHOWS WITH OR WITHOUT OUTFITS, CONCESSIONS.  
Address Ladd, Ill.

## MAX HELLER

THE ORGAN MAN.  
February 27 — Tampa, Fla.  
March 6 — Jacksonville, Fla.  
General Delivery.

Capital City: Union, Miss., March 1-6.  
Crafts: San Bernardino, Calif.  
Dyer Greater: Ethel, Miss.  
Evangeline: Benton, Ark., March 1-6.  
Florida Am. Co.: Fort Meade, Fla., 22-27.  
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.  
Florida Fun: Wauchula, Fla.; Sarasota March 1-6.  
Greater United: Laredo, Tex.; Del Rio March 1-6.  
Hansen, Al C.: Hattiesburg, Miss., 27-March 6.  
Happy Days: Montgomery, Ala., 27-March 6.  
Heth, L. J.: N. Birmingham, Ala., March 1-6.  
Hilderbrand's United: Inglewood, Calif.; Glendale March 2-14.  
Krause Greater: Ft. Lauderdale, Fla.; Key West March 1-6.  
Large & Lane: Collins, Miss.  
Lawrence, Sam: Canal Point, Fla.  
Lucky Strike: Gainesville, Fla.; Starke March 1-6.  
Regal Am. Co.: Bay Town, Tex.  
Reid Greater: Jacksonville Beach, Fla.  
Royal Palm: Redland, Fla.; Plant City March 1-6.  
Texas: Rio Hondo, Tex.  
Zeiger, C. F., United: (Fair) Mesa, Ariz., 27-March 6.

**CIRCUS AND WILD WEST**  
Polack Bros.: (City Auditorium) Grass Valley, Calif., 22-March 1.  
W. P. A.: (New Star Casino, 107th st. & Park ave.) New York City 26-28.

## Atlas Biz Grows In Pittsburgh

PITTSBURGH, Feb. 20.—Art O'Melia, sales manager of the Atlas Novelty Company branch here, reports having booked an unprecedented number of orders for Stoner's new pay tables, Air Races and Broadway Angels, as well as Stoner's new novelty game, Ricochet. "Air Races and Broadway Angel," Art says, "are getting an enthusiastic reception throughout the whole Eastern territory and we look forward to record sales on these games."

O'Melia's years of experience and contacts in the East have made him a host of friends and when he recommends a game it must be good. He says that Broadway Angel, with its definite guarantee to the operator, bids fair to be a big hit, while Air Races should be as big a winner as Turf Champs. O'Melia also is booking plenty of orders for Stoner's new novelty game, Ricochet, which is just "off the press and going like a house afire."

## Trade-in Offer Brings Response

CHICAGO, Feb. 20.—With the announcement of a unique trade-in offer, Gerber & Glass also announced their intention to initiate a special campaign in the 11 States covered by the firm.

### BREATH PELLETS

in Five Colors and Flavors

Clove — Anise — Rose — Violet and Cachou

Highly Flavored

### HARD SHELL IMPERIALS for DIGGERS

Green — Red

### HARD SHELL High Quality Candies for VENDING MACHINES

WRITE FOR PRICES

### PAN CONFECTION FACTORY

National Candy Co., Inc.

345 W. Erie St. Chicago, Ill.

## WANTED J. McKEE SHOWS

NOW BOOKING

Rides and Shows that don't conflict. Legitimate Concessions. Good opening for small Cookhouse. No flat joints. Opens March 12 at Wynne Wood, Oklahoma.

## ELKS' CHARITY CIRCUS

DeLand, Fla., downtown, March 8 to 13. Wanted concessions, legitimate only. Rides: Ferris Wheel, Rideco, Loop-o-Planes, kiddie rides. Two sensational free acts, write lowest and send photographs. Bannerman wanted. Everybody wire or write FRANCIS J. KELLY, Elks Club.

## BARFIELD'S COSMOPOLITAN SHOWS

Want Loop-o-Plane to join at once. Preference given to one with own generator. Address Lakeland, Fla. P.S.—Now booking attractions for 1937 season.

## WANTED

Rides and Shows of all kinds for three units around Philadelphia, Pa. No. 1 unit opens in Reading, Pa., May 3. All units play big sensational Free Acts.

EXHIBIT PRODUCING CO., JOHN KEELER, 4713 Chester Ave., Philadelphia, Pa.

"We believe this is the most appropriate time in the history of the industry," they stated, "to make special concessions to those operators who have been affected by the horrible weather conditions of this winter and have not been able to keep their location earnings up to par. We made a special offer on Tri-o-Pack machines to show our feeling and desire to help operators, and we plan to make similar concessions on other types of machines that will be equally as interesting."

"Our first announcement of a \$6 trade-in allowance for purchasers of Tri-o-Packs brought a hearty response from far and wide. It shows that we hit the right spot in offering to make it possible for operators to invest in the new machines they want."

Max Glass, who has been extremely busy handling the rush of orders, took time off to explain the reason for it all. He said: "There is no doubt that many operators need new counter games at this time to assure them of retaining their locations and keeping the location owners in the best of humor."

"With new games the location is always more respectful of the operator, for the storekeeper realizes that the operator is doing everything in his power to help him earn more money and to bring him the best and newest equipment to keep his counter attractive and pleasing to his trade."

"We also realized that many of the operators have been enduring a very hard winter, due to the floods, the extreme cold and many other circumstances, and the many of them have written to us advising that they would like to buy new games, they also explained that at the moment they were not in a position to do so."

"Because of our large foreign export business we are at this time in need of as many Daval-built used counter games as we can get. Therefore, adding it all up, we felt that we could bring so remarkable a hit game and so great a money-maker as the Tri-o-Pack to the operators less a \$6 trade-in allowance, which certainly is a giveaway price for so great a game."

Paul Gerber says "the Tri-o-Packs will be shipped as soon as we receive the games from the operators. In fact, as the letter and checks come in, the games are set aside and labels are already attached to the cartons so that delivery will start the moment we receive the used games. We can use as many of these as the operators have."

## Brunswick-Balke Stock Is Sold to Executives

CHICAGO, Feb. 20.—H. J. Dirks, treasurer; E. L. Gramlich, vice-president, and J. O. Matteson, a director, of Brunswick-Balke-Collender Company, maker of bowling equipment, have exercised options on the firm's common stock, according to *The Chicago Journal of Commerce*. The options, at \$10 per share for 1,000 shares apiece previously held in the treasury, were good until April 1.

Thomas M. McHale, a director, and R. W. Jackson, vice-president, to whom options were granted for the purchase of an additional 2,500 shares of common, left the company before exercising them.

An option has been granted to Simpson E. Meyers for 500 shares of treasury stock of the company during the period from October 15, 1937, to October 15, 1939.

## DIVORCES

(Continued from page 32)

Doris Mangen Lorow at Macon, Ga., February 19.

## Ohio Operators

Reports of taxation measures aimed at coin machines has led to a call for a meeting of Ohio operators to take steps toward an organization of some kind. The meeting has been called for Thursday, March 4, at 2 p.m. in the Neil House, Columbus, O.

A. B. Ashman is the temporary secretary, issuing the call notice.

It is planned to elect officers, select committees and set up a permanent organization to unite operators in combating any unfair legislation. All operators in the State, or those who have any equipment in Ohio, are urged to attend by M. M. Marcus, of the Markepp Company, Cleveland.

"There is need for an active operators' organization in the State, for the industry has grown to such an extent in recent years that more than 1,000 families in the State depend upon it for a livelihood," Marcus commented.

## CORRECTION!

In a paid advertisement in this publication last week we made the statement that the Mills Q.T. Bell weighed only 35 pounds. This is an error. The Q.T. Bell actually weighs one pound more, 36. But what does a small thing like a single pound matter to this great little machine, which does everything that all the big Bells, weighing 90 and 100 pounds, can do? Its reels spin 66 $\frac{2}{3}$ % faster; it's trouble-proof, shock-proof; an iron man on the counter. Not only Bell operators, but thousands of table operators, too, have helped to make it "The World's Best Seller." Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

## FIFTY USED GAMES AT GIVE AWAY PRICES

SCREAMOS  
BATTER UP  
BLUE RIBBON  
MANRATTAN  
DEALER  
ACTION SR.  
MAJ. LEAGUE  
SUBWAY  
SYSTEM

TACKLE  
FLY'G COLORS  
TIT FOR TAT  
DROP KICK  
KINGS  
BIG SHOT  
TWENTY-ONE  
GATES FAN  
BALL FAN

CROSS COUN-  
TRY  
TRAFFIC, Mod-  
el C  
SPIT FIRE  
BALANCE  
ROCKELITE  
CRISS CROSS

**\$3.50 Each**

4 for 12

Full Cash With Order

Make us a cash offer for following Automatics: Bally All Stars, Grand Slam, Leatherneck, Credit, Double Header, Big Richard, Pearl Harbor, Aces, Prospectors, Jumbo, Champion, Traffic, Model A; Belmont, Top Row.

Write for Prices on Shoot-A-Lites, Chuckelletes.

SULLIVAN SALES COMPANY,

405 W. Market St., Salem, Ind.

JUMBO AND SKY HIGH TICKETS .. \$26.00	Subways, Radio, I. O. U.
BONUS AND PEERLESS TICKETS .. 33.00	Merry-Go-Round, T. N. T.
DAILY LIMIT .. 23.00	Mills Cannon Fire, Jr.
PEERLESS, Cash .. 30.00	Showboat, Relay
GIANT .. 20.00	Sensation, Signals
MONARCH .. 10.00	Grid Iron, Beamites
TEN GRAND .. 35.00	Cavalcades, Criss Cross
KINGS OF TURF, Payout, Pack .. 18.00	Golden Gates, Rockalites
ELECTRIC EYE, Cash .. 35.00	Chicago Expr., Scorealites
IVORY GOLF .. 15.00	Dealers, Spotlites
TRAFFIC A, Ticket and Cash .. 8.00	Par Golf, Manhattan
BIG 5, 5-Ball Payout .. 18.00	Domino, Starlites
	Traffic C, Olympic
	1/3 DEPOSIT, BALANCE C. O. D.

**\$3.00 EACH**

**\$4.00 EACH**

## WAYCROSS, GA., OUR SPRING OPENING

ALL WEEK, MARCH 8

DOWNTOWN LOCATION, PLANT STREET.

CAN PLACE strictly Merchandise Concessions and Stock Wheels, operate for stock; capable Showmen with Shows of merit. Must have flash. WANT Loop-o-Plane, Merry-Go-Round, Octopus, Sensational Free Acts, also Ride Help. Write or wire TOM TERRILL or ERIC B. HYDE, this week Gainesville, Fla.; week March 1, Strawberry Festival, Starke, Fla., one block from Post Office. Our spring dates proven territory.

## FAIR SECRETARIES

## KENTUCKY TENNESSEE

## CELEBRATION COMMITTEES

Have Few Weeks Still Open. If You Want an Up-to-date Show, Let Us Hear from You. Now booking Shows and Concessions. Everyone with this show last year answer this ad. WILL BOOK small Merry-Go-Round. Need Ride Help, Banner Man, Electrician and People in all departments, SHOW WILL OPEN APRIL 12.

## READING'S UNITED SHOWS

W. J. WILLIAMS, General Manager,

Nashville, Tenn

700 McFerrin Avenue,

## BROADWAY OF AMERICA CHAUTAUQUA SHOW

FIRST CALL—WANTS—FIRST CALL

28 WEEKS—EVERY WEEK A CELEBRATION—28 WEEKS

Rides, shows, concessions, no grift, uniformed white band. Sisco write, free acts, sound truck, electrician, canvas man to handle 60x140-ft. merchants' exhibit top and 84-ft. entrance front, billposter who is also capable of decorating streets each week with flags. Will sell exclusive on cook-house, corn game, frozen custard, American palmistry, soft drinks, chewing gum, candy and Cracker Jack, photo gallery, novelties, penny pitch, scales. Show opens early in April. Address BROADWAY OF AMERICA SHOWS, 485 S. Main St., Memphis, Tenn.

## WANTED

First-class top moulder for teeter board act. Must do doubles, fulls and three highs. Also Girl Ground Tumbler that is willing to learn teeter board. Address stating all you do and your lowest salary. Address BOX CH1-39, care The Bill board, Woods Bldg., Chicago, Ill.

## HOLSTON'S MODERN SHOWS

Opening Waynesboro, Miss., March 13. We have four major rides. Want Shows, Stock Concessions. S. J. Western wants to hear from Earnest Dalrymple. Write S. J. WESTERN, S. W. Holston, Waynesboro, Miss.

# Operators - Jobbers - Digger Men...!

**3** GENUINE \$10.00 VALUE ALL-ELECTRIC SHAVERS  
 Mounted Complete on Attractive New Salesboard  
 at Special Combination Price:  
**\$8.90** for ALL THREE!  
 in lots of six boards!

A  
 Sell-Out  
 Every  
 Day  
 in the  
 Week!



**PHENOMENAL! BREAKING ALL SALESBOARD RECORDS!**  
 Everybody wants an electric shaver! That's what makes this deal so good—so fast that merchants take them in quantities! Think what it means to people to be able to get one of these Slick Shavers the salesboard route. You can't imagine how wonderfully they perform. Try Slick Shaver yourself! You'll find out!

**FREE**

for your own personal use. We will include one Slick Shaver with every purchase of three or more. Only one to each customer. Slick Shavers for Merchandise Individually Operators. Per Dozen @ \$24.00.

**The Deal!**  
 1200 Sales @ 5c... \$60.00  
 Payout—88 Packs of Cigarettes @ 15c... 13.20  
 \$46.80  
 Your Cost (lots of 6)... \$37.80  
 Sample Deal, \$9.90. Lots of three boards... \$8.40

Order From Your Nearest Jobber or Direct — 1/3 Deposit, Balance C. O. D.

**J. H. TIGERMAN INC.** 43 E. OHIO ST., CHICAGO  
 EXCLUSIVE MANUFACTURERS

cal and handy coin counters will enable them to cover more territory in less time. Another important feature of the coin counters is the low price.

## Indiana License Bill

INDIANAPOLIS, Feb. 20.—A bill which would place a license on operators of slot machines was introduced in the Indiana House of Representatives this week.

The measure also provides graduated fees, depending on the number of machines owned or controlled by the operator. Fraternal organizations would be allowed a rate of \$200 annually for as many as six machines, probably the first bill to make provision for such organizations in a coin machine tax bill.

The bill is H. B. 307 and has been referred to the Ways and Means Committee.

## NEBRASKA LEGISLATORS

(Continued from page 3)  
 stalled in every projection booth in the State, conservatively a cost of \$10,000.

Movie group has three lobbyists: Regina Moleseed, of the Omaha Film Board of Trade; C. E. Williams, of the MPTOA, and Bob Livingston, manager of the Capitol here. Seriousness of the plight prompted them to wire for additional help.

Favoring radio, Senator Harry E. Gantz, Alliance lawyer, has a measure asking for power of village and town boards in communities up to 25,000 population be allowed to regulate radio reception interference. Prevalence of amateur radio operators has been a hamper to many radio programs, which has been costly in loss to the broadcaster.

Music publishers were lambasted by Senator E. M. Von Seggern, West Point, who says in his bill it shall be considered unlawful and in restraint of trade for copyright owners of many musical compositions to fix prices for what they have to sell and declares unlawful all contracts made for such purposes of control.

Senator R. W. Johnson, Miller banker, has two bills for pari-mutuel. In one he wants 8 of the 10 per cent taken out of the window money by the licensee of the pari-mutuel plan for the licensee, and in the other he wants dog racing to be put under the State racing commission and pari-mutuel allowed for it.

Riding on a slim margin of approval and at present indefinitely postponed (practically a kill) is the bill attempting to keep carnival and circus opposition out of the State a month ahead of the State fair.

This is the heaviest load of dynamite in legislation aimed at the amusement business ever brought before a Nebraska session.

## WEADICK

(Continued from page 3)  
 is busy with committees outlining plans for the celebration.

Asked for details regarding the rodeo end of the celebration, Weadick replied, "It is, of course, too early to announce details, but all entry fees in all competitive rodeo events will be added to the purses 100 per cent. In due time prize lists, rules, etc., will be issued. It will be under the RAA rules and a member of that association."

## MECHANIZATION

(Continued from page 3)  
 to curb use of records on the air, but all it could win was a ruling that radio stations using records must announce the fact. These announcements are usually so garbled that listeners-in hardly know what's what.

Recording companies, meanwhile, have slowed up activities, wondering what's going to happen next. Companies contacting musicians' locals have been told that the problem is now up to the AFM. The AFM executive board can either pass "emergency" legislation that will come up for ratification during the annual convention June 8 in Louisville, or prepare a report for submission at the convention.

## WPA RADIO

(Continued from page 3)  
 competent supervisors and disruption of the arts program.

Meeting on the subject was held last night at Germania Hall here.

LOS ANGELES, Feb. 20.—Association of Professional Theater Workers, made up of past and present workers on the local Federal Theater Project who had been active in attempting to oust J. Howard Miller, regional director, charged

**YOU CAN'T BEAT AVON Values!**

**Used Automatic Tables**

HIALEAH	\$31.50
BALLY NATURAL	29.95
PALOOKA, JR.	34.50
BIG RICHARD	16.50
TYCOON	24.50
STOP & GO	49.50
PAMCO PARLAY	27.50
BALLY DERBY	37.50
MULTI-PLAY	24.50
BALLY ALL STARS	37.50
BALLY PEERLESS	32.50
BALLY MULTIPLE	42.50
ROCKET	7.50
TRAFFIC	9.50
KLONDIKE	10.00
PEARL HARBOR	7.95
BALLY PROSPECTOR	14.50
BALLY ACES	14.50
BALLY AIRLINE	19.50
PUT 'N' TAKE	7.50
GOLD RUSH	7.50
EXHIBIT'S BAMBINO	25.00
GRAND SLAM	27.95
A. B. T. 3-BALL COMBINATION	22.50

**Used Counter Games**

OFFICIAL SWEEPSTAKES	\$2.95
KING SIX, JR.	6.95
TURF FLASH	4.95
JENNINGS FAVORITE	
BALL GUM VENDOR	2.95
BIG GAME HUNTER	3.95
LITTLE RITZ	2.95
A. B. T. SPORTLAND	5.95
BOSCO	1.95
REEL 21	6.95
TICKETTES	3.45
DICE-O-MATIC VENDOR	1.95
FOUR JACKS	2.95
FLYING COLOR, JR.	2.35

**"SERVICE THAT MERITS SALES"**  
 AVON NOVELTY SALES CO. 5907 LUCIUS AVE. CLEVELAND, O.

## Ray-o-Lite Rifle At Boston Show

CHICAGO, Feb. 20.—Seeburg officials received a report this week on the hearty approval given to Ray-o-Lite target rifles when five of them were put on display at the New England Sports Show in Boston. Atlas Coin Machine Company, Boston, displayed the targets and said that hunters and marksmen could not resist the lure of the ray guns.

Atlas officials, in making their report to the Seeburg firm, stated: "We believe this to be an outstanding record, but assure you we are not in the least surprised. The playing appeal of the Ray-o-Lite rifle range was a natural in relation to the type of person that attended the show. They were all sportsmen and expert marksmen and consequently appreciated not only the unusualness of this rifle range but derived the maximum pleasure from its operation. The efficiency of performance, the accuracy and realistic rifle more than satisfied these critical men. Last but not least, the target action of the Seeburg rifle range provided a thrill to men who actually have undergone the zest and excitement of real hunting. In every detail your rifle ranges have substantiated all our previous convictions as to its superiority."

This is but one of the many instances where a Seeburg Ray-o-Lite rifle range has met severe tests in playing appeal and constant performance hour after hour, Seeburg officials say. The New England Sport Show incident is a tribute to Seeburg engineering, the clever enterprise of the Atlas Coin Machine Company.

## New Coin Counter Makes Debut

KANSAS CITY, Mo., Feb. 20.—Star Sales Company here announces production of a new coin counter designed to meet the needs of the operator. It is compact, light, but rigidly constructed of high-grade aluminum. The one-cent size stacks and counts \$5 in 15 seconds, the nickel size stacks and counts \$12 in 12 seconds. It is a simple thing to pick up the coins for wrapping and easy to detect slugs and bent coins. Operators will be quick to realize these practi-

**"SHOW ME" SPECIAL**

Mad Cap	\$11.00	Scream-o	\$4.50
Torpedo	9.00	Ditto	4.50
Country Club	12.50	Chor Leader	4.00
Pippin	5.00	Hop Scotch	5.00
Rapid Transit	4.00	Criss Cross	3.00

CALL NOVELTY CO. 270 PINE ST. ST. LOUIS, MO.

**B EXTRA SPECIAL B**

**30 EXHIBIT ROTARY MERCHANDISERS**  
 (Late Serial Numbers)

**\$14000 EACH**

WIRE YOUR ORDERS.  
 FIRST COME — FIRST SERVED.  
**BESSER NOVELTY CO.**  
 3020 OLIVE ST., ST. LOUIS, MO.

**SPORTS WHOLESALE**

4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press, Shows world-wide Bargains, 256 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

**SPORTS CO.,**  
 2-37 Erie St.,  
 Le Center, Minn.

**Slash OPERATING COSTS**

**\$60 TO \$90 PER YEAR FOR EACH PIN GAME!**

**ELECTROPAK**  
 Ends Expensive and Undependable Battery Replacements

Insist on the Genuine Electropak

**ELECTRICAL PRODUCTS CO.**  
 6527 Russell Avenue Detroit, Michigan

in a telegram this week to WPA headquarters in Washington that documentary evidence obtained in the recent investigation of Miller's regime had been withheld. Wire charged further that Clayton H. Triggs, head of the investigators who last week gave Miller a clean slate after investigating complaints of mismanagement and inefficiency, had failed to summon complainants who could offer damaging testimony.

PITTSBURGH, Feb. 20.—Local WPA theater unit is now a State-wide project. Numerous requests for local showings, however, are keeping the revue in this area. Show has been making collections for the Red Cross flood relief fund during the performances. Roy Wolf, manager, says the company is not accepting any dates which would otherwise spend money for talent.

# Attention!

**OPERATORS  
JOBBER  
DISTRIBUTORS  
MANUFACTURERS**

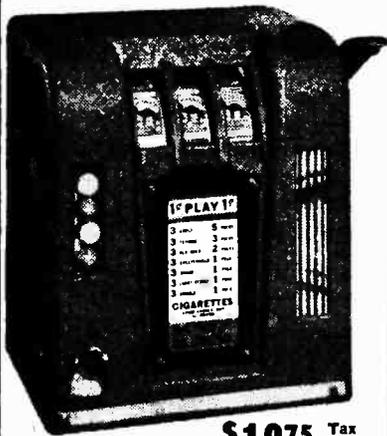
We are in immediate need of large quantity of coin operated equipment, and **WILL BUY SURPLUS STOCKS OF NEW OR USED** phonographs, slots, scales, counter games, vending machines, pin tables (novelty or payout), diggers, rotary merchandisers, cigarette machines, bowling games, ray-gun target games, etc.

LIBERAL ALLOWANCE ALLOWED ON EQUIPMENT EXCHANGED for games purchased from our present large stock of new and used coin machines of all makes and models, and SURPLUS STOCKS RECENTLY PURCHASED FROM MANUFACTURERS.

WRITE FULL PARTICULARS ON EQUIPMENT YOU WISH TO DISPOSE OF—AT ONCE!  
Get our Confidential Price List on New Games—All Makes!

**INTERNATIONAL COIN DEVICE COMPANY**  
333 N. MICHIGAN AVE. CHICAGO, ILL. U. S. A.

**WRITE US  
FOR IMMEDIATE DELIVERY ON  
ZEPHYR VENDER**



PRICE \$1875 Tax Paid.

See this thrilling modern Cigarette Reel Vender. Immediate delivery on all Grootchen Counter Games.  
**LEHIGH SPECIALTY COMPANY**  
N. W. Corner Second & Green St., Philadelphia, Pa.

## Jackpot Feature Proves Real Hit

CHICAGO, Feb. 20.—Claiming the first payout table with a jackpot feature, Western Equipment and Supply Company reports the Grand Prize game as making history on locations all over the country. Jimmy Johnson, head of the firm, says that Grand Prize provides operators with all of the outstanding features of the regular one-ball automatic payout table, plus the automatic jackpot. The revolutionary playing combination idea is the biggest appeal ever presented to players and it is being proven by the huge daily collections that its operators are making, Johnson says.

Immediate deliveries are being made on this machine and, despite the fact that production is at its maximum, the Western standard of operating reliability is being given the utmost consideration.

"I know of no game that gives the operator so gilt-edged an assurance of big money and entirely satisfactory performance," says Johnson.

# PROFITS ROLL IN WITH Roll-Over

The Amazing Game with the **ELECTRIC NERVES**



It's the SENSATION of the season—a real money maker! Roll Over's electric "nerves" make for hectic excitement. Each time the ball touches a "nerve" (the black contact rim around each hole), the lighted scoreboard registers 100 points. A skillful shot can actually score as high as 1,400 points.

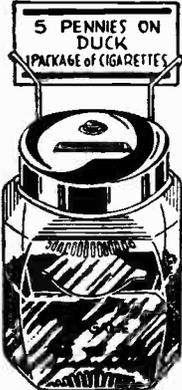
SIZE 22" x 46"

### A PROVEN SUCCESS!

- Electric Totalizer.
- Electropak Equipped.
- Veevor Counter Payout Recorder.
- Switch Regulator for 5-6 or 7-Ball Play.
- Attractively Decorated Playing Field and Cabinet.

**GENCO INC.** 2621 N. ASHLAND AVE. CHICAGO

Protect Your Route Without Delay  
**1c Skill Game**



## DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive!"

PRICES  
Sample . \$1.90  
Lots of 6. 1.40  
Lots of 12. 1.20  
1/2 dep. with order, bal. C.O.D.

**STAR SALES CO.**  
3917 Wayne Ave.,  
Kansas City, Mo.

No Personal Checks, Please

## \$300. FOR SALE \$300.

- TRUCK LOAD 13 AUTOMATICS
- 1 BALLY PRAKNESS
  - 1 GOTTLIEB COLLEGE FOOT BALL
  - 1 TURF CHAMP
  - 1 BALLY MULTIPLE
  - 1 BALLY HILFEAH
  - 1 BALLY ALL STAR
  - 1 SUNSHINE BASEBALL
  - 1 SUNSHINE DERBY
  - 1 WESTERN SNOOKER
  - 1 ROCKOLA LE LUXE
  - 2 BALLY JUMBOS
  - 1 EXHIBIT 10-BALL FOOT BALL

All Machines A-1. Terms 1/3.

## Henke Coin Mach.

2318 W. State, Milwaukee, Wis.

## PUT & TAKE JARS

Sample Jar, 5c Sale, \$18.80 Profit, express prepaid, \$2.15. Write for details 39 other Games.  
**TOM THUMB, Dept. 66, Nauvoo, Ill.**

## Modern Shows New Skee-Ball Model

NEW YORK, Feb. 20.—The new 1937 model of the Wurlitzer Skee-Ball game created a sensation at the Modern Vending Company offices here when the first large shipment was received recently, according to officials of the firm.

Nat Cohn and Irving C. Sommer said that operators present heartily approved the new game and many placed orders for advance shipment.

Modern executives believe that the game will be one of the leading money

makers for the coming year. They claim that the steady earning power of the Wurlitzer Skee-Ball, plus the new and beautiful design, is sure to be appreciated by operators.

The firm has arranged for unique display of the Skee-Ball in its showrooms, with Meyer Parkoff in charge of all sales.

Parkoff reports that interest is growing in the operation of the equipment, due to the fact that it has become a more highly specialized business than ever before. Operators who wish for exclusive routes of games are giving more time to creating better Skee-Ball locations. Parkoff also explains that with the coming of the outdoor season there is a certainty that more Wurlitzer Skee-Balls will appear on locations in this territory, for the games get their greatest play in the outdoor spots.



J. H. KEENEY & COMPANY STAFF OF ENGINEERS are explaining to Jack Keeney (second from left) the development stages of Fire Cracker, a new novelty game now in production.

## SALESGARD OPERATORS

give away

## PACKARD LEKTRO-SHAVER

AND CLEAN UP ON THE MOST SENSATIONAL DEAL OF TODAY!



The Packard Lektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Esquire, Cosmopolitan, Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.

Live Wire Operators Can Make Fast Money! Write at once for Sample 100 Hole Salecard and full particulars.

**FREDMORR, Inc.**

110 W. 42nd St., New York, N.Y.

**BASEBALL SALES TALLY CARDS** and all kinds Coupons for Operators. Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, Special Tickets to order, etc., galore. Get 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. 1918. Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write.

**FERGUSON MFG. CO.** Dept. 10,  
322 N. Senate Avenue, Indianapolis, Ind.

Thank You for Mentioning The Billboard.



# TRI-O-PACK

**MAKES YOUR DREAMS COME TRUE**

TAKE your choice! Do you prefer 2 or 3 nickels OR 100 PENNIES? That's about the proportion of "take" already PROVEN for TRI-O-PACK against all other counter games! Statistics show that players will spend 100 Pennies before they part with 2 or 3 nickels! EVERYONE will invest pennies in TRI-O-PACK to get FREE cigarettes. That's WHY TRI-O-PACK is bringing 10 TIMES BIGGER PROFITS ON EVERY LOCATION! That's WHY TRI-O-PACK is the most SENSATIONAL MONEY-MAKING counter game EVER BUILT! "TRI-O-PACK is as good a money-maker as 10 ordinary counter games," says a prominent operator.



**7 DAYS FREE TRIAL**

A sure One pack with EVERY winning combination. And the chance to hand pick 2 or 3 or 5, or even 10 packs for one single penny is what HOLDS the players at the game! CHANGING ODDS, MYSTERY Cigarette AWARDS brings the players to the game ON EVERY LOCATION!

**\$24.75 TAX PAID F. O. B. CHICAGO**

**Get Busy-Rush Your Order Today!**

**IDEAL NOVELTY CO. 200 SO. PEARL ST. CHICAGO**

## ► BUMPER \$64.50 ◀

Immediate Delivery. TRIPPE'S BARGAINS IN GUARANTEED USED MACHINES.

AUTOMATIC GAMES	
Alamo	\$19.50
All Stars	32.50
Bally Derby	35.00
Big Shot (1 Ball)	17.50
Bonus	29.50
Brokers Tip	25.00
Challenger	37.50
Champion (10 Balls)	7.50
Cocktail Hour (10 Balls)	15.00
Coconuts	15.00
Daily Limit	20.00
Daily Races (Multi)	25.00
Deluxe 48	11.00
Do or Don't	10.00
Double Score	13.50
Football (Exhibit 10 Ball)	12.50
Flicker	\$ 49.50
Galloping Plugs	22.50
Grand National (Oak Cab.)	12.50
Grand Slam	13.50
Hit or Miss	7.50
Jumbo (1 Ball)	15.00
Jumbo Tkt. (1 Ball)	25.00
Monopoly	12.50
Multiple	37.50
Natural	25.00
New Yorker	7.50
One Better	32.50
Paces Races	150.00
Pamco Parlay	35.00
Parimutual	45.00
Peelers	25.00
Rays Track	150.00
Sky High (5 Ball)	\$ 15.00
Prospector	12.50
Put and Take	16.00
Red Sails	32.50
Reliance (Dice)	37.50
Repeater (Free Play)	8.50
Rocket (New Model)	7.50
Round Up	29.50
Sunshine Baseball	32.50
Sunshine Derby	25.00
Ten Grand	29.50
Turf Champs	59.50
Western Races (Multiple)	22.50
Western Sweepstakes	12.50
Snappy	79.50
Grand Champion	17.50
Penny Smoke (1c)	\$ 7.50
Races (1c to 25c)	6.00
Reel 21	6.50
Reel Dice	9.00
Reel Races	6.00
Rithmatic	5.00
Spell It	5.00
Turf Flash	3.00
Twins	4.00
Three Cadets	5.00
Races (original cartons) (New)	10.00
Cent-a-Smoke (1c)	8.50
Little Duke (New Model) 1c	\$15.00
Mills Black Jack (1c)	5.00
New Era Vender	4.00
Penny Pack (1c)	9.00
Whirlwind (1c to 25c)	5.00
Puritan (no vender)	4.00
Puritan (Buckley, 1c to 25c)	7.00
Puritan Venders (1c to 25c)	6.50
Belmont Jr. (Race-horse)	\$ 5.00
Four Star	5.00
Groetchen "21"	7.50
High Stakes	7.50
Horses (Buckley 1c to 25c)	4.50
Horsehoes (1c to 25c)	5.00
Hold & Draw	4.75
High Tension	5.00
Kentucky Derby (Dice 5c)	3.00
King Six (Dice, 1c to 25c)	6.00

EXTRA SPECIALS: ROTARY (Exhibit) \$124.50 | EXCEL \$12.95 | MAD CAP \$14.95

NO TRADE-INS AT THESE PRICES. **IDEAL NOVELTY COMPANY, 1516-18 MARKET STREET, ST. LOUIS, MO.**

Terms: 1/3 Cash, Balance C. O. D. State Method of Shipment Preferred.

## NEW FUR COAT and SCARF DEALS

Complete Sell-Out Deals Genuine Merchandise—Fast Action and Big Profits.

DEAL No. 1—1200 hole board, 50 play. Consists of Genuine Fur Coat; Silvered Fox Fur Scarf; 6 Fur Scottie Dogs; 2 Cards of Rabbit Feet with key chain (18 on each card); 1 Beautiful Display Board. Cost of Complete Deal, \$28.00. Deal Takes in \$60.00. Profit on Each Deal, \$34.00.

DEAL No. 2—1000 Hole board, 50 play. Consists of 2 Silvered Fox Fur Scarfs; 6 Fur Scottie Dogs; 2 Cards of Rabbit Feet with key chain (18 on each card); 1 Beautiful Display Board. Cost of Complete Deal, \$20.00. Deal Takes in \$50.00. Profit on Each Deal, \$30.00.



**SPECIAL DISCOUNTS**  
ORDER NOW! With every half-dozen deals you order, take off 50c for each deal. With every dozen deals you order, take off \$1.00 for each deal. RUSH YOUR ORDERS TODAY! 25% Deposit, Balance C. O. D.

**CHARLES BRAND**  
208 W. 26th St., New York, N. Y.

**BUSTING PROFIT RECORDS WIDE OPEN BECAUSE IT'S LEGAL EVERYWHERE!**

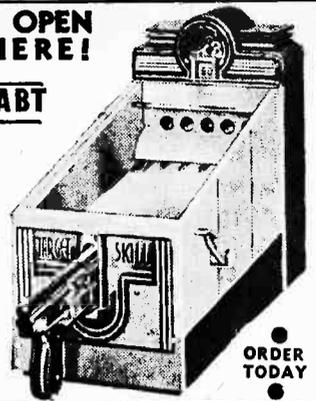
## ABT TARGET SKILL ABT

DON'T WASTE TIME while others are "CLEANING UP" with Target Skill! BE FIRST—Rush your Order for JUST ONE SAMPLE—and test it on ANY Location you want to. We'll ABSOLUTELY GUARANTEE that you'll come back for at least 100 more! SAVE TIME—SAVE STATIONERY—SAVE MONEY—ENCLOSE YOUR ORDER AIRMAIL—Balance will be gladly shipped C. O. D.

**ONLY... \$39.50**

JOBBERS—Get Going with this Sensational Money-Maker NOW! Write for Special Proposition. We are Exclusive Distributors!!

**TAX PAID F. O. B. CHICAGO**  
**N. Y. DISTRIBUTING CO.**  
555-559 WEST 157th St., NEW YORK



ORDER TODAY (TEL. WADSWORTH 3-7202)

## SACRIFICE • CLEARING FLOOR SAMPLES

1 BALL AUTOMATIC (Brand New in Cases), VELVET — STOP & GO — FLYING HIGH — AND OTHERS... \$49.50

PACES RACES—5c PLAY... \$225.00 — 25c PLAY... \$235.00

BOWLETTES — 1st MODEL... 75.00

**MUSIC MACHINES** WURLITZER P-12 Lots of 10 Each... \$149.50

1/3 DEPOSIT, BALANCE C. O. D. WRITE IMMEDIATELY.

**BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.**

## Chicago Coin Is Sorry for Delay

CHICAGO, Feb. 20.—Officials of the Chicago Coin Corporation in a recent statement expressed their sincere apologies to the hundreds of operators and distributors who have been disappointed in the unavoidable shipping delay of their new game, Home Run, a baseball novelty game featuring bumper springs. Samples were sent out and the Chicago Coin Corporation states that the unusual return of orders was beyond expectations. Consequently, their production arrangements were planned at a rate below actual demands. Thus, the postponement of shipments logically ensued.

But there is a different story today, for the Chicago Coin Corporation, an active firm, was able to meet the situation almost immediately. Production schedules have been stepped up and orders are now being sent out within 48 hours after they have been received, officials state.

The officials of the Chicago Coin Corporation sincerely hope that no serious loss has been caused to operators and distributors who expectantly awaited their individual shipments of Home Run. "According to all reports, the future of the game will more than make up for this regrettable delay," Sam Wohlberg said. "In step with modern trends, Home Run possesses a brand-new type of playing fascination. Responsible for Home Run's location popularity are its bumper springs. This ingenious device provides lively playing action that keeps the player in suspense, giving him a prolonged satisfaction that is a natural in drawing repeated play.

"We have jumped the gun and are out ahead in introducing 1937's greatest baseball game even before the big leaguers have gone into their training camps. That means Home Run will be as welcome on any location as the first day of spring, and all the pent-up baseball craze that has hibernated over the winter will find a tremendous outlet on thousands of locations with Home Run's realistic play. Operators are warned not to wait for the opening of the season excitement to cash in on an ordinary novelty baseball game but to swing in with Chicago Coin and be ahead when it comes time to count up the profits!"

## Hockey Game in Revival; Tournaments Stimulate Play

NEW YORK, Feb. 20.—Owing to an unprecedented demand for skill and amusement games, International Mutoscope Reel Company, of New York, has revived Hockey, two-player game. Hockey represents the true American competitive spirit in sports.

Mutoscope factory has been working overtime to turn out Hockeys. According to Earl Winters, sales manager of International Mutoscope, a group of operators placed over 100 Hockeys in a small town and have combined their efforts in running a tournament to establish the local Hockey champ. Each location has an unlimited num-

## Brand New ORIGINAL CRATES!



GLASS - HANDLE WITH CARE

**TOP 'EM**

WHILE THEY LAST  
REG. PRICE, \$139.50  
**NOW \$77.50**

MFD. BY  
**WESTERN EQUIPMENT & SUPPLY CO. CHICAGO, ILL.**

## Sold by ATLAS NOVELTY CO.

2200 N. Western, Chicago • 1901 5th Ave., Pittsburgh

## BARGAINS

Saratoga	\$40.00
Turf Champ	40.00
Gottlieb Daily Races (Mystery slot)	30.00
Multiple	30.00
Galloping Plugs (Mystery 1-8 horses)	25.00
Challenger	25.00
Pamco Parlay	25.00
Bally Derby	25.00
Pamco Chase	25.00
Pamco Ballot	30.00
Paragon	30.00
Tycoon	25.00
Bonus	20.00
Sunshine Derby	20.00
Double Score	20.00
Trojan	15.00
Sportsman	7.50

1/3 Certified Deposit With Order, Balance C. O. D.

**E. & M. Amusement Co.**  
210 1/2 N. Main St., Houston, Tex.

ber of entrants and the winners represent their districts in a city-wide tournament. The ultimate champ will be awarded a prize and earn the right to represent that city in a proposed national tournament.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



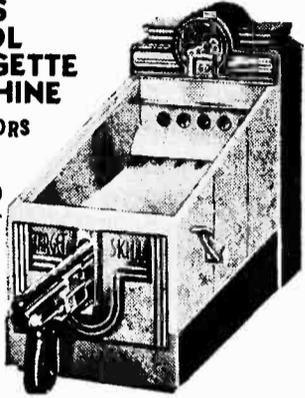
**WE HAVE  
IN STOCK**

and can make immediate delivery of Skippers (2 carloads of them), Preakness, Bumper, Fair Grounds, Rover, Carom, Rockola's World Series, Globe Trotter, Rhythm King, both Senior and Junior Models; Pacific's Pamco Races and Mi-De-Ho; Stoner's Bumper style game; Air Races; Gottlieb's Miss America, Derby Day, Double Feature, Sports Parade, Spot Lite; Pacent's Rack 'Em Up, Bolo Novelty, Bolo cash payout, Bolo ticket model; Daval's Double Score, Red 'N Blue, Totalizer; Mills Post Time; Evans' Bang Tail, Galloping Domino, Rollette Jr.; Daval's Reel 21; Keeney's Ten Strike, Parade; Exhibit's Chuck-a-Lette, Targette; Paces Races, Universal Jungle Dodger Target machine; Western Equipment's Draw 21, Grand Prize and Match 'Em. Jobbers, wire or write for quantity prices for any of the above machines. We will make quickest possible delivery.

**ABT'S  
PISTOL  
TARGETTE  
MACHINE**

OPERATORS  
PRICE

**39<sup>50</sup>**



Jobbers Write For Quantity Price

*Slightly Used Machines  
Offered Subject To  
Prior Sale.*

- 4 PALOOKA SR. .... \$ 42.50
- 5 PALOOKA JR. .... 32.50
- 18 TURF CHAMPS, cash and ticket. 72.50
- 4 PREAKNESS, cash and ticket.. 95.00
- 4 PREAKNESS, cash pay 92.50
- 2 DAILY RACES ..... 25.00
- 4 GABEL, 24 record. .... 32.50
- 2 MILLS HIGH BOY ..... 22.50
- 1 ROCKOLA Reg. Model, F. S., never on location. .... 195.00
- 1 RYTHM KING F. S., never on loc. 225.00
- 2 MILLS 5c J. P. VEND., like new, Serial No. 9598-9275. Each. 31.50
- 1 PAMCO TOUT, cash and ticket. 60.00
- 12 PAMCO HANDICAP ..... 8.50
- 1 LEATHER NECK ..... 30.00
- 2 BIG FIVE ..... 7.50
- 9 PROSPECTORS ..... 12.50
- 1 SCREAMO, like new. .... 5.00
- 1 BALLY POCKETS, F. S. .... 20.00
- 2 RELIANCE 5c Dice Machine... 33.50
- 5 REEL 21 ..... 19.00
- 1 BELMONT, like new, cash payout ..... 50.00

- 3 Nickel Play Paces Races, check separator, 30 to 1, serial numbers 4162-4163-4171, at \$245.00
- 3 Nickel Play Paces Races, 20 to 1, check separator, serial numbers 4010-4172-4149, at \$235.00.
- 1 Nickel Play Paces Races, cash payout, 20 to 1, 3498, at \$225.00.
- 1 1937 Nickel Play 1937, 30 to 1, cash payout, used two weeks, at \$325.00.
- 1 25c Paces Races, cash payout, 20 to 1, used two weeks, at \$240.00.

- 3 WATLING ROLATOP 5c JPV., at \$42.50. Like new.
- 1 WATLING ROLATOP 10c JPV., at \$45.00.
- 1 WATLING ROLATOP 25c JPV., serial 64,000 and 65,000, at \$47.50.

Wire us deposit on your order now.

1/3 Cash With Order, Balance C. O. D. All deposits must be certified.

**MOSELEY VENDING  
MACHINE EXCHANGE**

OO Broad St., Richmond, Va.  
Day Phone, 3-4511 — Night Phone, 5-5328

Write and ask us to put you on our mailing list.

**Spotlite Game  
Grows in Favor**

CHICAGO, Feb. 20.—"Spotlite is really in the spotlight," says Dave Gottlieb, president of D. Gottlieb & Company, with high enthusiasm. "Every fond prediction we made about our new game a few weeks ago is coming true. It's going over with a bang. I don't want to keep saying 'I told you so,' but it's exactly what we foresaw from our tests. The public wants that type of game and we've always found it to be the best policy to give people what they want, for the people in turn have a very nice way of showing their appreciation by patronizing the games they like."

Spotlite is a bumper-type varied-chance payout which gives the player additional winning opportunities with new possibilities of increasing the odds. These added chances of winning, it is claimed, keep the players' interest keyed up to a high pitch, for they cannot be sure till the very end of the game how big their chances of winning really are.

"Spotlite is already in many top locations in every part of the country," concluded Gottlieb, "and all our distributors are anxious for prompt delivery."

**Buckley Appoints  
Minneapolis Firm**

CHICAGO, Feb. 20.—Buckley Manufacturing Company announces the appointment of the Mayflower Novelty Company, Minneapolis, as distributor for the State of Minnesota on Combination, its latest one-shot automatic payout game.

Owners of Mayflower, S. H. Tarran and H. Paster, are offering what is reported to be an attractive finance plan to operators in the Northwest, in which method of selling Tarran has had long and successful experience in varied fields.

W. W. Woollen, general sales manager for Buckley Manufacturing Company, said: "We are highly elated to have come to terms with what we consider one of the finest and fastest growing distributors in the industry and we predict that its volume of sales on Combination will serve to cement the fine relationship now existing between the two organizations."

Rockola's 1937

**WORLD  
SERIES**

Now being Delivered  
from our offices!

See it at . . .

**ELECTRO-BALL CO., Inc.**

Dallas — Fort Worth

Waco — San Antonio

Houston — Wichita Falls

New Orleans — Memphis

Oklahoma City

**SLOT MACHINE BARGAINS**

- 3—Mills Lion Head, 5c Bell, perfect, each \$27.50
- 2—Mills War Eagle, 10c Bell, each 47.50
- 1—Mills War Eagle, 25c Bell 47.50
- 1—Mills Gold Award, Regular Bell 40.00
- 4—Mills Futurly, 5c Bell, like new, each 65.00
- 2—Pace Oomet, 5c Bell, each 22.50
- 1—Mills Gosenock 12.50

**COUNTER GAMES**

- 3—Daval, Reel Dice, new, each 12.50
- 2—King 8, Jr., each 10.00
- 3—Penny Pack, with Voeeder, each 8.00
- 4—Penny Pack 7.00
- 4—Til-Tat-Too, with Voeeder, each 7.00
- 3—Daval, Reel 21, latest type, each 12.50

1/3 Deposit With Order  
L. H. HOOKER, ARNOLDS PARK, IOWA

**1000  
ALLOWANCE  
FOR ANY DAVAL  
COUNTER GAME  
ON DAVAL'S SENSATIONAL**

**7 DAYS  
FREE  
TRIAL**

**TRI-O-PACK**

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



**A PROVEN  
WINNER**

**\$24.75**

**TAX PAID**

F. O. B. Chicago  
1/3 Certified Deposit with Order, Balance Shipped C. O. D.

**THIS IS YOUR  
OPPORTUNITY  
TO RID YOUR-  
SELF OF OLD  
GAMES AND  
MAKE MORE  
MONEY WITH  
NEW  
MACHINES**

*The World's Foremost Distributor of Winners for Operators!*  
**GERBER & GLASS, 914 DIVERSEY, CHICAGO**

**BALLY BUMPERS AND SKIPPERS**  
**\$64.50 \$109.50**



**IMMEDIATE DELIVERY — NO WAITING**

**Also New 1937 Model—Paces Races and Paces Slots**

GROETCHEN'S BLACK JACK "21." The Counter Game That Makes Most Money and Sells For the Least. Free From Trouble Calls. 100% Perfect.

**\$22.50**

TERMS: 1/3 Deposit With Order, Balance C. O. D.

**OHIO SPECIALTY CO., 129 W. Central Parkway, CINCINNATI, OHIO**

**WURLITZER SKEE BALLS (Perfect Condition) \$99.50 Ea.**

- |                     |        |                  |        |                      |         |
|---------------------|--------|------------------|--------|----------------------|---------|
| BALANCE .....       | \$3.95 | SCREAMO .....    | \$3.95 | BANK NITE .....      | \$ 9.95 |
| KINGS .....         | 3.95   | "21" .....       | 3.95   | BOLO .....           | 14.95   |
| MATCH DIAL .....    | 3.95   | TIE SCORE .....  | 3.95   | DRAW BALL .....      | 14.95   |
| BANKER .....        | 3.95   | BALL FAN .....   | 3.95   | ROUND 'N ROUND ..... | 17.95   |
| DITTO .....         | 3.95   | RUN AROUND ..... | 7.95   | EXCEL .....          | 17.95   |
| DOUBLE HEADER ..... | 3.95   | TOTALITE .....   | 7.95   | NECK 'N NECK .....   | 18.95   |
| LINE-O .....        | 3.95   | ZENITH .....     | 9.95   | HOLD 'EM .....       | 25.95   |

FULL CASH WITH ORDERS OF \$10—OVER 1/3 DEPOSIT, BALANCE C. O. D.

**SUPREME VENDING COMPANY, INC.**

64 Erasmus St., Brooklyn, N. Y.

922 8th Ave., New York City.



**Slug Visible Slotted Coin Counter**  
The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample.

\$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

**ACCURATE COIN COUNTER CO.,**



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

**PATTON, PENNSYLVANIA**

Is Your Subscription to The Billboard About To Expire?

PROFITS that were  
"PIPE DREAMS"



become

"COLD CASH"

WITH WESTERN'S

GRAND PRIZE



DE LUXE SIZE  
24" X 60"

**THE AUTOMATIC  
PAYOUT JACKPOT  
TABLE**

Take your operating business out of the mediocre income class! Players and locations alike want "something new" and that "something new" is GRAND PRIZE, Western's phenomenal automatic payout jackpot table. Here's how the jackpot works . . . 10c of every dollar inserted goes into the jackpot until \$4.90 is totaled on the visible register, then the last 10c of the next dollar inserted automatically rewards \$5.00 to the player . . . a ball in the Daily Double pocket rewards the jackpot . . . total showing . . . you're on the "outside looking in" at the real big money unless you're operating GRAND PRIZE . . . Immediate Delivery.

**\$159.50**

Power Pack or Batteries Optional, No Charge for Check Separator.

**\$169.50**

Ticket Model Charge for Check Separator.

**WESTERN EQUIPMENT  
& SUPPLY CO.**

925 W. North Ave., \* Chicago, Ill.

**Becker Reports  
On Twin Games**

CHICAGO, Feb. 20.—Ray Becker, sales manager of J. H. Keepey & Company, says that the two Keeneey games, Ten Strike and Lite-a-Pair, are showing rapid increases in demand since their introduction.

"Ten Strike went into production January 1," Becker says, "and Lite-a-Pair was introduced about three weeks ago. This new payout game is now ready for shipment after a series of extensive location tests. Lite-a-Pair is a spiral spring, odds-changing, one-ball automatic payout game, and is also available in two, five or ten-ball models that can be easily converted back into a one-ball model.

"There are 12 spiral spring posts on the playing field, six with red caps and six with green caps. As the ball rolls down and hits the green-capped posts, the green dial in the backboard advances one notch for each hit. The same advancement is made for hits against red-capped posts on the red dial. This is the simple but fascinating principle of the payout feature in Lite-a-Pair.

"Combining this interesting playing principle with exciting odds possibilities, Keeneey has truly created a marvelous profit-maker. Odds run from 2 to 1 up to 40 to 1 with each play. Lite-a-Pair is encased in a beautiful 51-in. by 24-in. cabinet and is equipped with a six-coin escalator coin chute, power pack and the efficient, reliable Keeneey payout unit."

**Bell Fruit Reels  
Pep Zephyr Sales**

CHICAGO, Feb. 20. — "The happy thought of having bell fruit strips for the three-reel Zephyr machine, with the added attraction of the mystery award charts," says Karl Klein, sales manager of Groetchen Tool Company, "has proved very successful for our firm.

"Operators appreciate the thoughtfulness," he added, "in providing them with auxiliary reel strips—and the new 50 to 1 star award has greatly added to the player attraction of the new Zephyr bell fruit machine. Repeat orders placed by leading jobbers are indicative of the great popularity Zephyr has attained within the four weeks since the show."

**Cohn, Sommer Invite Koren**

MIAMI, Feb. 20.—Nat Cohn and Irving C. Sommer, Modern Vending Company executives, now vacationing here, report they have extended an invitation to their good friend Lou Koren, formerly of Chicago Coin Corporation, Chicago, to visit them in Florida.

Nat and Irv say they expect Lou to recover from his invasion into the manufacturing business on the warm sands here and also that when he gets thru with his vacation with them he will then be "raring to go" once again.

It is also believed that the "three musketeers," Nat Cohn, Harry Rosen and Irving Sommer, are cooking up a great big surprise for the industry in general, wherein Lou Koren will be the moving factor.



AL TIGERMAN, Max Eisen and Frank La Maskin, Chicago coinmen, examine and approve The Trading Post, new game made by D. Gottlieb & Company, Chicago.

**\$23<sup>50</sup> PROFIT FOR YOU**

WITH  
**THE FASTEST SALESBOARD  
DEAL EVER OFFERED**



FIVE VIBRO  
SHAVERS

RED VELVET  
DISPLAY PAD

WITH  
2000 HOLE  
TWO-CENT  
SALESBOARD

TAKES \$ 40<sup>00</sup>  
IN

PAY OUT \$16<sup>50</sup>  
Including Cigarettes

DEAL COMPLETE

\$12<sup>15</sup> NET  
INC. U. S. TAX

1/3 DEPOSIT  
BALANCE C. O. D.

Start Cashing in Now! Rush Your Order Today!

**THE MARKEPP Co.**  
3328 CARNEGIE AVE., CLEVELAND, OHIO

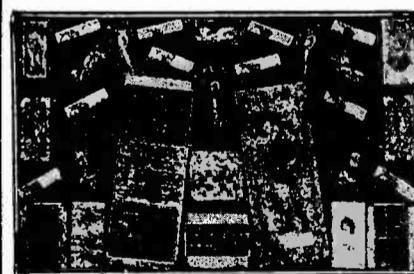


**BELL FRUIT  
GUM VENDER**

Here is the fascinating Mystery Payout in a cheat-proof, modern Counter Bell Machine, at a price you can afford. Silent, Cheat-proof Reels—1-2-3-stopping action. Extra set of Cigarette Strips and award cards free. We can make immediate delivery.

Price \$18.75 TAX PAID

MARION COMPANY 564 West Douglas,  
Wichita, Kan.



**BIG CANDY LEADER**

**33** Large and Medium Size  
Boxes High Grade Chocolates

AND A 1,500-HOLE 2c BOARD  
Takes in \$30.00. Profit Over \$23.00  
No. B119—Sample Assortment, \$6.95  
6 Lots, Each . . . . . 6.50  
25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS  
SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.  
**LEE-MOORE & CO., 180-182 W. Adams St., Chicago**

**"THE GREATEST SUCCESS"**

Is assured only with the best machines. We endorse no others.

Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter  
Machines of every description.

**BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.**  
NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

The Last "Word" in Your Letter to Advertisers, "Billboard"

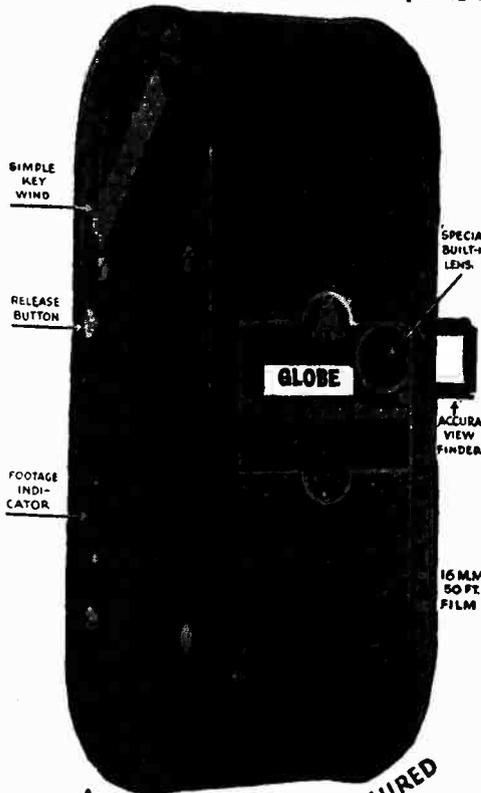
# NEWEST SUPER SENSATION

ABSOLUTELY NEW TO SALESBOARD OPERATORS

Anyone can take pictures with this Modern Engineered MOVIE CAMERA using regular 16M.M. Films. ABSOLUTELY GUARANTEED FOR ONE YEAR. An AMAZING VALUE AT . \$17.50

BE FIRST . . . NO COMPETITION . . . Sells on Sight . . . Appeals to young and old. Sustained Play . . . PLENTY of PROFITS . . . LOCATION TESTED . . . Get aboard a WINNER . . . REVIVE your dead locations . . . with bigger profits.

A Projector that reaches a new standard of excellence. Equipped with AC-DC Motor. Uses any standard 16 M. M. Film. Precise mechanism and durable construction that can be found only in the most expensive equipment. ABSOLUTELY GUARANTEED FOR ONE YEAR. An AMAZING VALUE AT \$17.50.



★★★★★★★  
**YOUR BIG OPPORTUNITY—DO NOT PASS IT BY**  
 Everyone has always wanted a MOVIE CAMERA and PROJECTOR but this is the FIRST TIME that it is available in a price range for Salesboard use without sacrificing quality.

★★★★★★★  
 THOUSANDS OF SATISFIED PLAYERS, as winner gets REAL VALUE . . . A TRIAL WILL CONVINCING YOU

Can be had in three different PROFITABLE DEALS

<p><b>DEAL No. 1</b>                  1000 Hit &amp; Take Board                  Takes in . . . \$50.00                  Pays Out 60 Pkg.                  Cigarettes at 15c 9.00  <b>GROSS PROFIT . \$41.00</b>                  50% Average  <b>GROSS PROFIT . \$20.50</b></p>	<p><b>DEAL No. 2</b>                  Special 600-Hole Double Jackpot.                  Designed To Go to End 90% of the Time.                  Takes in . . . \$30.00                  Pays Out 59 Pkg.                  Cigarettes at 15c 8.85  <b>GROSS PROFIT \$21.15</b></p>
--	---

Either DEAL with ONE MOVIE CAMERA OR ONE PROJECTOR and SALESBOARD.

SAMPLE . . .	\$6.85
6 or More . . .	\$6.50

**DEAL No. 3**  
 1,500 Hit and Take with TWO MAJOR PRIZES  
 Takes in . . . \$75.00  
 Pays out 90 Pkgs. Cigarettes at 15c . . . 13.50

GROSS PROFIT . . . . .	\$61.50
2/3 Average Gross Profit . . . . .	\$41.00

Sample Deal with ONE MOVIE CAMERA and ONE PROJECTOR and Salesboard . . . . . \$12.85  
 Lots of Six or More . . . . . 12.50



See Your Local Jobber or

## GLOBE CAMERA COMPANY

1215 Diversey Parkway,

Chicago, Ill.

1/3 Deposit on Orders.  
 Balance C. O. D.  
**IMMEDIATE DELIVERY.**



### THE GROETCHEN ZEPHYR CIGARETTE VENDER

Like its namesake, The Zephyr Speed King of the Burlington Railway, is a fast money-maker.

"My personal guarantee goes with every machine sold," says Bill, the Sphinx.

WRITE FOR QUANTITY PRICES.

Be a Winner — Buy From "The House of Winners."

### SILENT SALES CO.

200-206 11th Avenue, So., Minneapolis, Minn.



We Sell To Operators.

Write For Superior's Scoops. The Operators' Paper.



### DICTATOR

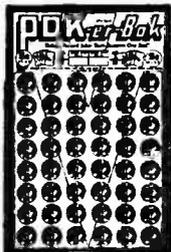
With "Small Countries" as Jackpot winners, this Board has a timely appeal. The player becomes a "ruler" for a nickel. DEFINITE PAYOUT—Two \$5 Winners, 800-Hole, 24 Section 5c Board.

Takes In (800 Holes @ 5c) . . . . . \$30.00  
 Pays Out . . . . . 15.35

Profit . . . . . \$14.65  
 Special Thick Board With Easels and Celluloid Protector Over Jackpots.

**SUPERIOR PRODUCTS, Inc.** Dept. B 14 N. PEORIA ST., Chicago

### MORE FASCINATING than POKER



### POK-er-Bok

2 \$5 JACKPOTS • 9 \$2 to \$10 CASH PRIZES • 37 \$1.00 PRIZES • 114 JAR WINNERS 25c to \$2.00 • 127 CASH PRIZES IN ALL.

SAMPLE DEAL ONLY \$6.50  
 AVERAGE PROFIT \$28.00

Get Your Sample and Attractive Quantity Lot Distributor and Operator Prices. We Will Give You a Mighty Attractive Proposition. Write for Facts.

WERTS NOVELTY CO., INC.  
 Dept. BB-2A MUNCIE, IND.

NEW IMPROVED TICKETS!

LARGER MARKINGS ON POKER HANDS UNDERLAID IN WHITE ENABLE QUICK READING WHEN TICKET IS OPENED.

NEW TICKETS and SEALS are TAMPER-PROOF

### SOMETHING IN SALES CARDS

EASTER EGGS FOR ORGANIZATIONS AND INDIVIDUAL OPERATORS. \$5.00 WORTH OF EASTER EGGS ON A CARD TAKES IN \$3.05.



**DEAL FOR ORGANIZATIONS**  
 Take In . . . . . \$3.05  
 Pay out, Egg to Winner, \$ .72  
 Egg to Seller .38  
 To Organization 1.00 2.08  
 Your Profit . . . . . .97

**DEAL FOR OPERATORS.**  
 Take In . . . . . \$3.05  
 Pay out, Egg to Winner, \$ .72  
 Egg to Seller .72 1.44  
 Your Profit . . . . . \$1.61

Order 100 Cards at Once, \$3.00 per 100. Eggs Shipped Immediately Receipt of Cash With Order. Goods Strictly Fresh. Freight paid within 200 miles.

**EMBASSY CANDY COMPANY** 2043 Chestnut St., Philadelphia, Pa.  
 Reference Pennsylvania Company Bank.

### Closing Out Machines and Tables

Will Sacrifice 100 Mills, Jennings, Caille, Watlings and Pace Slot Machines. Also 150 One-Ball Payouts and Novelty Pin Games. Many Practically New. All in A-1 Condition, Ready to Operate. WRITE FOR LIST.

SPARTAN VENDING MACHINE CO.

Spartanburg, S. C.

### ROLA-A-SCORE

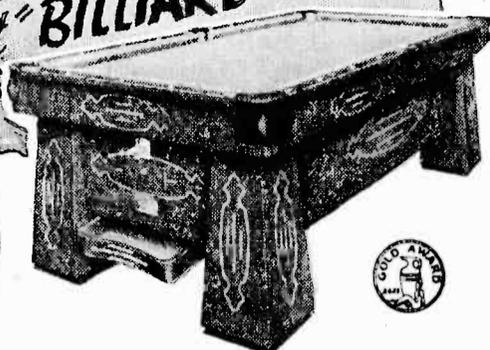
New 1937 Model . . . Still the Outstanding \$179<sup>50</sup>  
 9 Ft. Bowling Game!

Immediate Delivery.

F. O. B. CHICAGO  
 TAX PAID

**CHICAGO COIN CORP.**  
 1725 DIVERSEY PKWY., CHICAGO, ILL.

**TAKING THE COUNTRY BY STORM... The NEW 1937 Calcutt DE LUXE "Aristocrat" BILLIARD TABLE**



**FOR BIG LEGAL PROFITS**

**THE ONLY AMUSEMENT GAME WITH A TEN YEAR PROFIT RECORD**

BUY the New 1937 Calcutt De Luxe "Aristocrat" Billiard Table with the same feeling as if you were buying INCOME INSURANCE for years and years to come! You're NOT buying PRICE! You're buying the ONLY ABSOLUTELY LEGAL Amusement Device with a PROVEN TEN-YEAR RECORD for BIG, STEADY PROFITS! In fact, the ONLY amusement game that will STAY PUT on ANY LOCATION for YEARS and YEARS to come! The New 1937 Calcutt De Luxe "Aristocrat" Billiard Table will continue to bring you BIG, CONSISTENT EARNINGS when ALL your present games are forgotten!

YOU OWE IT TO YOURSELF TO RUSH YOUR ORDER TODAY! (If you need further information write for circular and complete details.)

PRICED COMPLETE WITH CUE BALLS, CUE STICKS, PLAYING BALLS AND ALL ACCESSORIES.

**\$237.50**

4 FT. by 8 FT. TABLE

**\$262.50**

4 1/2 FT. by 9 FT. TABLE

TERMS: \$75.00 Certified Deposit with Order. Shipment freight collect sight draft against bill of lading from Fayetteville, N. C., for balance.

**THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA**

The Only New Idea in Salesboards in Ten Years. It's Called

**WHAT'S YOUR BID?**

This unit has been tried out in 100 locations of all classes in different parts of the U. S. and has proven a hit in every location placed.

IT SHOWED

AS MUCH AS \$50.00 PROFIT ON ONE UNIT.

Can be used for 5c, 10c or 25c play, all units interchangeable. 25c play 100 sales. 10c play 250 sales. 5c play 500 sales.

It's The Mystery And The Big Awards That Makes Them Play It.

SAMPLE \$3.95. Lots of 5 \$3.50 Each. Lots of 10 \$3.25 Each. Over 10 \$3.00 Each.

RUSH YOUR ORDER TODAY—SOME OTHER LIVE WIRE MAY BEAT YOU TO IT.

**PEACHY NOVELTY CO.**

325 CHERRY ST., POPLAR BLUFF, MO.

**BARGAINS BARGAINS BARGAINS GRAB THESE BARGAINS**

- |   |   |                                    |
|---|---|------------------------------------|
| 7 Derby Day with Clock . . . . . \$75.00    | 4 Grand Prizes, 8 days old . . . . . \$105.00       | 1 Big Movie Bank . . . . . \$75.00 |
| 1 Center Smash . . . . . 60.00              | 1 Multiple . . . . . 30.00                          | 1 Sunshine Derby . . . . . 20.00   |
| 1 Credit, used one week . . . . . 40.00     | 25 Preakness, some have new cabinet . . . . . 80.00 | 3 Aces . . . . . 7.50              |
| 1 Flying High . . . . . 40.00               | 3 Polys . . . . . 65.00                             | 3 Jumbos . . . . . 17.50           |
| 1 Red Sails, looks like new . . . . . 25.00 | 1 Turf Champ . . . . . 50.00                        | 2 Pamco Parlay . . . . . 27.50     |
| 3 Bally Derbys . . . . . 25.00              | 1 Stop & Go . . . . . 40.00                         | 2 Palooka . . . . . 35.00          |
|   |   | 2 Ton 'Em . . . . . 65.00          |
|   |   | 5 Pamco Bells . . . . . 30.00      |
|   |   | 3 Saratogas . . . . . 35.00        |

WIRE WRITE PHONE  
All Machines Guaranteed in A-1 Condition. 1/3 Deposit, Balance C. O. D.  
Send for Circular Containing Slashed Prices on All Used Games.

**MID-WEST NOVELTY SALES COMPANY** 812 West Broadway Muskogee, Okla. 415 East 3rd Street, Tulsa, Okla.

**Paducah Ops Hit By Flood Losses**

EVANSVILLE, Ind., Feb. 20.—Losses to operators in the recent flood district were reported by Charles Ewing, of the Automatic Amusement Company here, to be greatest in the Paducah district, where a large number of games and phonographs were destroyed. Somewhat lighter loss appears to have been suffered by operators in the Green River district.

Lightest loss of all appears to have been in the Southern Illinois territories. Loss to operators in Southern Indiana was mostly confined to the river towns and does not appear great at this time due to the fact that a great many machines were removed to higher ground before the water reached them.

Automatic Amusement Company has anticipated the wants of operators and is in a position to fill orders for new equipment and parts immediately.

**O'Toole Fraternity in East Gains in Members**

NEW YORK, Feb. 20.—Eastern wigwam of the O'Toole Indian Tribe, with headquarters in the Fitzgibbons Distributors, Inc., office, is off to a flying start. A real chief's headdress has been received from one of John A. Fitzgibbons' friends who lives out West. A number of chiefs have already been initiated and named. The O'Toole wigwam here is a branch of the fraternity formed by the Bally Manufacturing Company, of Chicago.

It is expected that 40 members will be ready to greet Ray Moloney and Jim Buckley when they come here in the near future to smoke the peace pipe with tribe members here.

One of the novelties of the fraternity is the photographing of members in Indian headdress. A file of the photographs is being kept here. Among the first to be photographed in the Eastern tribe were Jack Devlin, Bill Jarvis, Bill McDonald, Joe Friedman and Tommy Callahan.

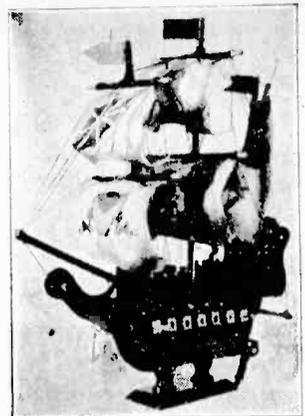
**Ace Vending Now In New Quarters**

NEWARK, N. J., Feb. 20.—Ace Vending Company has recently moved to a larger and more accessible location here. Jack Kay and Harry Pearl, heads of the firm, are enthusiastic about the new quarters.

"We now have the room for a really large display of games and also a large space for a repair department, which we plan to make one of the best in the East," they state. "We are modernizing the quarters and will be ready for a grand opening party within a few weeks. We are inviting all comment in the territory to the party and will have a surprise announcement for all concerned."



BABE KAUFMAN signing an order for 500 of the new National 9-30 cigaret machines. Sam Rabnowitz (left), general manager Babe Kaufman, Inc., and Henry Wertheimer (right), factory representative.



**SHIPS**

- |               |              |
|---------------|--------------|
| 1 Small       | (Open)       |
| 1 Medium      | (Open)       |
| 1 Large       | (Last Punch) |
| 1000 Holes, @ | 1c           |
| 500 Holes, @  | 2c           |
| 500 Holes, @  | 3c           |

(Note: 1/2 of punches are 1c)

Board Sales . . . . . \$35.00  
40 Cigarette Payout . . . . . 6.00

COST of board . . . . . \$29.00  
15.69

PROFIT (almost 100%) . . . . . \$13.31

All boats with Electric Lights—3 Flags and Chrome Anchor. "Replica of Mayflower."

List \$15.69. Jobbers order 3 and get 20% discount.

3/4 Deposit, Balance C. O. D.

**WALDORF TRADING COMPANY**

129 W. Wood St., PARIS, ILL.



**De Luxe CENT-A-PACK**

A NEW AND BETTER COUNTER CIGARETTE MACHINE

Write for circular and prices.

**BUCKLEY MFG. CO.**

2156 W. Washington St., CHICAGO, ILL.

**WOW! LOOK!**

- |                                    |          |
|------------------------------------|----------|
| PACES RACES, Serial 679 . . . . .  | \$140.00 |
| " " " 1692 . . . . .               | 165.00   |
| " " " 1142 . . . . .               | 150.00   |
| " " " 1487 . . . . .               | 155.00   |
| " " " 1691 . . . . .               | 165.00   |
| " " " 3283 . . . . .               | 200.00   |
| RAY'S TRACK, Serial 1534 . . . . . | 150.00   |
| " " " 2578 . . . . .               | 175.00   |

All Models Have Latest Improvements. ENTIRE LOT AT \$150.00 EACH. ROTARY (Exhibit) . . . . . \$124.50

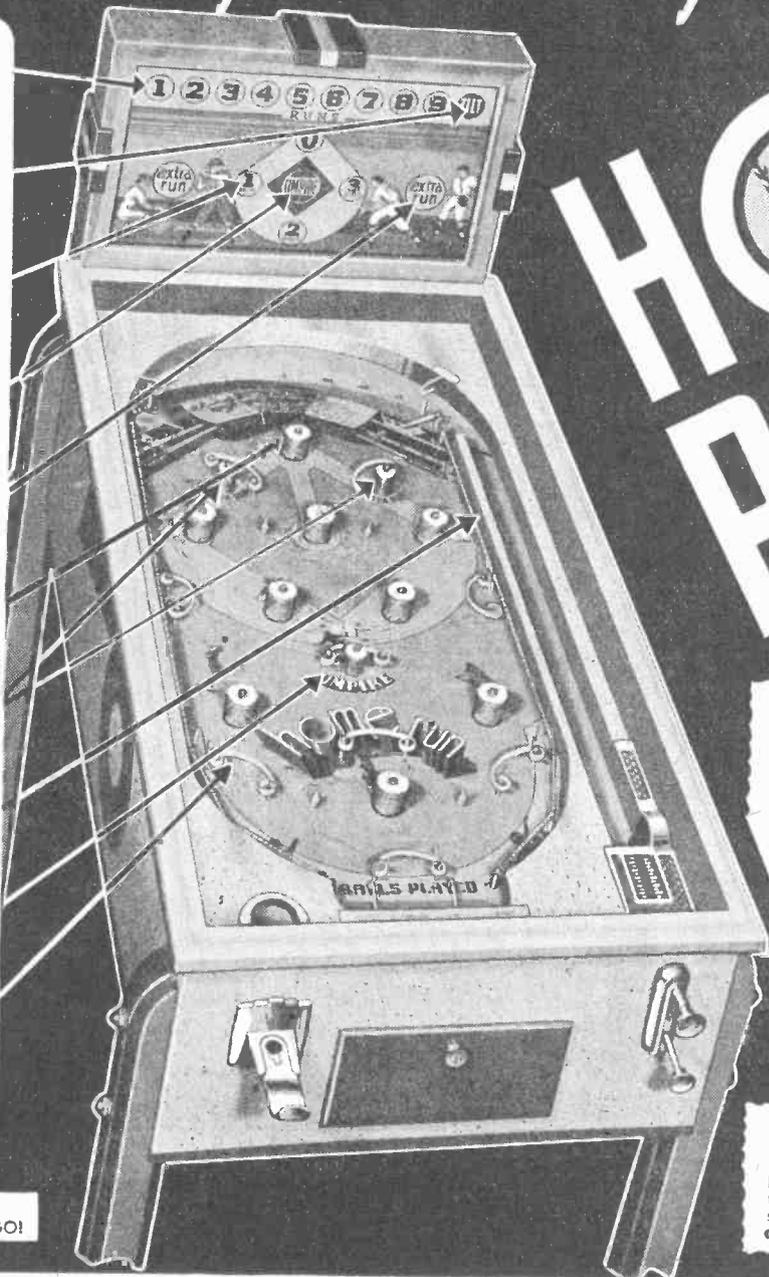
One-Third Cash. No Trade-Ins.

**IDEAL NOVELTY CO.**

1518 Market St., St. Louis, Mo.

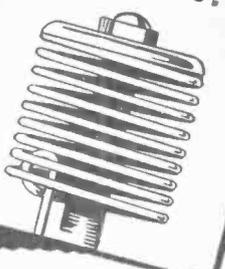
# New Novelty Baseball Game Sensation!

- **RUNS SHOWN IN LITES**  
Total runs made are indicated in lites on the back rack.
- **NEW TILT LITE**  
If Home Run is tilted, the word TILT flashes on back rack.
- **LITE TRAVELS BASES**  
Every bump of the balls advances lite around in-field diamond.
- **UMPIRE FEATURE**  
When umpire lite is on player adds 10 points (10 free games) to score.
- **EXTRA BASE FEATURE**  
Player adds extra run to total score for each of these 2 lites.
- **BUMPER SPRINGS**  
12 colorful, exclusive Chicago Coin bumper springs on the field.
- **EXTRA BASE BUMPERS**  
Have corresponding lites on back rack—an added thrill for players.
- **LIVE COIL SPRINGS**  
These coils cause multiple hits of balls against bumper springs.
- **UMPIRE SPRING**  
Gives suspense to every ball shot. Has corresponding lite on rack.
- **DOUBLE POST SPRINGS**  
These also cause multiple hits of balls against bumper springs.



# HOME RUN

**BUMPER SPRING GAME WITH UMPIRE and EXTRA RUN FEATURES!**



**AN APOLOGY and** We were swamped a **THANK YOU!**... with orders for Home Run. Accordingly, we apologize for any delay you may have experienced in securing your games. However, we are now working day and night and have stepped up production so that we can promise 48-hour shipments on most orders.

**CHICAGO COIN Corp.**  
1725 DIVERSEY BLVD. CHICAGO ILL.

**\$62.50**  
TAX PAID  
F.O.B. CHICAGO!

**BUMP-A-LITE \$119.50**  
Brand new one-shot automatic payout bumper type pay table. It may be compared with those selling for \$159.50 and up. In production—F.O.B. CHICAGO order today!  
TAX PAID

## LADY LUCK

1200 Hole Form 4190  
Takes In . . . . \$40.00  
Pays Out . . . . 19.00  
Price With Easel . . 1.22  
Plus 10% Federal Tax  
**Special Boards, Cards and Headings for Easter and Mother's Day**  
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.  
**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



## TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



Order your Sample today. A few days on location will make you order more.

**\$24.75**

**REEL DICE, \$18.75**

**SICKING MFG. CO., Inc.,** 1922 Freeman Ave., Cincinnati, Ohio

**ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES**  
Write for Complete Catalog



**MILLS BLUE FRONT MYSTERY**  
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

**GRAB THESE**

# ROTARY \$125.00

Merchandisers by Exhibit Supply Co.  
Used Only 3 Weeks — Without a Scratch — Original Cartons  
All Latest Serial Numbers — With Candy Venders If Desired.  
MILLS EQUITY—EXHIBIT'S BONANZA—EXHIBIT'S RODEO. \$12.00  
ROCKOLA'S FORTUNE — KEENEY'S MAMMOTH . . . . 15.00  
CHICAGO COIN STRAIGHT 8—BALLY BONUS . . . . . 25.00  
ROCKOLA HOLLYWOOD — ROCKOLA CREDIT . . . . . \$20.00  
LEATHERNECKS — BALLY ALL STARS. . . . . 32.50  
CHICAGO'S SWEET "21" . . . . . 55.00

We do NOT SELL JUNK! All of these Machines are in A-1 Condition, Ready for Location. Shipments will be made same day as we receive your order or deposit will be returned!  
1/3 DOWN — Balance C. O. D. Rush Your Order Today For Immediate Service.

## LEARY, MANGUSON & JENSEN CO.

56 E. HENNEPIN AVE., MINNEAPOLIS, MINN.

## SPECIALS!

Jumbo . . . . . \$24.50	Reel 21 Daval . . . . . \$ 8.50	Pamco Parlay Sr. . . . . \$29.50
Derby . . . . . 37.50	Daval Races . . . . . 9.50	Sky High . . . . . 29.50
Sportsman Vis. . . . . 9.00	Groetchen 21 . . . . . 11.50	Carioca . . . . . 12.50
Ramblor . . . . . 29.50	Wagon Wheels . . . . . 9.00	Golden Harvest . . . . . 25.00
Sunshine Derby . . . . . 22.50	Penny Pack . . . . . 9.00	Bonus . . . . . 32.50
Baffle Ball . . . . . 17.50	Puritan Vender . . . . . 6.00	Challenger . . . . . 45.00

1,000 RECONDITIONED GAMES READY FOR DELIVERY. WRITE FOR LIST.

**Monarch Coin Machine Co. Dept B-2** 2308 Armitage, Ave., Chicago, Ill.

When Writing to Advertisers Mention The Billboard

# NOTE...

The Hi-De-Ho one shot pay table is proving to be one of the finest and fastest money makers operators have ever had. And what's more, it's good for a long time to come. Write, wire or phone shipping instructions immediately!

## PACIFIC MFG. CORPORATION

4223 LAKE STREET, CHICAGO

It's a PACIFIC Year!



PAYOUT  
**\$139.50**  
TICKET  
**\$149.50**

50 x 24 inches

## 1000 USED

MACHINES ON HAND FOR IMMEDIATE SALE. ALL GUARANTEED PERFECT CONDITION—AT THE LOWEST PRICES.

Save Money—Write For Complete List Now  
**JOHN A. FITZGIBBONS** 453 West 47th Street, NEW YORK CITY. (Tel.: LACKAWANA 4-9472.)



## PLAYS FAST

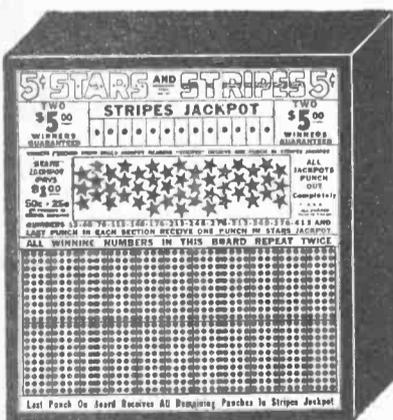
A BRAND NEW BOARD—JACKPOT WINNERS PUNCH IN TWO JACKPOTS.

Order No. 600-DOU.  
Size of Board, 9 3/8 x 9 In. Take-in 600 Holes, Less 100 FREE.  
500 Holes @ 5c. . . . . \$25.00  
Payout . . . . . 12.50

PROFIT . . . . . \$12.50  
PRICE \$1.12 Plus 10% U. S. Tax.

Write For Complete Price List.

**GARDNER & CO.**  
2309 ARCHER AVE.  
CHICAGO, ILL.



## A BANNER PROFIT-MAKER STARS and STRIPES

No. 881. 880 Holes.  
DEFINITE PAYOUT.

Takes In . . . . . \$44.00  
Definite Payout . . . . . 23.75

GROSS PROFIT . . . . . \$20.25

PRICE **\$2.48** Plus Price Includes Easel  
EACH, 10% Tax. and Fraud-Proof Tickets.

Send for Our Latest Circular Describing 18 New Profit Makers.

**HARLICH MFG. CO.** 1401-1417 W. JACKSON BLVD. CHICAGO, ILL.



TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

## BARGAINS IN RECONDITIONED MACHINES

PAYOUTS.		RECONDITIONED MACHINES	
Derby Day . . .	\$85.00	Velvet (tck.) . . .	39.50
Preakness . . .	85.00	Multiple . . . . .	39.00
Hi-Card . . . .	80.00	Pamco Chase. . .	39.00
Top 'Em . . . .	65.00	Bonus (tck.) . . .	37.50
Turf Champs. .	59.00	Challenger . . . .	37.00
Palooka Sr. (ticket) . .	55.00	Bambino (10 ball) . . . .	35.00
Daily Races (ticket) . .	55.00	Western Races (Multiple) . . . .	35.00
Electric Eye (ticket & payout) . . . .	49.00	All Stars . . . . .	31.00
Daily Races, (Mystery) . . . .	49.00	Stop & Go . . . .	29.00
All Stars (ticket) . . . .	47.50	Bonus . . . . .	28.00
Bally Derby (ticket) . . . .	42.50	Alamo (tck) . . . .	30.00
		Round Up . . . . .	27.50
		Jumbo . . . . .	27.00
		Sky High . . . . .	27.00
		Sunshine Derby . . . .	23.00

**NATIONAL COIN MACHINE EXCHANGE,** 1407 Diversey Blvd. Chicago, Ill.  
First With the Latest New Games—Get Your Name on Our Mailing List.

## DO YOU BUY USED MACHINES?

Or would you rather buy perfectly reconditioned super-quality games? Hundreds of SATISFIED customers testify to the games they buy from us! We make no attempt to compete on a price basis—BUT—OUR PRICES ARE RIGHT—they meet competition and bring you BETTER machines! WRITE TODAY FOR OUR LATEST PRICE LIST! Here are a few examples of HERCULES' prices for the BEST reconditioned games! Enclose 1/3 Deposit, Balance C. O. D., F. O. B. Newark. ORDER NOW!

BOLO . . . . \$19.50  
PANAMA . . . . 9.50  
EXCEL . . . . 19.50  
KEENEY BOWLETTE, Jr. (10 Ft. Bowling Alley) \$120.00

**HERCULES MACHINE EXCHANGE, Inc.,** 1175 BROAD ST. (Tel. Bigelow 3-3984) NEWARK, N. J.

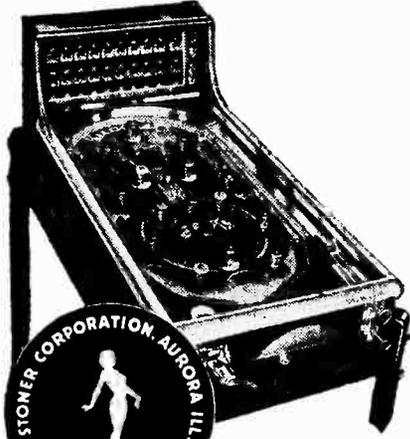
## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
Pacific Am. Mfg. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co. Exhibit Supply Co.

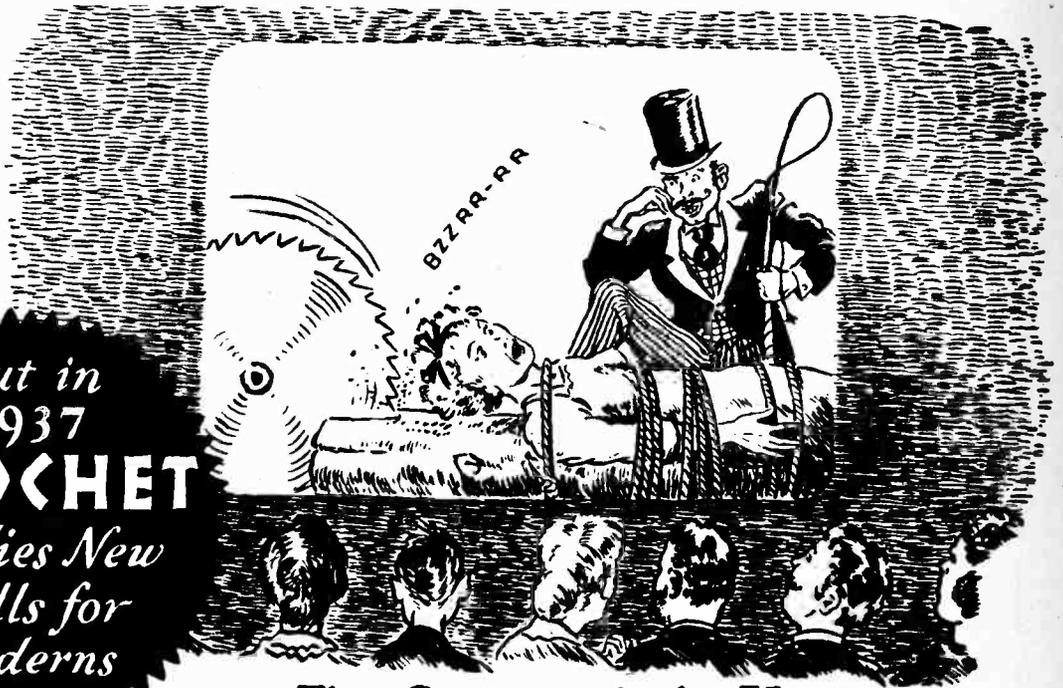
**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

# Flicker film "MELLER DRAMAR"

was Exciting enough for father



But in 1937 **RICOCHET** Supplies New Thrills for Moderns



The Game of the Year

# RICOCHET

COMING SOON!  
**STONER'S GREATEST GAMES**  
 GET ADVANCE "DOPE" NOW!

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

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**IF STONER makes it RICOCHET**  
 STONER'S Greatest Novelty Game.  
 What More Could You Ask?

**ATLAS sells it**

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**"DIAMOND DUST"**

Take In . . . . . \$30.00  
 Pay Out . . . . . 18.00  
 PROFIT . . . . . \$12.00

Sample—\$2.00; lots of 6, \$1.75. 25% Cash Deposit With Order.

**MUNCIE NOVELTY CO.**  
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**BON VOYAGE**

1,000 HOLES. THICK BOARD. DEFINITE PAYOUT. BIG PAY.

FAST PLAY. Takes In . . . . . \$50.00  
 Pays Out . . . . . 24.90  
 Profit . . . . . \$25.10  
 Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX  
**GLOBE PRINTING CO.**  
 1023-27 Race St. PHILADELPHIA, PA.  
 SEND FOR OUR NEW CATALOG

**OPERATORS IT'S OUR TREAT**

SENSATIONAL FREE OFFER  
**PACES COMET ALL STAR BELLS AND VENDERS — 1c TO 50c SIZES**

Slot Operators: If I were to write you a letter and tell you what I and my customers think about Paces Comet All Star Slot Machines it would take twenty or more pages to tell my story—Rather than write you, and use a lot of time-worn phrases—such as "It's the greatest—most sensational—it outclasses—it's the tops—Stupendous money maker, etc.—I am going to let the machine deliver my message—An old adage—Seeing is believing—and that's exactly what I want you to do.

**UNCONDITIONAL GUARANTEE.**  
 Buy a Sample Pace Machine—Try it for 10 days—Operate it on location—Put it to every test you know of, and after putting it to the test if for any reason you are not 100% satisfied, return it to us collect and we will refund every penny you paid for it. What more can we say?  
**JOE HUBER.**

WRITE TODAY FOR PRICES.  
**HUBER COIN MACHINE SALES CO.**  
 600-610 W. VAN BUREN ST. CHICAGO, ILL.

**CIGARETTE GAME GUARANTEES**  
**\$7.00 FIRST WEEK OR YOUR MONEY BACK**

Operators! No ifs or buts about it. This is a sensation, otherwise we would be suckers to make this offer.

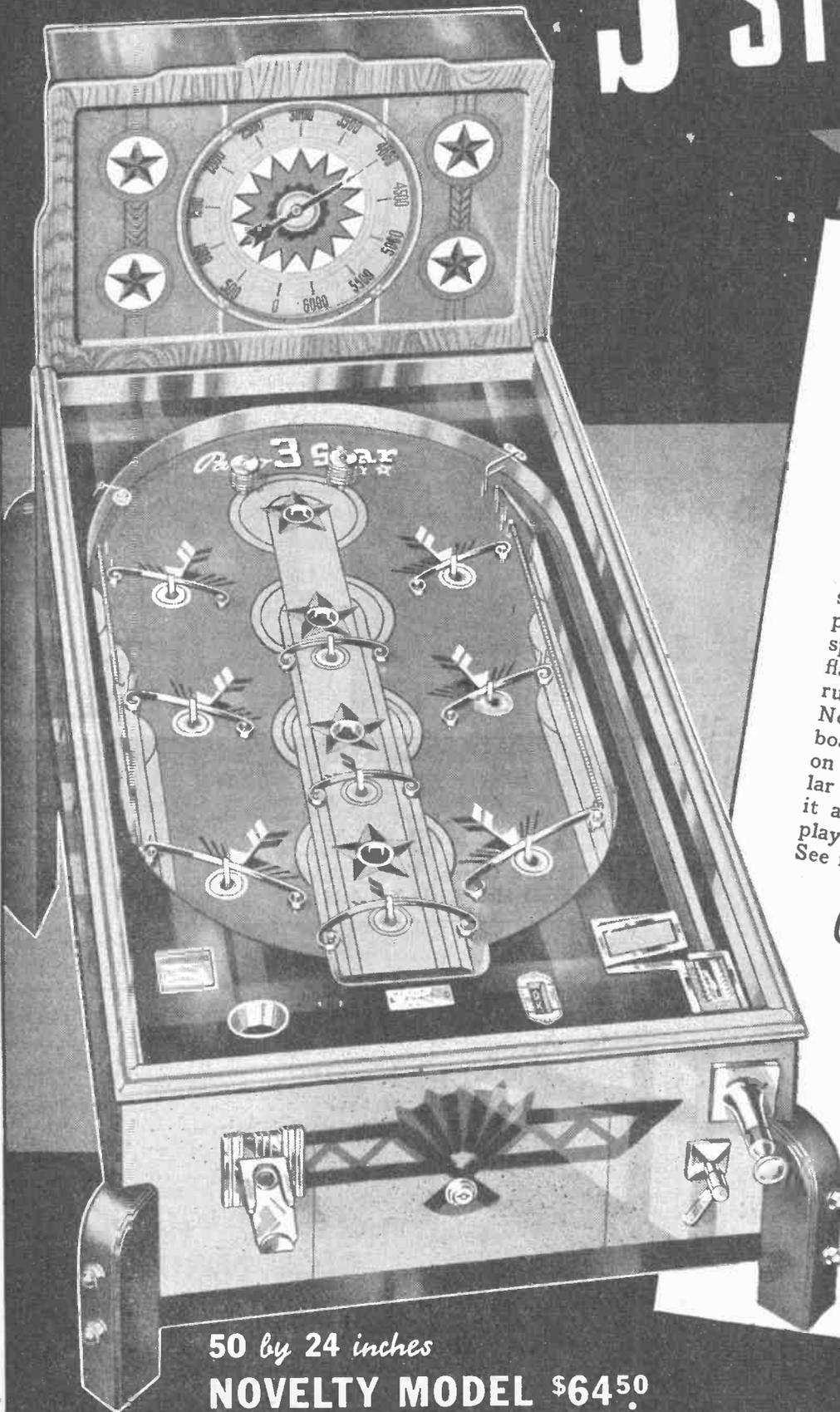
**SQUARE SHOOTER**

Watch The Magic Balls Perform  
 Takes the play away from any 3-reel Cigarette Games. Write for quantity prices.

**1250** F. O. B. K. C. Tax Paid.

**STAR SALES CO.** 3919 Wayne Ave. KANSAS CITY, MO.

# Announcing **PACIFIC'S** **3 STAR Special!**



50 by 24 inches  
**NOVELTY MODEL \$64<sup>50</sup>**

**The Operators**  
**NO. 1 NOVELTY TABLE!**

3 Star Special—by Pacific! The word is being passed to operators. To jobbers. To distributors. To everybody in the business. Pacific's 3 Star Special is the No. 1 novelty table today. No two ways about it. It's the real "McCoy." We know—because we've had 3 Star in dozens of different locations. We've tested 3 Star Special in Drug and Cigar Stores. Clubs. Taverns. Cafes. Hotels. Wayside Inns. Waiting Rooms. Everywhere. It produces! Brings in the "long-green"! Every spring — each bumper — every double-post flag on 3 Star Special is a contact. They all run up the score. The whole field is alive. Not a dead-spot anywhere. Lite-up back-board is biggest "easiest-to-see" ever used on any novelty game. Combines that popular bumper action with pocket play. Topping it all, is the 3 Star award that gives the player an opportunity to double his score. See it! Play it! Take it!

**Order TODAY FROM YOUR NEAREST DISTRIBUTOR**



**It's a PACIFIC YEAR!**



Here, at Pacific, we have tried to do something big for you men out in the field, and I sincerely believe we have turned the trick with our new 3 Star Special. I'm sure you will find it to be one of the smartest principles ever injected into any piece of Pacific equipment to date—bar none. You can order a sample or carload from your distributor, and feel confident that Pacific has built a machine that is everything you want it to be. You can order 3 Star Special with every assurance of real quality and long steady earnings. 3 Star Special makes its appearance with my personal endorsement.

**PACIFIC MFG. CORPORATION**  
4223 LAKE STREET, CHICAGO • Los Angeles Office: 1320 S. Hope Street

*Fred McClellan*  
PRESIDENT

# GO PLACES WITH GOTTLIEB!

## CREATING A SENSATION!

# SPOT-LITE

### VARIED CHANCE BUMPER-TYPE PAYOUT

#### TOP EARNINGS! LOW PRICE!

This brand new idea in Payouts is capturing locations to such an extent that it has already become one of the most sensational Payouts ever devised. This tremendous success is due to its varied winning opportunities and snappy, flashy action! From start to finish SPOT-LITE is packed with excitement and suspense.

In Spot-Lite's flashy play, the Starter-Lite, Key-Lite and Payout Hole must be matched to receive award, while results are flashed in colors and numbers on the Tally Board. If they fail to match, there are additional possibilities for the ball to bump Starter-Lites

in the lower part of the field, at the same time increasing odds. Interest is keyed up so high players can't resist the desire to play again.

Pep up your locations—make them pay. SPOT-LITE will give them new thrills and bigger profits to you!

#### INCLUDES FAMOUS SUPER-FEATURES

- Hammond Electric Clock
- In-A-Drawer Mechanism
- Awards Mechanically Adjustable
- Illuminated Belt Type Escalator
- Motor Driven Payout
- Tripper-Type Bumpers



**\$137<sup>50</sup>**

New A. B. T. No. 400 Slot. Electropak Equipped. D. C. Adaptapak, \$5 Extra. Check Separator, no extra charge. Ticket game, \$10 Extra.

Cabinet Size 52"x26".

## YOU'RE IN THE MONEY WITH THESE FAVORITES!



### MISS AMERICA

A bevy of beauties selected from all sections of the country contesting for the crown of Queen. Pays odds high as 40-1 for Winner, 20-1 for Runner-up, 16-1 for 3rd Choice and 12-1 for 4th Choice.

Any of These 7 Games

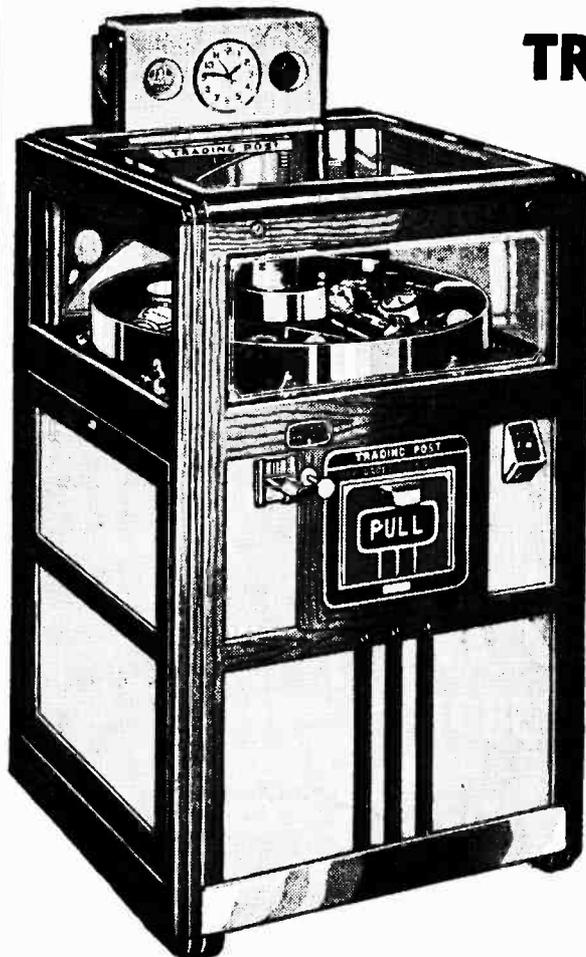
**\$149<sup>50</sup>**

Mystery Single or Multiple Coin Slot Optional. Equipped with New A. B. T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator. No Charge. D. C. Adaptapak, \$5 Extra. Electropak Equipped.

*These Games Still Going Strong!*

- Mystery Single Coin Slot.
- In-A-Drawer Mechanism.
- Illuminated Belt Type Escalator.
- Awards Mechanically Adjustable.
- Motor Driven Payout.

**DOUBLE FEATURE — DERBY DAY  
SPEED KING — HIGH CARD  
HIT PARADE — COLLEGE FOOTBALL**



### TRADING POST

With Sensational Play Getting **MYSTERY FREE PLAY** And **HAMMOND ELECTRIC CLOCK**

Here is a masterpiece of design and player appeal: A **TURN TABLE TYPE DIGGER** with Mystery Free Play allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type Anti-Tilt. Has illuminated escalator and many new features. Quality-made of Bird's-Eye Maple and Walnut Trim.

**\$275**

SIZE 29" x 29" x 46"

**IMMEDIATE DELIVERY**

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO**

# Bally's SKIPPER or Free Game "BUMPER" PAYOUT SENSATION

ALL the thrills of BUMPER action . . . "Growing Score" Totalizer  
ADJUSTABLE FOR FAST 5, 4, 3, 2 OR 1 BALL PLAY . . .  
PLUS AUTOMATIC PAYOUT!

But SKIPPER is more than a payout game! Awards are "player's choice"—either AUTOMATIC FREE GAMES (coin-chute operates without coins) . . . or AUTOMATIC PAYOUT (press a button and coins or tokens tinkle into your hand).

Amazing NEW CHEAT-PROOF FEATURES (write for CONFIDENTIAL DETAILS) protect your profits . . . which are by far the biggest payout profits you've ever known! Avoid delays in delivery by ordering your SKIPPERS today!

## REMOVABLE PAYOUT SECTION

Small illustration at right shows SKIPPER with entire Payout Section removed. Comes off in 5 minutes, goes back on just as quick. When off, awards are in AUTOMATIC FREE GAMES only . . . and a new device makes a PERMANENT RECORD OF ALL AWARDS redeemed by merchant. This exclusive Removable Payout feature gives you maximum operating and re-sale flexibility.



44 in by 22 in.

Only \$109<sup>50</sup>

Check Separator \$5.00 Extra  
F. O. B. CHICAGO

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).



PAYOUT \$159<sup>50</sup>  
TICKET: \$169.50  
F. O. B. CHICAGO

## CAROM "BUMPER" ONE-SHOT

You know how Bally One-Shots get the money! You know how BUMPER is now sweeping the country! Add 'em up and you get CAROM—and no wonder test collections are bigger than we dare print! Try a sample and see for yourself!

## BUMPER

BALLY'S GREATEST NOVELTY HIT!

Sweeping the country in the biggest novelty boom on record! Thousands in daily operation from coast to coast piling up new prosperity for operators! Many machines on location 60 days actually earning more money than at first!

It's the PINLESS, POCKET-LESS, frenzied BUMPER-ACTION that does the trick—plus the EXCLUSIVE "GROWING SCORE" TOTALIZER, with every bump a step in the winning direction!

Get your share of \$30 to \$40 daily collections—order BUMPER from your Jobber today!



\$64<sup>50</sup>  
F. O. B. CHICAGO

RAY'S TRACK • BALLY'S EAGLE EYE • ROVER • RELIANCE • BALLY BABY • PREAKNESS  
BALLY MANUFACTURING CO. 2640 BELMONT AVE., CHICAGO, ILL.  
John A. Fitzgibbons, East. Dist., 453 W. 47th St., N. Y.

# A Ten Strike!

## IN PERSISTENT PROFITS!



### Rock-Ola's 1937 WORLD SERIES

Striking an all-time "HIGH" in constant profits . . .

Operators report machines on locations have shown persistent INCREASE in profits EACH WEEK . . .

Nothing like it for money box magnetism . . .

Orders piling up—so HURRY YOUR RESERVATION TO YOUR DISTRIBUTOR TODAY!



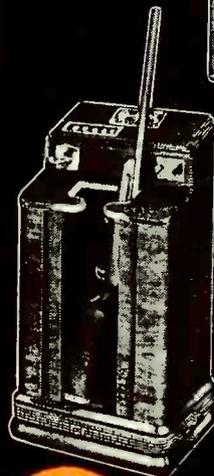
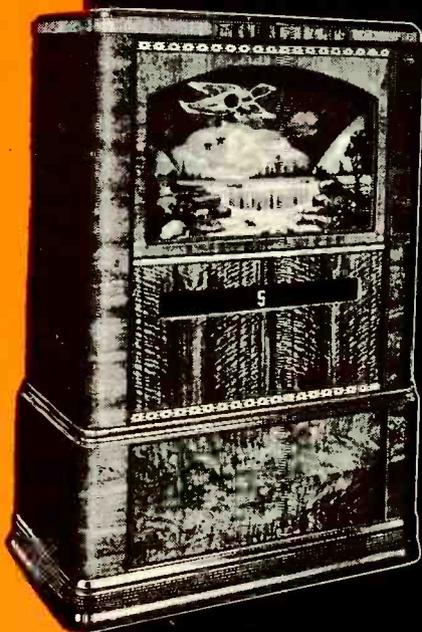
### ROCK-O-BALL *Senior*

That TRIPLE SCORE FEATURE makes it the outstanding bowling alley! Increases competition, because previous high score always is visible. Player tries again and again to beat that high score . . . result—more play and faster profits with ROCK-O-BALL SENIOR. "BUILT TO LAST FOR LASTING PROFITS!"

### TOM MIX RADIO RIFLE

PROFITS—not only for today, but for a long time to come—and then some!

Constant repeat orders prove its mechanical perfection. LET YOUR DEALER TELL YOU WHY IT IS "DIFFERENT" AND WHY IT WILL RETURN ITS COST EVERY MONTH, FOR MONTHS AND MONTHS TO COME.



### ROCK-O-BALL *Junior*

TRIM! NEAT! LESS THAN TEN FEET LONG!—YET—DURABLE AND PERMANENT! Fits in all locations, especially those BETTER ONES!

### SCHOOL DAYS

"Production schedule stepped up for sixth successive week" is the best answer to the GREAT APPEAL of this comedy rifle.

Just TRY ONE and you will want DOZENS!

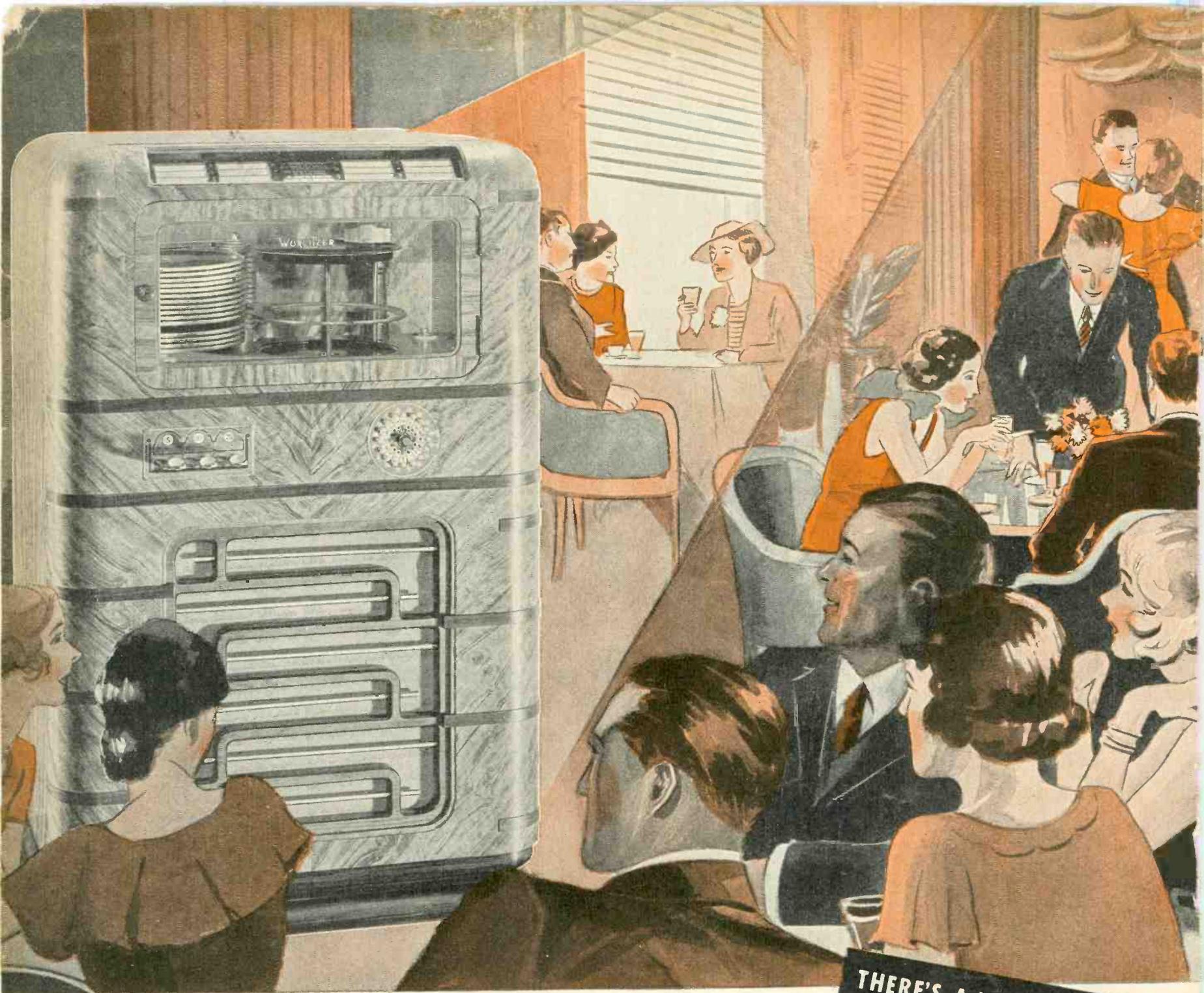
Fits in any location, because it is adjustable to height. CONSULT YOUR DEALER QUICK!

ROCK-OLA MFG. CORPORATION



800 N. KEDZIE AVE., CHICAGO, ILL.

★ GLOBE TROTTER IS STILL THE BIGGEST NOVELTY GAME OF ITS TIME ★



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Follow the example of America's most successful operators. Get and hold the best locations. Operate Wurlitzer-Simplex Automatic Phonographs.

Wherever installed, their full range reproduction and clear, undistorted tone—their physical beauty and gorgeous lighting effects make them the center of interest, keep them in constant operation, and make them the greatest money-makers in the

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**WURLITZER-SIMPLEX**  
**AUTOMATIC PHONOGRAPHS**  
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