

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

APRIL 16, 1938
UNIV. OF MICH.

APR 19 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly



Maurice Seykora
ARTIST

THE FOUR FRANKS

Now Playing Stanley Theater, Pittsburgh, Pa.

East—Simon Agency

West—Guy Perkins

Europe—Foster Agency

The Big Outdoor Show Season Is Under Way!

Circuses, Carnivals, Parks and Fairs have either opened or are preparing to open for the coming season. Now is the time to advertise and get the orders.

Show people are BUYING!

Advertise your products in the

APRIL LIST **NUMBER DATED APRIL 30**

This important issue will contain lists of Conventions, Coming Events, Frontier Contests, Dog Shows, Etc.

FORMS START TO PRESS

APRIL 21

Last Forms Close on Saturday, April 23. Get your copy in early.

MAIL YOUR COPY TODAY

The **Billboard Publishing Company**

25 OPERA PLACE

Phones: MAin 5306-7

CINCINNATI, OHIO

BRANCH OFFICES

NEW YORK

Palace Theater Bldg.,
Medallion 3-1616, 7, 8, 9.

CHICAGO

4th Floor Woods Bldg.,
Central 8480.

ST. LOUIS

390 Arcade Bldg.,
Chestnut 0443.

PHILADELPHIA

7222 Lampport Rd.,
Madison 6895.

The Billboard

Vol. L
No. 16

The World's Foremost Amusement Weekly

April 16,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

R-B BOWS TO NEAR CAPACITY

AEA-League Pact Nears

NEW YORK, April 11.—A majority of the 30 producers and managers polled by the League of New York Theaters on the proposal of a basic agreement with Actors' Equity have signified their willingness to become party to a code of fair practices on the sale and disposition of tickets in return for concessions in working arrangements with Equity members. Machinery at the League is being oiled toward the formulation of a pact which will be greatly patterned after the late NRA code and will include regulations on "ice," speculators and other banes deplorable to a "healthy theater." At a meeting of the board of governors last week Warren Munsell, Brock Pemberton and Milton Weinberger were delegated to draw up the program.

When the code is prepared it will be forwarded to Equity council for approval. If Equity accepts the provisions of the pact, it will become effective next season.

Equity has made it known to the League that it will require basic demands (See AEA-LEAGUE on page 17)

Streamlined Anthem

NEW YORK, April 9.—Vincent Lopez never stood in the dawn's early light watching bombs bursting in air, but he's got his name this week on a copy of *The Star-Spangled Banner* in the government archives in Washington just the same, marking the first time in more than 100 years that that honor has been enjoyed by anyone other than Francis Scott Key and John Stafford Smith.

Lopez is serious in his attempt to stimulate wider use of the anthem thru a revised and more singable version. His campaign in this direction led to his obtaining a copyright on the new arrangement of the song, thus standardizing and lending authority to his efforts.

Mississippi Entertainment Admission Tax Shows Gain

JACKSON, Miss., April 9.—State tax collection department reports that \$33,783 was paid on entertainment admissions during March. This brings the total collected for January thru March to \$93,428, an increase of \$3,544 over same period in 1937.

Producers Threaten Fight To End FTP Trespassing

Up-State acts squeezed out of dates by cut-rate prices—cry to Albany

NEW YORK, April 9.—Federal Theater Project has broken its original agreement not to offer competition to the commercial theater, declared Brock Pemberton and practically every other commercial producer, when Project Number 1 leased a Times Square sector theater. A sister group, in Syracuse, continues to book a whole vaudeville unit for night clubs and private lodge entertainments at a \$10 or \$15 fee, thereby reducing chances of employment for acts at livable rates in up-State districts.

League of New York Theaters did not go on official record in its own name as opposing this latest move of the local group into the heart of the Broadway legit district, because it had to stand by its property-owning members and did not want to force the breaking of a lease. As a substitute, individual managers protested vigorously, and the these complaints were minimized by an official statement from the FTP as "informal discussions," the managers expressed their displeasure in no uncertain terms. The lack of an official League resolution in no way mitigates the adamant attitude of the members, who when polled on that matter late yesterday agreed that they would have to deal more severely with the FTP to protect what is left of the commercial theater from relief bureau inroads.

"Nobody can prevent that mob from doing anything," one official of the League said, "but we are certainly going to do what we can to see to it that they don't go further."

Project spokesmen maintain that, though they had promised Broadway producers not to come into Times Square with a straight dramatic production as competi-

tion, the proposed production for the St. James Theater is a "new dramatic form" which uses Tamiris as a disguise, and so they are not violating the trust.

Consensus among the producers was embodied in statement from an official of the League:

"Any production the FTP puts on in this district would be unfair competition whether you call it a straight drama or a dance recital or a musical. They promised to steer clear of this neighborhood. We let them do as they pleased with their novelties at the Adelphi and theaters on the fringe, and even tolerated their entry into the 49th Street Theater. But now they have crept from the fringe to the core, and that's a definite breach of their promise."

In Syracuse and adjacent districts the FTP has cut prices disastrously on club acts with their low-rate bookings. Bookers and performers have made loud squawks to Albany, but have had no help or relief from the FTP, which sells its vaude at about \$1 a head. Bookers (See PRODUCERS THREATEN page 13)

Miami Ends Bad Night Club Season; Few Names Were Used

MIAMI, April 9.—Night club operators, agents, acts, bands and almost everyone connected with show business in this area during the season just closing agree that this was one of the worst in years. Only one club, Royal Palm, managed to bring in a typical winter show, and that was by operating a swank casino unimpeded by law. Jack Dempsey's and the Club Continental followed closely by cashing in on name acts which had been brought in by other clubs, thus saving a terrific transportation bill. Also both had hotels in conjunction with their clubs, making the overhead a small thing.

Audience Astounded by Dressing Of "Big Show's" '38 Performance

Opening spec, "Nepal," real sensation—Jacobs and lions, Cristianis, Buck and Gargantua are other big features—Boston follows 23-day New York run at Garden

NEW YORK, April 9.—John Ringling North and the Ringling family last night presented one of the most elaborate and spectacularly dressed circuses in history when they opened the 1938 season of the Ringling Bros. and Barnum & Bailey Combined Shows at Madison Square Garden here. A near-capacity house welcomed the Ringlings back to active participation in circus operation, and representatives of the daily press, legitimate stage personalities, Eastern Circus Fans and a goodly number of just plain New York public witnessed circus wardrobe and lighting effects that, in the parlance of press agents, is "magnificent," to say the least.

North, executive head of the Big Show, as it is commonly known in trade circles, is the first member of the Ringling family to actively head the show since his uncle, the late John Ringling, relinquished control of his holdings to outside financial interests in 1932. With other members of the family and the Manufacturers Trust Company of New York, the young Yale-educated Ringling heir last fall paid notes in full amounting to \$825,000 on the circus interests. They also bought back a 10 per cent bonus held by the previous owners and the Ringling-Barnum and Barnes-Sells-Floto, other show involved, returned to the heirs of the original Ringling brothers.

From a performance standpoint, this year's presentation differs but slightly from that offered by Sam Gumpertz and the New York investors in 1937. It is the sensational opening spec, tabbed *Nepal*, and wardrobe thrust that make it a standout version of the "greatest circus show on earth." Costuming by Brooks, supervised by North and designed by Charles LeMale, well-known Manhattan costume designer, is, without doubt, the most refreshing ever seen in the Garden here.

Capt. Terrell Jacobs and his lions, last year with Hagenbeck-Wallace; the "Marvelous" Cristiani bareback riding family, an importation from Barnes-Sells-Floto; Frank Buck, as a figurehead, and Gargantua, the gorilla, as a freak, head the attractions receiving the most audience attention opening night. Several other new acts work well and help to fill out the bill with the always excellent standard turns, but they are less conspicuous than the ones mentioned above.

It was the much-publicized "Ziegfeld touch" to this year's offering, tho, that was the subject of most audience comment as the inaugural house departed from the Garden last night.

Four months of intensive training in Sarasota has resulted in a few hours of

interest-holding entertainment. Length and precision of last evening's show indicated that there will be considerable trimming and rerouting before it can be termed smooth running. It was jerky and cumbersome last night.

Garden engagement this year will run for 23 days, the unit moving to Boston following the April 30 closing. Advance (See R-B BOWS on page 74)

Record Blizzard Hits Chi Grosses

CHICAGO, April 9.—Worst snow blizzard of the year Wednesday, bringing a record eight-inch snow, crippled traffic conditions in the city and caused amusement receipts to dip to new recession lows. Hardest hit were the night spots and Loop houses.

A new storm brewed all day yesterday which was expected to hold down general attendance figures over the weekend. No show postponements were reported due to adverse weather conditions, altho several acts that intended to fly in for local engagements were forced to switch to train transportation.

In This Issue

ROUTES:

Orchestras, page 16, Acts, Units and Attractions, 32-33, Dramatic and Musical, 33, Hinst Circuit Shows, 53, Repertoire, 33, Carnival, 71, Circus and Wild West, 71, Miscellaneous, 71.	Pages
Air Briefs	6
As I See It	27
Broadway Beat, The	5
Carnivals	46-58
Chicago Chat	27
Circus and Corral	36-39
Classified Advertisements	20-63
Coin Machines	76-100
Endurance Shows	30
Fairs-Expositions	42-43
Final Curtain	31
Forum	35
General News	3-5 and 29
General Outdoor	70-75
Hartmann's Broadcast	79
Legitimate	18-19
Letter List	34-35 and 63
Magic	37
Minstrelly	30
Motion Pictures	17
Music	11-16
Night Clubs-Vaudeville	20-25
Notes From the Crossroads	73
Orchestra Notes	15
Out in the Open	72
Parks-Pools	40-41
Pipes	68-69
Possibilities	4
Radio	6-10
Repertoire-Tent Shows	28
Rinks-Skaters	44-45
Show Family Album	61
Sponsored Events	59
Thru Sugar's Domino	27
Vaudeville-Burlesque	26
Wholesale Merchandise	64-69

Mid-Bracket Bands the Best Bet for East Ohio Ballrooms

CANTON, O., April 9.—Ballroom patronage is holding up well in most Eastern Ohio spots despite the recession in general business, a survey of the territory reveals. There is every indication that the summer dance business is in for a good season, with middle-bracket bands being more than ever in demand. Slightly upped admissions are likely to prevail unless industrial operations dip further, it was indicated.

The Nu-Elms, on Youngstown's north side, operated by L. A. (Tony) Cavalier, has had an exceptionally good winter season. Policy adopted in 1936 of playing middle-bracket bands has made money for this spot. Cavalier has held his prices up in spite of competition and business conditions, with box office scaled at 40 cents on "Bargain Nights" to 55 and 75 on Saturdays and Sundays.

The Mart, downtown competition spot, open only a few months, has Tommy Christian's Orchestra at 20 cents for ladies and 30 for men. Ballroom has

MGM Execs, Exhibs Honor Flynn, Maloney

CINCINNATI, April 9.—Metro-Goldwyn-Mayer executives and some 60 exhibitors of the Cincinnati district gathered at a cocktail and luncheon session at the Netherland Plaza Hotel yesterday to bid adieu to Jack E. Flynn, MGM district sales manager here, who moves to Chicago to serve in a similar capacity, and to welcome his successor, John J. Maloney, who comes here from the Pittsburgh MGM branch manager's post.

Edwin Booth, local MGM branch manager, introduced Col. Arthur Prudenfeld, Cincinnati BKO district manager, who served as toastmaster. Among the speakers were Maurice White, John Schwalm, Tracy Barham, Max Metz, Kroger Babb, Jack E. Flynn, John Maloney and Tom Connors, Eastern divisional sales manager for MGM. J. E. Watson, exploitation manager for MGM in this area, handled the details for the party.

Maybe Stage Dancing Sundays in Boston

BOSTON, April 9.—Loosening of official dictatorship on century-old blue laws looms under provisions of a bill reported here Tuesday (5) by the Legislative Committee on Legal Affairs. Passage of the bill would allow Sunday stage dancing in Boston and, according to Representative Edward P. Baetzlup, sponsor, it would be a welcome hypo to unemployed entertainers now barred by the Sabbath blue laws from working.

James J. O'Brien, business agent of the IATSE, Local 11; Matt Ott, of the American Federation of Actors and the Federal Theater Vaudeville Project; George Gibbs, prez of the American Federation of Musicians, Local 9, and Joseph H. Brennan, executive secretary of the Allied Theaters of Massachusetts, Inc., all spoke in favor of the bill at the hearing several weeks ago, giving as their argument more work for the allied amusement world branches.

Sgt. Lowenstein Westward

CINCINNATI, April 9.—Sgt. L. B. Lowenstein, 45-year-old bearded World War veteran and personally acquainted with many legit and vaudeville actors, is on his 11th annual trip across the country and visited *The Billboard* last Monday. He makes every national American Legion meeting and is on his way to Los Angeles for the convention in September. Sergeant Lowenstein was in the World War from 1913 to 1922. He is a member of the L. A. posts of the American Legion, Disabled American Veterans and Jewish War Veterans.

PW Concertizes Again

CLEVELAND, April 9.—To raise money to pay for 35 park concerts this summer the local musicians' union and *The Cleveland Press* will stage a "Night of Melody" on May 2. Paul Whitman will bring his orchestra here for a two-hour concert, being re-inforced by the Cleveland Symphony. Wayne King follows for dancing.

failed to divert attendance at the Nu-Elms, where such bands as Itay Pearl, Ace Brigode, Clyde McCoy, Bob Crosby and Johnny Long have been offered since the first of the year.

Business at the Trionon, East Side Cleveland ballroom, is not far below that (See MID-BRACKET on page 13)

Chautauqua Get-Together

NEW YORK, April 9.—A reunion dinner and general get-together of those who played the old lyceum and chautauqua circuits years ago is scheduled for April 13 at the Hotel Astor. It's in the nature of a repeat of a similar affair held last month on the Coast, when Edgar Bergen filled the emcee spot that will be held down at the Astor by Lowell Thomas.

Committee of sponsors includes Rose Bampton, Helen Jepson, Gladys Swarthout, Will Durant, Frieda Hempel, Charles E. Green and others. Attendance is limited to those who played the two circuits in the old days and who now live in and around New York. Wives and husbands are invited, but no guests, committee wanting it to be strictly a family party.

FCC Law Dept. Looks Into NBC Contracts With Westinghouse

WASHINGTON, April 9.—Investigation in radio progressed on several fronts this week, most advances being within the Federal Communications Commission. Chairman Frank R. McNinch announced that the commission would be split into two committees to facilitate investigation of chain broadcasting and monopoly and the hearing on superpower May 16.

Paul A. Walker, who has just completed investigation of the American Telephone and Telegraph System, will join with Commissioners Sykes and

Also a Show
DETROIT, April 9.—The day when show business won't have to give shows is apparently just around the well-known corner—in Grand Rapids, anyway. The Roxy Theater advertises in *The North Grand Rapids News* and leads off with an announcement that it will give away silver dollars Thursday night, devoting the largest headlines in the copy to this fact.
Down below comes the statement, "Yes, we still have pictures—for those who like them."

No Increase in Chi FTP; Seek AFA Aid

CHICAGO, April 9.—Efforts to increase the local Federal Theater roll have so far proved unsuccessful. Heads in both the legit and raude departments feel that there are a number of talented people now used on various WPA projects who would do better in the FTP.

Action along this line has been stirred up since the New York project succeeded in adding 300 performers to its rolls. Local American Federation of Actors office is co-operating with the FTP and has enlisted the aid of Executive Secretary Ralph Whitehead in endeavors to put more performers on relief to work.

Brown in probing "monopolistic practices of chain broadcasting." This committee will direct search into records of the commission to prepare for hearings at a later date. Still undeveloped is investigation into contractual relationships between stations and their representatives. Belief exists that the nature of these contracts makes them monopolistic in respects. For the superpower hearings the FCC staff has been set in high speed to complete engineering data in time. Commissioners Payne, Craven and Case (See FCC LAW DEPT. on page 7)

Possibilities

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

NINA WHITNEY—ballerina at Radio City Music Hall, New York. A lovely brunette who successfully transmits her beauty and grace across the vast spaces of the Music Hall. A first-rate ballet dancer, she should have no trouble standing out in either a book show or a revue.

MANOLITA BARCELO—pert, vivacious and immensely talented lass caught recently at Teatro Hispano, New York. In several Spanish folk dances. Does the lovely routines with great ability and adds more than a touch of showmanship that's peculiarly her own. Would be a stand-out if spotted in a revue production number.

Correction: Roy Paige, the comedy half of the team of Ken and Roy Paige, is the lad who was recommended in last week's issue for legit

musicals. The first line of his "Possibility" was dropped.

For FILMS

STEPHEN COURTLIGH—actor who plays young Abe Lincoln in the FTP's *Prologue to Glory* at Maxine Elliott's, New York. Tall and handsome, and with a vital personality, he speaks lines beautifully and builds a magnificent living characterization. Should screen well, too. Definitely a find.

IRVING CAESAR'S SAFETY SONGS—started on the Vallee air show two weeks ago, Caesar's songs have made a great impression as educational stuff for kids. He sings songs to the youngsters to watch street crossings, stay away from matches, etc., and does it entertainingly. Ideal for a series of shorts, combining real entertainment with a huge build-up of parent-teacher good will.

Pioneer Palace, Casa Manana in Ft. Worth Resume

FORT WORTH, April 9.—City council has agreed to spend about \$7,730 to repair Casa Manana and Pioneer Palace buildings in preparation for shows, beginning June 15, by William B. Friedlander, New York producer, and Arthur Silber, Hollywood agent. The council authorized leasing buildings to these two Saturday on condition that pair post \$10,000 appearance bond with council within two weeks after that date.

Contract calls for Silber and Friedlander to produce first-class music shows, comparable to those presented here during last two years; two orchestras, one nationally known, at Casa Manana, and one at Pioneer Palace; shows guaranteed to run for 10 weeks.

Minimum admission to Casa Manana is to be \$1, with permission for an advance sale of ticket books at a maximum discount of 20 per cent. Pioneer Palace admission will be 50 cents.

Most of chorus and showgirls will be selected locally, and auditions already are being held. Rehearsals for chorus will begin soon, but principals will not come here until June 1. Friedlander has returned to New York to sign talent, and Silber to Hollywood for same purpose.

City will get 10 per cent of receipts, plus per cent of concession payments.

Test Tune Likes Of Hub Dialers

BOSTON, April 9.—Music likes and dislikes are being surveyed by WORL, indie radio outlet here, on a staggered schedule listing. W. Cor. Treat, station manager, started airing *Hose About Music!*, intended for radio audiences to indicate the type they want to hear. Stint is a daily feature, having no set time, but staggered on the time schedule to get a scattered consensus of opinion from a more territorialized coverage.

Each 15-minute airing includes selections of hot or swing, semi-classic and sweet music. First week's survey results show that 56 per cent of the tremendous mail response gave sweet music the lead; 28 per cent like it hot, and 18 per cent prefer the semi-classics.

Most of those liking sweet music listened to the program either at 2:15 or 3:30 p.m. The swing or hot music fans tuned in after 3:30 p.m. (maybe the kids home from school); and most of the semi-classic followers scribbled that they had been listening around 2 p.m. The greatest response by mail, however, came from those who had heard the program either at 2:15 or 3:30 p.m.

Second week showed little change in the average preference for sweet music among dialers, as 55 per cent called for it; hot music preference dropped to 25 per cent and the semi-classic group increased to 20 per cent.

Seven-thirty a.m. finds a slight preponderance for the hot class, and the greatest response for all types during the second week was at 4:45 p.m.

Survey will be continued indefinitely.

THE FOUR FRANKS

(This Week's Cover Subjects)

THE FOUR FRANKS (Bennett 23; Leona 21; Perry 19, and Ollie 17) have been in the show business practically since infancy. Trained by their father, Irving Frankenberg, a member of the old song and dance team of Leonard and Clark, they made their professional debut in August, 1926, at the Pantheon Theatre, Kansas City, Mo., as the four Frankbergs, being booked in as a substitute when a regular act flapped. Clicking from the start, they played vaudeville circuits from then on. In December, 1934, they made their first European appearance at the Scala, Berlin; were booked into the Palladium, London, where they stayed for a year and established themselves as favorites with English audiences. Have made frequent European trips since and just returned to America after a two and one-half year stay in Europe. Six years ago the brother and sister act changed its name to The Four Franks. While in London they appeared in two motion pictures for British-International Pictures, doing their familiar comedy, dancing and instrumental routine. Group again open in Europe September 5, 1938, at the Hackney Empire Theatre, London. Currently the Four Franks are appearing at the Stanley Theatre, Pittsburgh.

SPECIAL PRINTED ROLL OR MACHINE	100,000 FOR \$20.00	TICKETS	RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—SALES BOOKS AND ALL ALLIED FORMS
			STOCK ROLL TICKETS ONE ROLL \$ 50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH
ELLIOTT TICKET CO.		409 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 1616 CHESTNUT ST., Phila.	



By GEORGE SPELVIN

A SPELVIN stooge was recently contacted by one of the summer theaters—a good one—and offered a job directing and general managing, which sounded pretty good; so he asked the salary, and the cowbird rep mentioned that it would be pretty hard work, so he asked the salary again, and the rep said that of course he'd also get meals and board, so he asked the salary again, and finally the rep told him—\$10 a week. . . . But the payoff came when he was approached a little later by another summer theater—an even better one—and offered the same sort of job—for \$5 a week. . . . A group of the lads were sitting around making suggestions for the future of a very handsome band leader when a wag spoke up, "May I suggest," he said very quietly, "taxidermy!" . . . Reports seeping in from Chicago indicate that a young actor named Wesley Addy, cast as Hitler, stole the show from the redoubtable Maurice Evans in "Henry IV." . . . Cassandra, mentalist playing the Hotel White, claims the three most frequently asked questions are "When will the business recession end?" "What will Hitler do next?" and "When will I marry?"

The inner workings of ASCAP, music performing rights society, revealing among other things its check-up methods, have been perpetuated for posterity on celluloid. An episode of "Pathé Parade," film short to be released April 23, deals with ASCAP's complex mechanism, including office shots showing the detailed records necessary for each song.

THE ALBUM: Pictures of places as well as people belong in an album—so consider the Teatro Hispano, up at 116th street and Fifth avenue. Once, years ago, it was an ace English-speaking house; but now, with the change in the neighborhood, it plays Spanish entertainments, both stage and screen. And it manages to develop a sort of homey feeling that's only natural at an oasis of homeland language in a foreign country. The theater's director, Senor del Pozo, climbs into the pit to lead the band, and announces the acts informally over the p. a. system. A bond seems to connect stage and auditorium, and the customers like it. At any rate the house, a big one, is comfortably filled even on stormy nights. And the audience is polite and surprisingly perceptive; of two singers on one bill caught, a really fine soprano brought down the house while a personality lass who is a member of the house troupe received only a ripple of polite applause. On Broadway the positions would have been reversed. Also, the politeness of the customers is beautifully shown in reactions to newscasts. Thus, a storm of boos and jeers greeted a picture of Hitler, but Nazi storm troops marching into Vienna were received in dead silence. Audiences at 116th street are smart enough and polite enough to vent their ill-feeling not against an entire nation, but only against the vermin in high places who are actually responsible. Broadway audiences could emulate with profit.

Eddie Lo Baron, returning his rumba rhythms to the Rainbow Room this week, forbids his handmen to discuss politics among themselves or with RR waiters and kitchen help; infractions carry the penalty of dismissal. . . . Lo Baron invoked the same rule out on the Coast, where he produces Spanish pictures. . . . A very pretty publicity stunt was ruined by Mother Nature when the warm days of early spring brought the Washington cherry blossoms out a few weeks earlier than usual; David Niles, who is set to offer a spring repertory season of Gilbert and Sullivan in the capital April 18, had intended to have his Japanese-costumed actors in "The Mikado" publicized with the budding blooms. . . . Pauls Gould, the p. a. debuts as a novelist April 15 with her "Publicity Girl." . . . Charlie McDonald, RKO division manager, received a letter the other day that read something like this: "I've heard that the Palace is going to resume big-time vaude. I've got a good act; so please arrange a break-in date at the Grandpoint for me before you book me for the Palace." . . . Maybe Somebody Cares Dept.: An enterprising boothback outside the Palace has a new device to drum up business during bad weather: standing on his skine box he yells, "Waterproof shoe shine!" . . . What with the year's biggest blizzard on April 6 and warm weather all winter, kids may soon be having Easter Trees and Christmas Bunnies.

The revivals of old-time films at the Union Church each Saturday are pretty terrific in themselves (it's amazing how well "The Covered Wagon" stands up after all these years) but the pianist who plays them deserves special citation. When the Indians gathered in "Wagon" he played "Hail, Hail, the Gang's All Here"—and when, in a Pearl White serial, a lonely pirate looked at a group of Indians examining a chestful of jewels, he broke into "Brother, Can You Spare a Dime?"

OUR OWN MAIL DEPT.: "Would you be kind enough to publish the following: The million dollar smile Tilly So-and-So made her debut in the theatrical profession last Friday night in the Supper Room at the Hotel Daab. She took the mike for her first song like a veteran and put it over so that she had to come back for an encore and finished with a snappy tap routine on roller skates: The little lady (See BROADWAY BEAT on page 29)

Chicago's FTP Negro Unit Scores in "White Fog" Drama

CHICAGO, April 9.—The ever-controversial racial prejudice theme is logically revolving around the Negro production of Theodore Ward's *Big White Fog*, which the Federal Theater opened at the Great Northern Thursday. The author faces the Negro problem in America squarely and makes no evasions in his condemnations. It is a play that commands attention, altho the solution in this case is rather vague. But then again, is there a solution to prejudices against racial minorities?

While the acting is not consistently good, Ray Ewing's deft direction and several impressive climactic scenes timely edged in the three acts veil the Thespian deficiencies. Several characters were well portrayed, notably the father in his family by William McBride, granny by Isabel Futrell, the older son by Thomas Peaton and the family's educated uncle by Albert Glenn.

The story peers into the life of an average Negro family in Chicago and

points out how unjust discriminations are the cause of poverty and finally degradation.

He hopes to save the Negroes in America in his "back to Africa" movement blasted by crooked promoters, the father gives in to the advice of his son and a friend to fight eviction. He is killed in a fight with the police and on the death couch is told that there is a light for his race, explaining that the mob helping him in his final battle were both whites and Negroes.

Harold Kopel designed a natural living-room set used thruout the production, while the lighting effects were nicely handled by Duncan Whiteside.

The other cast members worthy of mention include Gladys Boucree, who makes the mother a deeply sympathetic person; Rosalie Burnett; Alice Brooks; Edward Franton, as another discouraged member of the family who has taken to drink, and Harold Gilman, as a Jewish friend. Sam Hontigberg.

"Sticks and Stones" Says Weber To Rumor of Petrillo as Prez

NEW YORK, April 9.—Joseph N. Weber, president of the American Federation of Musicians, states he is aware that continual rumblings were being noted about to the effect that there was a move within the AFM to make him honorary president, with James Petrillo becoming president. Weber says he knows nothing about the report other than that he has heard it and adds that he "is generally very well informed on all matters pertaining to the AFM and its policies."

Various leaders of important locals within the AFM also admitted such a rumor was being bruited about, one of them going so far as to point out that Weber, at the last AFM convention, was voted a life pension. Intimation here is that the pension was the first step in clearing the ground for Petrillo, AFM executive board man, who has recently been usurping plenty of space in both the dailies and trade press by his militant attitude regarding canned music. Indications are that between now and

convention time there will be plenty of gab concerning what's going on behind the scenes. Weber, when queried about it, was visibly irked. He asked where the report originated and upon being told Chicago answered that "lots of stuff was coming from there."

Weber has been president of the AFM for some 40 years and is regarded as one of the foremost labor leaders in the country.

Still Another Hub "Sin" Drive

BOSTON, April 9.—Crank squawks against burlesque and night club flesh bills have loomed again in another police drive on obscene magazines and "objectionable" entertainment, according to Police Commissioner Joseph P. Timilty. City Censor John J. Spencer, Boston Post staff reporter, on leave of absence with his new job since January, announced that he is ready to join hands with the blue coats on all matters cropping up under his jurisdiction.

Timilty on Tuesday (8) invited some 50 mag distributors thruout New England to police headquarters on a friendly basis to seek their co-operation in killing distribution of mags banned here by police as indecent.

Formal complaint against one burlesque house, charged with alleged improper dialog in a sketch, is branded as a spite job in the trade, due possibly to the house being partly non-union. Brand of burlesque and entertainment has been above par and at times more decent than some of the legitimate theater and vaudeville presentations. Feminine business has been a big factor at the house.

Police have ordered two niteries to alter floor shows or face possible loss of their entertainment permits. These spots are second grade.

Penn Spots Raided

WILKES-BARRE, Pa., April 9.—Approximately 70 warrants were served by State Liquor Control Board agents during the past two weeks on owners of drinking establishments in Wyoming Valley. While most of the warrants cited infractions of the State liquor laws, some were for having gambling devices.

The raids, which are staged by agents of the State Liquor Control Board and members of the State Motor Police, are rumored to have a political tinge.

Sokoloff Passes Up S. F. Music Project Impasse

SAN FRANCISCO, April 9.—Complaints of self-appointed protest committee against competency of Alfred Heriz, Northern California head of Federal Music Project, have been laughed off by National Director Nicolai Sokoloff, passing the buck to Director Larson, of the State Labor Relations Board. He criticized neglect of committee to send substantiation of charges to Lawson and to sign individual names.

Are you using MAKE UP TO THE BEST ADVANTAGE?

Send NOW for FREE copy of remarkable new booklet that tells at a glance exactly what make-up you need for any part — straight or character. The results of more than 50 years of experience in theatrical and cinema make-up condensed in 28 pages of clear, concise language that every professional will find invaluable. Newest and most complete make-up and color chart enclosed with each booklet. FREE for the asking!

Stein's 430 BROADWAY ST., NEW YORK CITY

THE LADIES OF STAGE AND SCREEN LEAD FOR MORE THAN 20 YEARS

THERE'S BIG MONEY IN STATE RIGHT MOVIES

Other business activity compels the sale of copyright privileges for states east of Mississippi River on two big proven

BOX OFFICE RECORD BREAKERS

Fine casts, headline stories, perfect sound, lighting and photography. These are new pictures. Not re-hashed or worn out overworked subjects.

Complete line of accessories available.

Address Box D-127, Care The Billboard, Cincinnati, Ohio.

Choose the Chelsea Where You Get The Most For Your Money

HOTEL CHELSEA

THE RIGHT ON THE BOARDWALK

For recreation or relaxation, you'll find everything at The Chelsea, outside ocean-view rooms, sun deck and veranda for lounging, beautiful dining room at ocean's edge.

From \$6.00 — superb cuisine, sports, entertainment . . . and follow guests you'll like. Special Weekly Rates.

\$6 With Meals and Bath. \$3 Room Only and Bath. Per Person, Two in a Room.

ATLANTIC CITY JOEL HILLMAN - JULIAN A. HILLMAN - J. CHRISTIAN MYERS

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT

642 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week. Unit Headquarters, 5 minutes walk to Loop. Theatrical Booking Agencies located in hotel.

QUALITY STOCK TICKETS

ONE ROLL . . . \$ 50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS: 15.00
ROLLS 2,000 EACH.
Double Coupons.
Double Price.

No C. O. D. Orders
Size: Single Tick., 1 1/2".

Spring is the Kind of a New Deal That Makes One's Sojourn a Happier Adventure.

SPRING INSTINCT TELLS YOU TO ORDER now your

TICKETS

From THE TOLEDO TICKET CO., Toledo, O., U. S. A.

SPECIAL PRINTED

10,000	.. \$ 6.95
50,000	.. 9.85
50,000	.. 12.75
100,000	.. 20.00
1,000,000	.. 150.50

Double Coupons, Double Price.

PREFERENCES VS. FAVORITES

Figures Show Competition Reduces Effect of Programs on Listeners' Memories; Lux Strong

Preferred tabulations raise question whether names competing against names lowers value of sales talks—Vox Pop, Prof. Quiz, One Man's Family also leaders

By JERRY FRANKEN

NEW YORK, April 9.—By-products of the survey made in Kansas City on program listening habits were figures on program preferences of respondents queried. These preferences are broken down into two categories. First is the preference from among the programs heard, of those people listening to the radio the day or evening before they were queried. Second is the preference list of those who were not listening within the period 24 hours previous to being called in the course of preparing this study. As shown later, the two lists are, naturally, in no way comparable, since the former is confined to a choice of programs heard and the latter includes the whole week.

In the table herewith giving preference data on those who listened a percentage is given. That percentage is the fraction of preferences with regard to total listeners. Only those programs with most listening mentions are given, inasmuch as to do otherwise would be to distort values. Thus, if a program had four mentions and three preferences, the 75 per cent figure would be automatically compared to the smaller figure, for instance, of a program with 18 listeners and four preferences. No such comparison, obviously, should be made, since the ultimate test is not a preference percentage but listening percentage. Yet the preference figure is one that is highly interesting because of the factors entering into the determination of preferred programs.

It might be natural to expect a listener to say if he had listened to a program that he preferred it. If he didn't prefer it, why did he listen? Several factors enter in, however. First, another member of the family may have insisted; thus the respondent had to listen. Another factor is that of divided attention; the program was heard, but the listener had been doing something else—reading, eating, etc.—so that the listening men-

(See PREFERENCES on page 9)

Luckies Change Policy In New Buddy Clark Show

NEW YORK, April 11.—U. S. Rubber Co. oked the deal whereby Buddy Clark, singer on company's show with Ben Bernie, started a new commercial series for American Tobacco Co. tonight on a two-station Mutual Broadcasting System hook-up. Show is an unusual one in that it is built around Clark and dramatizes his life.

In addition, American Tobacco is changing its policy insofar as singers on its Hit Parade shows are concerned. Heretofore the account has not given these performers billing. Clark, however, is to get plenty of plugging in a build-up step.

Mutual show, on WOR and WGN, is written by John Tucker Battle. No orchestra is used steadily, since some of the show is straight dramatic stuff. However, when music is needed Frank Borah Orchestra will supply it. Agency for American Tobacco is Lord & Thomas. Clark is managed by James L. Saphier.

WJSV-AGRAP Deal Pends

WASHINGTON, April 9.—American Guild of Radio Announcers and Producers began bargaining Monday for a contract with WJSV, Columbia outlet here. Confabs will continue next Monday. AGRAP has a contract with WABC, CBS New York outlet.

LOS ANGELES, April 9.—KOER is inaugurating a program designed exclusively for classroom audiences. Titled *News for Students*, program will be aired every school day from 11:00 to 11:30. C. Merwyn Doby, station's owner and general manager, says the program is in line with the fact that receiving sets are becoming standard equipment in classrooms.

Pastor Gets Sponsor For WNBC Program

HARTFORD, Conn., April 9.—Dr. Welford Timmons, pastor of the South Congregational Church in New Britain, Conn., has started a series of half-hour Sunday broadcasts over WNBC. Program, called *What's On Your Mind*, will answer questions which do not lend themselves to treatment in sermons. Sponsored by the W. L. Hatch Co., insurance and real estate firm.

Commercial Banks of Hartford County have jointly launched *Money Matters*, series featuring Nathan Kroell's Orchestra and a dramatization showing how bankers can help those in financial straits. Aired Fridays, at 7:30 p.m., over WDRG.

Hal Seville Better

WILKES-BARRE, Pa., April 9.—Hal Seville, manager of WBAX, is home again after spending several weeks in Jersey City Medical Center, where he was recovering from an auto accident in which he received fractured ribs and other injuries. Seville is still recuperating.

WILKES-BARRE, Pa., April 9.—WBRE, which now has a power of 100 watts for unlimited hours of operation, may be allowed to increase its daytime power to 250 watts if recommendation of examiner is accepted by the communications commission. Night-time power would be continued at 100 watts.

Atlanta Baseball Set-Up Cloudy; Several Deals

ATLANTA, April 9.—Broadcasting of the Atlanta Crackers' baseball games is not yet definitely settled. Lambdin Kay, general manager of WSB and WAGA, says WAGA will broadcast home games and possibly road games, latter uncertain. Rawson-Morrell advertising agency is handling for Kellogg Wheaties jointly. Joe Gibson, WAGA announcer, will attend the baseball announcers' school in Chicago next week.

WATL is set to handle the road games also. WGBT plans unannounced, but expected to have home game broadcast, too.

Kay also disclosed a new half-hour daily program for Rich's, Inc., department store. Penelope Penn's talks on shopping is feature. Penelope Penn in real life is Mrs. Berrien Moore Jr., society woman.

Human Interest, Dramatic Shows Top Preferred Programs in K. C.

As noted in the analysis of preferences given by Kansas City listeners, the figures herewith are not comparable to the figures giving favorite programs, since the latter are based on the week's listings; the former solely on the period immediately preceding the interview. In other words, a call made Tuesday evening produced preferences as to Tuesday daytime shows; a Wednesday daytime call gave preferences on Tuesday evening programs.

Both in the favorite and preference figures, the Lux Radio Theater dominates. It is particularly noteworthy that this program has no really big name opposition on its Monday night period. Fibber McGee has moved to Tuesday night.

MONDAY EVENING

PROGRAMS	Number Listeners Mentioned	Number Pref.-erences	Pct. of Pref.-erences	PROGRAMS	Number Listeners Mentioned	Number Pref.-erences	Pct. of Pref.-erences
Lux Radio Theater	40	34	85	Amos 'n' Andy	15	6	40
Fibber McGee	24	15	63	Burns and Allen	23	3	13

TUESDAY EVENING

Vox Pop	12	10	83	Al Pearce	8	2	25
Amos 'n' Andy	9	4	44	Al Johnson	25	5	20
Edward G. Robinson	24	9	38	*Quizzer Court	5	4	80

*NOTE: Quizzer Court is listed not because of its mentions but because it showed to be the leading locally preferred program and because its preference rating further bears out the ranking given it as a favorite local show.

WEDNESDAY EVENING

One Man's Family	27	22	81	Eddie Cantor	32	12	38
Gang Busters	27	15	56	Fred Allen	23	4	17

THURSDAY EVENING

Kate Smith	11	6	55	Good News of 1938	12	4	33
Kraft Music Hall	47	25	53	Rudy Vallee	20	5	25
Major Bowes	46	24	52				

FRIDAY EVENING

Beer-Burland Fight	13	8	62	Hollywood Hotel	15	7	47
Amos 'n' Andy	11	6	55	A. L. Alexander			
First Nighter	26	14	54	True Stories	17	7	41

SATURDAY EVENING

Professor Quiz	15	12	80	Santa Anita Handicap	16	8	56
Your Hit Parade	15	9	60	National Barn Dance	15	7	47

SUNDAY EVENING

Chase & Sanborn Hour	64	36	56	Jello	43	10	23
Ford Sunday Eve. Hour	14	7	50	Joe Penner	18	4	22

Tss! Tss!

BOSTON, April 9.—Radio is an evil influence. So did 1,300 Roman Catholic student delegates brand the ether industry at a two-day session of the seventh spiritual leadership convention held at Boston College April 5.

They condemned its attitude on marriage sanctity. One of the debates centered on the reaffirmation of the belief in the sanctity of marriage in the face of the evil influences of radio, movies and the literature of pagan culture.

22 Radio Accounts On Fair List So Far

NEW YORK, April 9.—Of the 71 firms that by the end of March had signed contracts for exhibits at the World's Fair, 22 are regular radio advertisers. They include Agfa Ansco Corp., American Badolator and Standard Sanitary Corp. (comprising 13 subsidiaries), Beech-Nut Packing Co., Borden Dairy, Coca-Cola, Consolidated Edison Co. (comprising four subsidiaries), Thomas Cook & Son, DeVoe & Reynolds Co., E. I. duPont de Nemours & Co. (two subsidiaries), Elgin Watch Co., Firestone Tire and Rubber Co., Ford Motor Co., General Electric Co., General Motors; Glass, Inc. (three subsidiaries); H. J. Heinz Co., Household Finance Co., Macfadden Publications, National Biscuit Co., Radio Corporation of America, Standard Brands and Swift & Co.

After All These Years P. & G. May Reform

CHICAGO, April 9.—Mankattan Mother, year-old WBBM sustainer, was sold this week to Procter & Gamble. Hits the ozone next week as a 15-minute five-day script show. Stint has been aired as a Sunday half-hour shot and was started by WBBM as a trial to raise standards of daytime serials. Plot embodies the old tried and true formula, but station dressed it up with smart banter.

Understood that P. & G. has taken 13 weeks of the scripter as a sample to see if the stint will be a box-top yanker.

KYW Juggles Staff

PHILADELPHIA, April 9.—KYW staff underwent a shake-up last week. John Thorpe, night supervisor, was placed in charge of sound effects. He replaced Arthur Hynett, who will devote his time to several programs and the KYW music library. Gordon Heyworth, veteran announcer, will take Thorpe's place as night supervisor. Changes were made by Jim Bagley, program director, preparatory to the removal of the station to its new studio next month.

WORL Airs Talk on Venereal Diseases

BOSTON, April 9.—Topic of "Syphilis and Gonorrhea—Notions vs. Facts" by Dr. Neil Nelson, of the Massachusetts Department of Public Health, was aired over WORL, indie outlet, Monday (6). WORL was the first Hub station, last November, to take the air with a broadcast regarding "social" diseases.

Dr. Nelson is director of genito-infectious diseases of the health department and feels that radio may be one medium thru which the public may be educated in this field.

PHILADELPHIA, April 9.—Sandy Guyer, WPEN announcer, formerly with WIP here, was recently appointed head of the newly organized radio department of the J. M. Korn Co., Inc., of Philadelphia. Guyer will confine his activities to the new three-hour program of the Nevin Drug Co. Show begins Monday and will be heard daily, except Sundays, at 9 to 12 midnight.

Shepard Burns At Weather Man

Kicks at booking CBS rain guesser on NBC show—makes threat to cut him off air

BOSTON, April 9.—John Shepard III has beefed about a local Columbia Broadcasting System employee broadcasting from New York on the NBC Red show, *For Men Only*, aired on Shepard's WJAC here.

E. B. Rideout, WEEI staff meteorologist, is scheduled for a guest appearance on that show April 11. Gerry Harrison, press agent for Yankee Colonial webs, said for Shepard, "E. B. Rideout will not be on the program thru WJAC."

Rideout has an check from CBS to do the NBC shot. To date WEEI has heard no contrary orders. WEEI has kept silent. Harrison did not say whether Rideout would be canceled or whether Shepard would order his control dials to cut that portion of the show off the air. Rideout has made preparations to leave for the broadcast.

Speculation arose whether Shepard desired having a competing meteorologist ballyhooed over his facilities. On February 29 Yankee debuted its weather forecast service, costing plenty. Rideout was chosen because of his high accuracy average during 12 years on WEEI.

Union Complaint Claims WAPO Unfair

CHATTANOOGA, April 9.—Charging unfair labor practices following discharge of two employees, complaint has been filed with the National Labor Relations Board against WAPO here by John Paul Jones, president of Local 662, International Brotherhood of Electrical Workers.

Meredith Thompson, radio engineer, and E. B. Baker, an operator, were discharged after joining the union here. Jones and G. M. Freeman, international representative of the union at Washington, declared. They said the men joined the union March 19 and that Thompson was discharged the following day and Baker on March 23.

T. E. Patterson, manager of WAPO, said he had "no comment" to make.

A federal department of labor conciliator, E. C. Curtis, of Washington, has been here in connection with the case, but was unable to bring about an agreement, the union officials said.

Curtis Sims, president of the Chattanooga Central Labor Union, said that organization had voted to place WAPO on the "unfair list" at the request of the electrical workers' union.

Low Parker on CBS

NEW YORK, April 9.—Low Parker, radio comedian, will get a half-hour spot on CBS as soon as scripts are ready. Parker did Bob Hope's act for years, having made a special deal with Hope.

New Wax Wrinkle

DETROIT, April 9.—Transcribed spot announcements with sound effects have been used in a campaign lately by Sallan Jewelry Co. Each record, in a series of 18, runs only one minute, but gets effect of four or five-minute-spot program thru use of brief story and background effects, such as a beach scene, people looking in a store window, etc., tying in only casually with the Sallan announcement. Series was prepared by T. K. Riekerd, Inc.

MOOSEJAW, Sask., Can., April 9.—Brood-Glover, former sales manager of REB here, is now an announcer at TEL, Toronto.

Ain't It the Truth?

DES MOINES, April 9.—"Radio has more self-appointed critics than any other business under the sun," Paul McClure, assistant sales manager of NBC, Chicago, told the Des Moines Ad Club here. His advice to the critics was, "Remember, you always can turn your radio off."

Couple of Senators Start Talking Again

NEW ORLEANS, April 9.—Suggestion by State Senator George Ritchey, of Mississippi, that the people of that State should know what goes on in that body was not well appreciated this past week when the Senate voted down 31 to 3 his proposal to establish a State-owned radio broadcasting station.

"I'm opposed because members of the Senate would create such a stir rushing to the mike nothing would be heard over the station but static," Senator A. P. McKeigney said in opposing the measure.

Hints to the farmers thru the department of agriculture was another proponent's reason for backing the measure. It's hard to find out where the third vote came from.

CIO Union Deal for Co-Op Show Off Because Firm Uses AFL Help

DETROIT, April 9.—Worries of a program in quest of a sponsor disclosed new obstacles at WJBK here. Fight between the American Federation of Labor and Committee of Industrial Organization, with Detroit as the hub because of automobile factories, pointed the situation.

United Automobile Workers (CIO) has had a 16-minute program nightly over WJBK. Much of the activity was intended to aid the union in its attempt to organize the Ford plant.

Depression has struck union funds, however, and the UAW went out after a sponsor for its program. Result, an overall company, known for its long-time union recognition, agreed to underwrite program, and WJBK agreed to tie-

up upon payment of some extra dough.

Veto came from the regional director of the UAW, however, who kiboshed it saying the union would not be allowed to carry any program for the benefit of the overall company because it was signed up with an AFL union. Would-be sponsor called headquarters of the AFL union in New York and got a flat veto because it doesn't want to help a CIO union. That made it unanimous. UAW is carrying on without a sponsor.

FCC LAW DEPT.

(Continued from page 4)

will constitute the committee on superpower and they will report their finding to the full commission. Attorneys representing superpower applicants admit the tough assignment on their hands. A substantial part of the industry is planning to intervene and opposition is numerous and strong. Commissioners Payne and Craven have at various times expressed doubts of 500 kilowatts, but have not yet opposed superpower. Commissioner Case is the unknown factor on this three-man committee and it is believed that he will be the chairman.

Congress

Turning toward Congress this week Commissioner Payne introduced a bombshell resolution which was seconded by Commissioner Craven. It called for action on the part of the commission in notifying Representative John O'Connor, chairman of the House Rules Committee, that representations of the FCC being opposed to a Congressional investigation of radio are untrue. Resolution called for a statement of policy which would not be in opposition to Congressional investigation, but would even welcome such an inquiry not only of the industry but of the commission itself. Payne's resolution was deferred until next week for decision. The move now has commissioners in a delicate position in which they will have to wave a red flag for investigation by a hostile house committee or they will have to vote against the proposal and thus commit themselves in opposition to a probe of their own activities.

Commissioner Payne's proposal almost immediately follows a published "exclusive" interview with O'Connor quoting him ready to have the rules committee favorably report a resolution to investigate radio and the FCC. Moving force for this was an alleged hostility to Chairman McNinch of the FCC and also the reported "leak" on the telephone report. Hurtled inquiry from interested members of Congress and the press was answered by O'Connor's repudiation of the "interview."

NBC-Westinghouse

One other investigation more or less sub rosa got under way at the commission as a result of the House Appropriations Committee's hot cross-examination of Commissioner T. A. M. Craven a few months ago. At that time Representative Wigglesworth asked some pointed questions about the "lease" arrangements between the National Broadcasting Co. and Westinghouse Electric and Mfg. Co. Craven said he didn't know anything about NBC-Westinghouse leases and promised to look them up and would prepare a statement for insertion into the hearing record. Craven's inquiry at the FCC legal department was answered by a report saying there were no leases on record. This information was in turn given to the House Appropriations Committee. Since then Craven has found relationship between NBC and Westinghouse is on a basis of a contract reached as a result of a consent decree entered into at the Federal Court at Delaware which was going into the "patent pool" questions. Craven as a layman now wants to know the difference between a lease and the NBC-Westinghouse "contracts." And if there isn't any difference who in the law department supplied the information which Craven gave to the House Appropriations Committee. Question of difference between lease and "contracts" is now being weighed by the FCC law department.

Another investigation which has been inserted into FCC minutes is one which goes into the sale of A. T. and T. issues on the New York Stock Exchange during the early part of February of this year, about the time Commissioner Walker handed copies of his report to his fellow commissioners.

Advertisers Plan Talent Cuts For Fall; Hollywood Gets Blame

NEW YORK, April 9.—Excessively high salaries paid motion picture stars for radio guest shots the past season are likely to redound against other radio performers next season, it is stated in an agency fields. This policy is in line with that of cutting talent budgets in line with the recession. While radio, as a medium, may not be affected as much as other fields by the current slump, most reductions in radio expenditures will come out of talent appropriations. This is what radio men in the agencies state.

As proof, uncertainty covering renewals for some big shows is offered. General Foods-Metro-Goldwyn-Mayer Good News is slated to go off for the summer months. However, the advertiser will not buy the show again for fall unless

the price of \$25,000 per broadcast is reduced. Similarly *Hollywood Hotel's* renewal is in doubt because of the sponsor's desire for a shorter price. Another General Foods show, Burns and Allen, is reported as failing to satisfy the sponsor from the basis of dollar sales per dollar spent, and the act is reported going over to Liggett & Meyers for Chesterfield cigarettes.

Further, it is claimed that salaries for the six guesters are due for pruning. This goes especially for those limelites whose radio ability is not so forte. Value of the names is now down because they have all played so often, and publicity value has become largely secondary to entertainment value.

Some radio players, being under contract, will not be affected unless options are dropped.

News, Lux Dramas, Lead in K. C., Report of Favorite Programs

The list below shows the favorite programs of Kansas City listeners. These are not the same as preferred programs. List below was compiled from results given by listeners who had not been listening to their sets during the period referred to in the interview by the survey investigators for Market Research Corp. Programs are listed under daytime and evening headings. Lux show also is tops in the preference percentage.

FAVORITE EVENING PROGRAMS	
Lux Radio Theater	49
Charlie McCarthy, Edgar Bergen, Don Ameche	24
Major Bowes	23
Amos 'n' Andy	22
Jello-Jack Benny	22
Crosby, Bob Burns	22
One Man's Family	20
National Barn Dance	12
Ford Sunday Evening Hour	8
Al Johnson	7
Rudy Vallee	7
Fibber McGee and Molly	6
NBC Symphonic Orchestra	6
News Programs	5
Easy Aces	5
First Nighter-Campagna's	5
Edward G. Robinson	4
Dance Music	4
Gene Summers	4
Hollywood Hotel	4
Wayne King	3
Sport Program	2
Barn Warmers	2
Burns and Allen	2
Eddie Cantor	2
Boake Carter	2
Good News of 1938	2
Hour of Charm	2
March of Time	2
Professor Quiz	2
Quizzer Court	2
Town Hall-Fred Allen	2
Church Music and Services	1
Benny Goodman	1
Horace Heidt	1
Lucky Strike Hit Parade	1
Jack Oakie	1
Opham Annie	1
Hollywood Mardi Gras	1
Joe Fenner	1
True Story	1
Vicks Open House	1
Vox Pop	1

FAVORITE DAYTIME PROGRAMS	
News Program	22
Farm and Home Hour	15
Club Matinee	11
Ma Perkins	7
Dance Music	6
U. S. Navy Band	6
Breakfast Club	5
Band Music	4
O'Neills	4
Vic and Sade	4
Cold Medal Hour	3
Mary Martin	3
Tex Owens	3
Unity School of Christianity	3
Aunt Jeany St.	2
Follow the Moon	2
Grand Opera	2
Himself Music	2
Major Bowes Capitol Family	2
Musical Clock	2
Organ Music	2
Pepper Young's Family	2
Pretty Kitty Kelly	2
Sports Program	2
Armo Band	1
Backstage Wife	1
Bible Story Hour	1
Big Sister	1
Coaling School	1
Walter Damesch	1
Coppel Singer	1
Cudding Light	1
Edwin C. Hill	1
How To Be Charming	1
Judy and Jane	1
Just Plain Bill	1
Kitty Keene	1
Linda's Love Affair	1
Cuy Lombardo	1
Magazine of the Air	1
Magic Key	1
My Gal Sunday	1
Myrt and Marge	1
John Cameron Swayze	1
Today's Children	1
U. S. Army Band	1
WMB Staff Follie	1
Woman in White	1

Webs Change Policy On Gross Publicity

NEW YORK, April 9.—After a lapse of three months the National Broadcasting Co. and Columbia Broadcasting System have resumed releasing their monthly gross billings. Practice was discontinued because networks were afraid the figures would attract undue legislative attention. However, groups of excess favoring releases within the chains continued pressure and finally won. Additionally, an FCC investigation of the networks has been set.

CBS total for first three months of 1938 is 19.8 per cent over 1937, \$8,838,639 against \$7,392,633. March, 1938, took in \$3,035,929 against \$2,559,716, up 19.4 per cent.

NBC total for Red and Blue links is \$11,098,400, up 6.2 per cent over 1937. March scored \$3,806,831, up 5.3 per cent over last year.

NBC no longer breaks its figures down into Red and Blue totals because the Western station groups are no longer assigned to Red or Blue but may now be bought for either line.

Al Nelson's Influence

PITTSBURGH, April 9.—With the coming of Al Nelson from Denver as manager of KDKA five months ago, there seems to have come an influx of western programs for easterners. Begun this week was weekly program called Round-up, variety show. Last week, *Silkosettes* of the West was launched as twice-weekly program of stories and songs by Doyle White and Roy Starkey. Two months ago, weekly drama, *Under Western Skies*, hit the air, has continued under direction of Derby Sproul, imported from KOA as idea and production man.

Sauls, 59-year-old cotton mill employee weighing 203 pounds. He ate 60 eggs in a half-hour to win the Great Smoky Mountains Egg-Eating Championship. Contest was held in the WNOX auditorium, sponsored by Bert Vincent, columnist for *The News-Sentinel*, station's owner newspaper.

Seven hundred persons took every seat inside and more than 2,000 were turned away. Universal Newreel made movies of the contest.

Sauls defeated his farmer opponent, Perry Corwin, by a margin of a dozen and a half eggs.

Every hen in town has taken it on the lam and refused to come back until John L. Lewis promises to give them a union.

WILKES-BARRE, Pa., April 9.—Marshall Montgomery, ventriloquist, has been signed for 13 weeks over WBRE, starting April 25. Sponsor is Planters Peanuts.

This May Start New FCC Investigation

KNOXVILLE, April 9.—Claim to having eaten the most eggs ever eaten by one man at a sitting was poated this week by WNOX in behalf of Robert

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.

Pat Ross, baritone, began a new song series Friday, 4:45-5 p.m. over WNEW. Did *Remember Me, Please Be Kind, Thanks for the Memory*. Sings straight, with no tricky embellishments, and is accompanied by Jimmy Rich at the organ. Voice is soothing enough and fills out a pleasant if somewhat innocuous 15 minutes.

Bud Abbott and Lou Costello, vaude team on the Kate Smith show Thursday, soaked with swell delivery but unfortunately used old material. Costello, with a high voice, put over the punches with Abbott feeding. Team seems to be excellent radio material, but should round up some new scripts.

Jack Waldron, now dubbed Colonel, took over the WHN Original Amateur Hour last week, replacing J. C. Flippen, who emceed the stint for years. Crammed to the saturation point with night club work, Waldron had no trouble on his first airing. Voice comes over in somewhat slangy fashion, giving a rough-and-ready touch to the proceedings.

Should be able to keep the ball rolling fast enough as long as the ams keep coming. Among well-wishers were Eddie Garr, Benny Fields, Eddie Davis, Henry Youngman, Abe Lyman and others. Roy Saunders does the sales talk for Oxydol.

Dr. Charles M. Courboin has to play the organ only five minutes to convince he is among the few champions who can exploit the composite musical instrument for the whole range of its versatility. His mastery is undeniable. Besides, according to Mendelssohn and Bach, a smooth, delicate splendor seldom achieved on the organ. Dr. Courboin recently premiered Clifford Lang's *Prelude* in November, a composition originally conceived for the piano and transcribed by the organist himself. Lang's work is essentially a tone poem which sensitively describes nature's fall temperaments. Skillful use of dissonant chords affects fine climaxes, while lyrical passages assure a forward progression of the theme. Courboin's interpretation is delightful. On WOR.

Air Briefs

New York

ONE of the most dignified visitors at BBDO this week was a dead ringer for Hattie Selassie. The receptionist gave him a stall. . . . Stan Shaw, who emceed *Milkmen's Maffinee* over WNEW, is trying to find out what type of music is most suitable for people shaving in the morning. Thus far the Sari Waltz is tops, with rumbas and fox-trots definitely mixed. . . . Fred Wile, manager of the Hollywood office of Young & Rubicam, returning east. . . . Phil Baker will soon have late Friday afternoon dress rehearsals open to public ticket-holders. . . . Lum and Abner will go off for 10 weeks during the summer.

Seven-year-old son of Herman Besa, sales manager of WNEW, is very ill at Jersey City Hospital. Noted around the studio that the kid would need a fifth blood transfusion. Entire house band and most of the staff volunteered. . . . Pat Weaver, of Young & Rubicam, gets back from his Bermuda vacation this week. . . . Prentice Winchell, recently shifted to N. W. Ayer's Philadelphia office, is no longer with the agency. . . . Three Peppers at the Hickory House made their radio debut over WMCA with Joe Marsala's crew Saturday (9). . . . NBC, speaking of its forthcoming show, "Tin Pan Alley Presents," queries, "When is a song a hit? Nobody knows until it's been

played and played and played." Is NBC really that innocent?

Paul Whiteman's *Ork* will be the first to play over both nets from the World's Fair. Date will be April 29, when Whiteman will play a date on the reclaimed marshes at Flushing. His *Chesterfield* show will emanate from there, and also a one-half-hour dance program over NBC. Grace Moore will guest-star on the *Chesterfield* spot. . . . Sponsors of Hal Kemp show for Griffin All-White are trying to get guests who really use All-White—sportsmen, etc. Oh, well, then don't believe it. . . . Jean Ellis, 11-year-old kid who appeared in "Grl of Golden West" flicker, is being brought back east for radio work.

NOW that Larry Nixon has finished and placed his book, *Vagabond Voyager*, everybody is trying to give him more info. . . . Richard E. O'Dea, vice-president of WNEW, returned from a six-week tour of the Carribeans. . . . Eddie Rikina, ork leader, will be musical director of the Group Theater's radio shows. . . . Doris Rhodes, vocalist, has had her CBS contract renewed for one year. . . . George Olsen, whose band plays for *Royal Crown Revue*, celebrated 12 years of married bliss with Ethel Shutta Friday. Couple's two kids, Charles and George, aged 11 and 9, debuted on Olsen's show the same day.

Chicago By HAROLD HUMPHREY

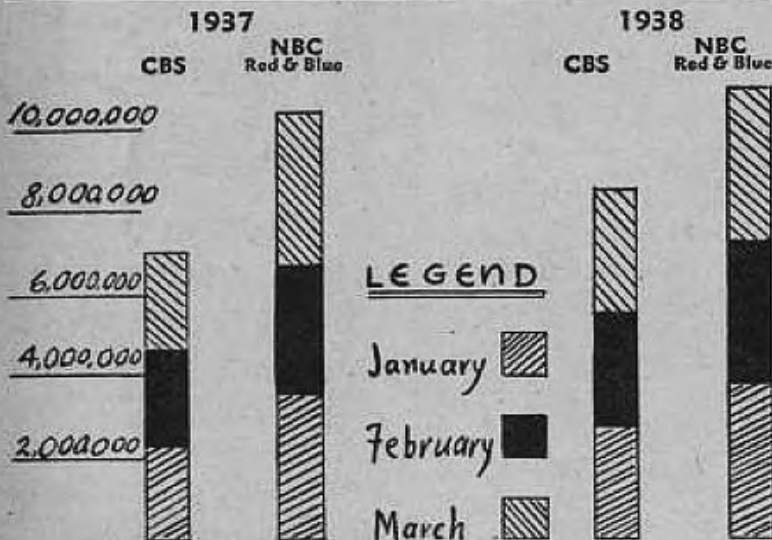
ANNOUNCER Bret Morrison fell prey to habit Wednesday on the *If Can Be Done* show at the initial CBS airing, calling it an NBC production, but it happened before shot had hit the air and was caught only by studio audience. . . . Bud Gunn and James Whipple left the J. Walter Thompson radio department this week. . . . Betty Babbe took over all radio at the H. W. Kastor firm, but with Gordon Cooke still supervising. . . . Inna Phillips' *Guiding Light* stint has jumped over six points the past nine months in Crossley's rating. . . . WBBM's press gal, Trudy Dyer, flew to New York on biz Thursday.

Rumor bearers had Niles Trammell resigning his post, but the NBC exec said it was probably the annual hoax which has been spread around for the past 10 years or so—anyway he didn't know anything about it. . . . Verne Smith was added to the *Bachelor's Children* cast as the new heart throb. . . . Boris Karloff made a hurry-up trip to New York Thursday to guest on the *For Men Only* show between his *Lights Out* duties here. . . . Jackie Heller left for Kansas City for a week's engagement at the Newman Theater there. . . . Russ Hodges, WIND sports

apieler, went home to Cincy for a visit before attending the baseball announcers' confab here Sunday and Monday.

Col. Jack Major guested on WBBM's *Potpourri* shot Sunday in between shows at the Oriental Theater. Incidentally, Major has an interest in a 100-acre tract at Paducah, Ky, and is dickering for another small outlet in the Deep South. . . . Bill Drips, NBC agricultural director, left this week on a biz trip to Washington. . . . WLS celebrated its 14th anniversary of the station and Barn Dance Saturday. . . . Radio-Theater Guild opens its fourth legit production next Monday with a play titled *Dark Echo*, written by Howard Keegan, who recently left NBC's production staff.

THERE'S a local news commentator readying an expose book to be labeled *Why I Deserted Franco*. Story is built around a local boy who just returned from the Spanish conflict after fighting 14 months on the side of the Rebels. . . . Stations here cashed in heavier than ever this year on the election primaries held Tuesday. WIND devoted practically entire evening hours to election returns that night.



Comparison of gross for NBC networks and CBS for first three months of 1937 and 1938. For detailed figures, see story on this page.

From All Around

FOOL around with this one: 1,567 songs per week pass thru the hands of Clara Saltzberg, head of the copyright department at WIP, Philadelphia. . . . CPNB, Frederickton, New Brunswick, has appointed Weed & Co. as reps in the United States. . . . Rush Hughes, heard daily over NBC-Red from San Francisco, soon takes the road for a series of barnstorming broadcasts from key cities. Will broadcast from the World's Fair April 22. . . . New musical trio, Gene Hoctor, Chris Christenson and El Chaffe, joined the WOKY, Cincinnati, staff this week.

Habit of speaking about the radio industry is reaching unprecedented heights at KYDL, Salt Lake City. At least one confab a week has been scheduled before community groups by station crews—and recently Ray Shafer, KDYL office boy, mounted the rostrum and addressed a group of schoolboys. Shafer was asked to repeat at a future date. . . . Hugh H. Smith has been added to the commercial staff of KFRO, Longview,

Tex. Will handle sales and service local accounts. . . . Don Lamont, Peggy Mann and Louis Katzman Band and Alen Courtney are the talent on the Gloomchaser's program produced by Courtney over WINS.

Kasper Malone, KMMJ of Clay Center announcer, is moving to the WIBW staff of Topeka, Kan. Tommy Watson, another KMMJ starter who also went to WIBW, is now at WLS, Chicago.

CHANGES in Pittsburgh radio picture this week brought Finger-Dent, manufacturers of new Latex toothbrush to WWSW for three spots daily on four-week contract placed direct, and ex-nitery emcee and drummer Ted Blake to WOAE as first of new faces for Old Shay Ale's *Night at an Inn*. Brewery account, handled by Bothwell agency, will also import new male quartet and three saxes for Billy Catzone's former Singing Strings. Solo holders from previous 11 weeks will be Joanne Galbraith and (See From All Around on opposite page)

HIT ANTI-RADIO DAILIES

WAAT-Daily Deal Ends; To Sell News

JERSEY CITY, April 9.—A "gentlemen's agreement," in existence about seven years between *The Jersey City* (N. J.) Journal and WAAT, whereby the former supplied the latter with news in exchange for cuffo time, has been broken. Parting was amicable, but the station had to take the step in order to make its news available to commercial sponsorship.

According to Paul La Stayo, general manager of the station, the station has, within the past year, received a flock of inquiries from advertising agencies about the station's news periods. Inquiries want to know what news service supplies the news, how many daily periods, etc. The station-daily deal called for six 15-minute periods given the paper in exchange for supplying news and a newscaster.

However, the daily *Times Associated Press* news and the station couldn't sell the spots to sponsors. Accordingly, the deal was abrogated and the station bought United Press service. Ironically, a few days after the station took this step the Associated Press admitted it was considering revising its policy so that advertisers could buy its product for broadcasting.

Cuffo Names on the Line

KANSAS CITY, Mo., April 9.—Station KXBY has been scooping the local field here in the last two months by airing same bands featured at the Pla-Mor Ballroom. Jimmie Lunceford, Fletcher Henderson, Casa Loma and similar units have been spotted on evening sustainings with great success. Station managers will try to grab the Fairland Park wire for similar purposes when it opens next month with a full schedule of name attractions booked for its ballroom.

PREFERENCES

(Continued from page 6)

tion would show up in the report of the period covered, but the program was not a preferred one. Further, with four programs all enjoyed, only one can be picked as a preference.

Competition

Another consideration may arise out of highly competitive evenings, such as Thursday evening with five big shows—Eddy Waller, Kate Smith, *Good News* of 1938, Major Bowes and Bing Crosby. Unquestionably the most competitive lineup of any day, not only from the standpoint of Waller and Smith, and *Good News* and Bowes are on the same time segments in many parts of the country, but because of the all-over competition of the commercials. In other words, there are the plugs for the five sponsors beluded in the shows. It is safe to presuppose that the show making the strongest impression carries over with it the most effective sales talk, because the show, as a unit, is strongly impressed on the listener's mind. Thus there are two questions raised. One is that, admitting it to be true that the big shows develop greater audiences over the whole evening, does the rivalry between them as entertainment diminish or dissipate the values of the commercial plugs on the shows less liked? Another is, do preferences reported by listeners reflect more than merely entertainment tastes—do they imply, too, a preference towards the products advertised by the shows they prefer? Returning to the first question raised, an analogous comparison might be between a double-act picture house bill, showing a Grade A and Grade B picture on the same bill. Does the Grade A erase completely, or in part, presupposing it is preferred by the audience, the Grade B picture?

It is not the purpose of this comment

Moon Struck

NEW YORK, April 9.—One of the best gag publicity stories to be released in some time hailed from CBS this week. Story set out to explain that telephone calls to CBS from listeners hit peaks whenever the moon was full.

to answer questions evolving from the tabulations of preferred programs, but to raise them. *The Billboard* will not and does not state the meaning of these figures, but rather reports them as by-products of the surveys made by the Market Research Corp. of America.

Selective Tuning

Another question raised is whether preferences are an indication of selective listening. Even the most ardent pro-radio industry executive will admit that a definite portion of radio listening is not directed toward any specific program. In other words, the receiver is turned on, come what may. Preferences, on the other hand, may show that listeners select, going from one station to the other and so on. Evidence toward this point was shown especially in the first story in this series, covering evening listening habits in Kansas City, where figures showed the large differences between the leading shows and those immediately preceding and following them.

The table, listing preferred programs under the seven evenings of the week, reports the preferences given by those who were listening to the radio during those specific periods. (Calls covering evening listening are made the following day.) The other table reports favorite programs and was supplied by respondents who were not listening during the period referred to in the interview. Non-listeners thus gave their reactions to the week's programs rather than those of a specific evening. For purposes of comparison, the favorite programs are not broken down into time segments; i. e., length of broadcast period, since it is not an element of importance in the analysis.

A study of the table for the seven evenings shows another factor of relative preference interest. Thus, on Monday evening, the *Lux Radio Theater* has the outstanding figure of 85 per cent preference, 34 out of 40 listeners preferring it. But study of the program chart shows that there are few major programs on that same evening, and the program is allowed to make a tremendous impression on the listeners, with no other program cutting in. Thursday evening, on the other hand, shows the effect of competition on preference percentage.

FROM ALL AROUND

(Continued from opposite page)

Tommy Tarshis. . . . Kansas premier of *Rebecca of Sunnybrook Farm*, held at Ottawa last week, was preceded by a 15-minute broadcast by remote control over WBW, Topeka. Mayor of Ottawa, heads of civic clubs and Fox Film Corp. executives from Kansas City and Eastern Kansas gave short talks. Ed Oliver was in charge of broadcast.

J. Walter Thompson Considers Paid Plugs in Program Lists

NEW YORK, April 9.—A plan whereby radio program listings in daily newspapers would carry paid plugs for sponsors of the commercial shows is being investigated by J. Walter Thompson Co., according to authoritative information. There are several angles which may serve to hinder the proposition. A principal point, however, is that if the practice becomes general, many dailies now unfriendly to radio would change their policies because of the revenue received thru this plan.

Thompson idea is not to revert to the old style, wherein names of sponsors were carried right in the program title, but to follow the name or description of the show as now carried with the name of the sponsor in parentheses, using a

Ad Agencies Consider Nixing Ad Space in Papers Ignoring Radio

HOLLYWOOD, April 9.—Advertising agencies are working up a peave against newspapers which give little or no space to radio and yet cash in on radio advertising. Instead of merely blowing off steam, however, definite retaliation may be taken. One agency is currently making a survey of daily newspapers, classifying them as good, fair and bad in relation to the amount of radio space they carry. It is possible that advertisements will be placed in those papers which cover radio news and do not hold radio down to listings. Development was precipitated by the discharge of all radio editors by Los Angeles dailies.

Type of ad placement most likely to be affected if at all is time-in spotlight advertising, with a possibility agencies will substitute spot announcements over the radio instead. In other words, the daily press as a general media will not be hit. Thus far no attempt at concerted action on the part of agencies has been noticed, but representatives of those queried were of the opinion that a united front would help.

Situation in Buffalo, N. Y., is quoted as an example of conditions confronting agencies. City has three dailies, *The Courier-Express*, *News* and *Times*. *Courier-Express*, a morning sheet, does not have a radio columnist. Both *Times* and *News* have radio columnists. Insofar as chances for publicity breaks on *Courier-Express* are nil, why give it advertising in the query.

To many agency people attitude of the dailies in not giving much space to radio seems incomprehensible in view of the fact that the industry is perhaps the greatest in show business. Comparison often made is with the legitimate theater, a field sharply curtailed through the depression years and admittedly one of the smaller show-biz categories when judged according to financial investment. Legit, however, continues to hold its space in the dailies and more than pays its way in advertising. This despite the fact that the number of successful Broadway legit can be counted on one's fingers.

Agencies claim that recent surveys, such as *The Louisville* (Ky.) *Courier* figures published in *The Billboard* and the Gallup newspaper survey, show that radio is close to the top in editorial interest. They feel that dailies not covering radio editorially have little radio circulation and that advertising radio programs in such dailies is wasted money.

NEW YORK, April 9.—Confirmation is available in New York from at least one advertising agency with reference to a study of newspaper policies towards radio. Other agencies, however, state the proposal is impractical, since circulation figures are more important than radio editorial space.

CHICAGO, April 9.—Recent dropping of radio columns by Los Angeles dailies

has brought up the old question here of what would happen if newspapers turned a cold shoulder on local outlets.

Altho *The Chicago Daily News* has not made any move yet to restore its radio column since Charles Gihren's resignation, the situation on the other four sheets is pretty well sowed up. *Chicago Tribune*, which owns WGN, has found that sandwiching its station news along with the others is the best way of getting it across. *Daily Times*, tabloid, conducted a survey recently which proved its radio pillar ranked tops as a reader-puller and, altho it has no station tie-up, WBBM promotes it when opportunities arise. Hearst's *Herald* and *Examiner* and *Chicago American* are always subject to the whims of the tycoon, and altho there is a possibility of merging the two columns, the opinion is that radio will not be dropped altogether.

Radio execs still maintain an indifferent attitude about the whole thing, claiming that they are only turning out 50 per cent of what would be possible if the channels were opened. One press head here said he would just as soon see the dailies freeze them out, because then he felt the radio industry would band together, subsidize some weekly sheet and do a much more effective job as a result. In his opinion, newspapers would take the rap rather than radio.

ARTISTS MANAGEMENT
Presents

PAUL WHITEMAN
ON
Chesterfield

CBS Network,
Fridays, 8:30-9:00 P.M., EST.

GUEST STARS - APRIL 15
ART SHAW - 4 MODERNAIRS

All Paul Whiteman Engagements Booked
EXCLUSIVELY
by
Artists Management

17 E. 45TH ST.
N.Y.C.
MU 2-1880

JOSEF
CHERNAVSKY
now with
WLW
"The Nation's Station"
Cincinnati
"The Musical Cameraman"
every Sunday, 6 p.m. EST.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

G U S	AVAILABLE FOR STAGE, SCREEN OR RADIO	V A N
	address Care GOLDIE & GUMM, 1540 Broadway, N. Y.	

Program Reviews

EST Unless Otherwise Indicated

Boris Karloff

Reviewed Thursday, 12:30-1 a.m. Style—Horror story. Sustaining on WEAF (NBC network).

Boris Karloff is doing a short series as guest star of the noted NBC *Lights Out* series. His booking is in the way of celebrating the fourth anniversary of this macabre production.

Karloff's first show, in which he took the part of a gent slowly going nuts, was a dual triumph. It was a triumph for Karloff as an actor, for, without benefit of gruesome makeup, a chief asset in his picture appearances, he created the very atmosphere required and played the part to the hilt. Secondly, it was a triumph for Aruh Obeler, writer of the series, for turning out an excellent script. Incidentally, it was probably a tough assignment for Karloff in his first radio attempt of this kind, since the piece was almost a monolog. J. F.

Kate Smith

Reviewed Friday, 3:30-3:45 p.m. Style—Commentator. Sustaining on WABC (CBS network).

Three times a week, now, Kate Smith foregoes bringing the moon over the mountain to talk to her radio audience, or, more specifically, to the ladies in her radio audience. In easy-going, casual style, she discusses this, that and the other thing. It may be fashions or news or a friend or the weather. To a considerable extent Miss Smith carries off her new idea well. Few radio performers are better equipped to create the intimate atmosphere her work engenders. That is a principal asset. The homey atmosphere is accentuated, too, by what she says. It's a safe presumption that the program started with an audience built by her reputation, and if the ladies don't mind poor diction and occasional awkward lapses that make the proceedings sound strained, the show should build its star into prominence in a new field.

On the program caught, Miss Smith discussed fashions—long versus short skirts; Glenda Farrell, who had appeared on her other program the night before; the Freme murders, and hitch hikers and general news. A prize boner was Miss Smith's conjecture as to why the CIO and AFL don't get together, a masterpiece of malice. J. F.

Vic Irwin's Cartoonland Band

Reviewed Tuesday, 9:30-10 p.m. Style—Dance and novelty music. Sustaining on WOR (NBC network).

Irwin seems to have a good enough band, but his show when caught was somehow dull. And this despite the presence of Benny Venuta, vocalist who is considered of legit musical caliber.

Irwin played about eight tunes during his program, creating an impression of overabundance. Miss Venuta delivers two vocals. Perhaps more singing by Venuta, or better yet an injection of comedy, would make the program more listenable. Band's delivery of "musical cartoons," with lyrical parodies, should be developed more extensively.

Raw material present, but show needs a doctor. P. A.

"Uncle Ned's Variety Show"

Reviewed Wednesday, 1:15-1:45 p.m. Style—Variety show. Sustaining on WORL (Boston).

Uncle Ned (Eddie Urquhart) conducts this WORL half-hour and gives his youngsters a chance to air whatever talent they possess. Period is somewhat on a higher level than many get-the-gong sessions, but birthday and wedding celebrations will be announced if requested. Red and Hank, accordion-guitar team.

Correction

In the March 26, 1938, issue of The Billboard, in a review of the program called *Meet Yourself*, conducted by Louis J. Lewis on WIP, Philadelphia, it was erroneously reported that Lewis had appeared previously on WDAS in that city. He has never appeared on WDAS.

offered chicken-yard and hillbilly selections, but their warbling needs pruning. And dyed-in-the-wood hillbillies don't sing with broad A's. Best bet was a gagged-up version of international affairs to the tune of *Fifty Years From Now*.

Virginia Nugent, fair warbler, showed the need, however, of proper guidance, while 10-year-old Charles Kimball showed good range.

If Gladys Hemingway, who possesses a clear voice, would give vent to her own free style she would probably improve. Montana Cowboys, with the inevitable washbottle and guitars, fair.

There's a *Guess the Title Song* contest. Winners get duets to houses where Uncle Ned spots his talent weekly. Frank Carpenter polishes the ivory. S. J. P.

"The Sound Track"

Reviewed Tuesday, 7:7-15 p.m. Style—Motion picture comment. Sponsor—Broadcast Foods. Station—WNEW.

David Lowe conducts this commercial. Did a fair job "movie testing" four people. Questions concern pix stars, productions, etc., with the entertainment value largely dependent upon the people who answer.

Show has a good gimmick angle: Listeners send in questions which, if selected in subsequent "movie testings," entitle them to an evening at the Casa Manana. Winner of each testing gets a pair of oysters for a show.

Show is lightweight, but should get by, considering the fun interest in pix. Sales gab too insistent. P. A.

"Hal Robie"

Reviewed Monday, 4:45-5 p.m. Style—Songs. Sustaining on WNBC (New Britain, Conn.).

This lad is a comer with a nice tenor voice. Sells his stuff for all it is worth. Enunciation is Grade A and repertoire well chosen. S. A. L.

"Pepper Uppers"

Reviewed Sunday, 5:30-6 p.m. CST. Style—Music and novelty. Sponsor—Dr. Pepper Co. Agency—Tracy-Locke-Dawson. Station—WSMB (New Orleans) (Dixie network).

Coming on when listeners suffer from the drowsiness of the Sabbath holiday, the Pepper Uppers maintain a rapid tempo. There are interspersed novelty numbers by Karl Lambert's Ork and Tune Tumbler, quartet, to smooth out.

Milla Dominguez, Mexican soprano, did a splendid one-timer with native tongue of *Ay Ay Ay* and *Lady of Spain*. Quartet is good, as are the Batchelors, a song group from Ran Wilde's Ork, added features for the day. Ivan Wayne, lyric tenor, sang one number.

Confined purely to the South over what is termed the "largest indie net in the world," program emanates from WFAA, Dallas, and is a musical show of which the South can be proud. It compares favorably with national net variety shows. P. A.

"May I Suggest?"

Reviewed Saturday, 9-10 a.m. Style—Household hints. Sponsors—Iowa Packing Co., Briardale Stores, Grocers' Wholesale and Hoxie Fruit Co. Station—WHO (Des Moines).

This hour show, designed to give helpful hints to housewives in planning and preparing menus, is run by Helen Watts Schreiber, who has a reputation as home economics columnist for Hearst papers as "Prudence Penny." But Tizzie Lieb, of the Al Pearce show, has wrecked the recipe-routine. The listener keeps watching inflections and is constantly reminded of Tizzie every time a recipe is given.

Mrs. Schreiber handles the entire show as mistress of ceremonies. She has personality and a good sense of humor and carries show at a good pace. Recipes and menus are simple and applicable to the average housewife's ability and budget. Show has the best music talent available, with Harold Morgan's Band, the

Songfellow's Quartet and Georgia Lee as songstress. Division in time between sponsors is handled with suitable theme songs.

Besides recipes and menus, Mrs. Schreiber also includes short histories of various foods, unusual foods, suggestions for emergency cupboards, day's market prices and anecdotes. They are interspersed nicely for good continuity. R. W. M.

"The Boy Friend"

Reviewed Saturday, 6:45-7 p.m. Style—Advice to lovers. Sustaining over WINS (New York).

Program shows plenty of potential pulling power. Core of show is advice to the lovers. The Boy Friend read letters from frustrated gals, wallflowers, men with femme trouble, etc., and answered with sympathy and certitude. Often, however, a goodly amount of cynicism crept into The Boy Friend's talk. If this is kept up, program will not only appeal to a serious audience but also to a load of scoffers.

Between letters from heart-broken gals and dame-struck males, The Boy Friend doubled as a crooner and delivered such gems as *This Thing Called Love* and *Thanks for the Memory*—either by way of philosophic comment or in the hope that perhaps the tune would make the person in question "remember."

Opening and closing is marked by special lyrics to the old tune, *The Girl Friend*. In addition to Saturday, show is aired Mondays at 8:30 and Thursday at 6:45 p.m.

Lou Bellin is The Boy Friend. P. A.

Jack Stevens

Reviewed Saturday, 7:45-8 p.m. Style—Sports reporter. Sustaining on WTIC (Hartford, Conn.). (Yankee network).

Composite vocal structure, a cross between Gabriel Heatter and Jimmy Fidler, this lad has a nifty spiel pattern. Style is ahead of the usual. Weekly airing is a long time between the multitude of things happening in the varied sectors of the sports world, but the 15-minute stint highlights most events to advantage.

Three-quarters way thru Stevens interviews a sports celeb. On frame caught, Larry (Buster) Crabbe, swimmer and film actor, clicked out an entertaining tete-a-tete. Crabbe was in town playing a vaude date. News briefs of the week wind up the session.

It's a natural. Audience takes for granted what he says, which means he knows his sports. Bob Steele, mikkeman, handles the signatures. S. J. P.

"Magic Melodies"

Reviewed Tuesday, 7:45-8 p.m. Style—Singing and instrumental. Sponsor—Master Craft Oil Burners. Station—WJZ (NBC Blue network).

Program shapes up as a well-rounded session of standard and pop music. Granted a number of capable artists on a show of this kind, adequate choice of tunes will make or break the session. Producers of *Magic Melodies* have hit the right combination, however, and evidently stress time-tried music rather than a quantity of short-lived pops plugged into short-lived prominence.

Vocalists were George Griffin, baritone, and Dorothy Dreelin, soprano. Worked well singly and as a duo, giving *It's Wonderful*, *Donkey Serenade*, *Somebody's Someone Is Waiting* and *Blue Room*. Harry Breuer added a touch of novelty with a vibra harp rendition of *I Love To Whistle*. Verlye Mills and Charles Paul play harp and organ respectively. P. A.

"Stamping Round the World"

Reviewed Wednesday, 7:45-8 p.m. Style—Dramatization. Sponsor—Penn-supreme Ice Cream Co. Station—WCAU (Philadelphia).

Program is one of two on local air lanes dedicated to stamp collectors. Other on WPIL. This show, scripted by Joe Gottlieb, dramatizes history of men pictured on foreign stamps. On program caught the life of King Victor Emmanuel II of Italy was done. Announcer first gives a synopsis of the

story and it's then acted out by studio crew.

Well done, is educational and makes stamp collecting attractive. Give-away is a catalog and stamps to listeners sending in coupon from ice-cream package. S. S.

John and Lucy Allison

Reviewed Tuesday, 3:45-4 p.m. Style—Folk songs. Sustaining on WQXR (New York).

Allisons, folk singers, put on a listenable program for their first broadcast. Sang four tunes, accompanying themselves with guitars. Music is simple, rhythmic and like all true ballad and folk material, sad and comic by turns. Tunes are authentic, American and gathered from all parts of the country. Each number is prefixed by a short announcement telling something of the song, its derivation, where sung and by whom. Typical ditties were *Oh, Moses* and *Nancy Hill*.

Potential audience for a show of this kind is limited, but definite. This should be borne in mind in the event the show gets a sponsor. Tie-up with educational institutions is a possibility because the type of material presented is admitted to have a distinct educational value. P. A.

"Woman in the Store"

Reviewed Monday, 10-10:15 a.m. CST. Style—Interviews. Sponsor—Wilson & Co. Agency—United States Advertising Corporation. Station—KMBC (Kansas City, Mo.).

A new-type show for Kansas City, with Beulah Karney and Fred Edwards, of the KMBC staff, featured. Miss Karney, home economist, does a good job of interviewing women customers at meat counters in previously selected stores and butcher shops, with Edwards assisting.

Idea is to advertise Wilson ham. Each woman answering questions is given a Wilson steak, with plug for the product being worked in smoothly on the presentation. Program makes easy listening.

Aired three times weekly, *Woman in the Store* is somewhat similar to another Wilson program heard on WGN in Chicago starring Norman Ross. But Miss Karney is present on this one and that makes a difference as far as the women are concerned. D. E. D.

"Going Places With Dale"

Reviewed Friday, 6:45-7 p.m. Style—Inquiring microphone. Sponsor—Interstate Transit Lines. Station—KSO (Des Moines).

This inquiring mike program is done three times a week at Interstate Transit Lines Depot, Des Moines, by Dale Morgan. It takes place at 11 a.m. when buses are due in from all points and is put on platters and rebroadcast at 6:45 p.m. the same day—thereby giving those interviewed an opportunity to hear themselves.

Morgan has a good personality for this work. His voice and friendly manner go hand in hand to make those interviewed feel at ease and at the same time make the listener feel Dale has the ability to carry off any situation without embarrassment to the interviewee, listener or himself. Opportunities for human-interest appeal and comedy socks are seldom overlooked by Morgan, who also ties up the interview cleverly from the traveling with comfort standpoint to the commercial announcements handled by Art Smith. R. W. M.

BETTY WILLIAMS

LYRIC VOCALIST

2nd YEAR
HALF-MOON
HOTEL

B'klyn, N. Y.

SWING TOPS; BUT WEAKENING

Dorsey's Sweet Swing Crowds Goodman in College Music Poll

Collegiates discriminate between music desired for listening and that for dancing—prom-goers crave sugary syncopation with a lift—novelties liked

By M. H. ORODENKER

NEW YORK, April 9.—The college campus, far flung over the entire country, represents the greatest employment opportunity to highest financial returns for orchestras playing one-night stanzas. True, society dates pay better, but they represent restricted territory for an inpregnable set of music-makers; the bookings are few and far apart, and they do not lend themselves to exploitation. And the standing prestige is enhanced far more for a maestro who can get the call for the Ivy Ball at the University of Pennsylvania than for a lawn party at the duchy of Delaware for the Du Ponts. The discriminate taste in the desired dance music for our upper strata is standard formula. Meyer Davis can plan his program long before the first mink or monocle shows up and still keep 'em satisfied. But for dishing out the dance-pation within those ivy-covered walls, the style that satisfies is a matter of great conjecture. The idiom of this younger generation that's geared to the swingeroo stuff seems to be syncopations that are long on rhythm and short on the melody. Which seems to be the sound procedure, considering the general belief that all the wide-pants guys are swing-nitty. But a cursory analysis of the collegian's needs for his dancing diet proves the contrary.

No longer does every Joe College or Betty Co-Ed clap hands for hymns dedicated to a hot hurdy-gurdy. Nor are they all still gushy over the gut-bucket of lick their chops on live riffs. In an effort to gauge the style of syncopation that'll bring the best returns to both the band and the dancing crowd, a cross-section of collegiate America was made subject to the musical microscope. Because the college editor of the campus publication, be it humor magazine or newspaper, was best able to put his finger on the pulse of student likes and dislikes, 54 editors from representative colleges were queried as to the kind of dance-pation desired for social activity on their particular campus. The random sample (see Table on opposite page), instances depending on the number of schools in the territory, includes every conceivable type of college from shore to shore.

Not only for orchestras playing or bidding for campus work, this college picture is also designed for radio programs and operators of ballrooms, hotels and nighties catering to the collegiate mobs.

New England

At Amherst College, Amherst, Mass., swing music was the thing last year and still keeps its hold. But the novelty of ultra-swing is wearing off, less enthusiasm being now shown for the Raymond Scott stuff and more for the heavy rhythmic arrangements of Goodman, Bergin and Dorsey, especially the sweet swing of Tommy Dorsey. "Much of the swing music is not danceable due to fast tempo," is the complaint, "but this doesn't imply that the students desire another type of music. They just want more sweet music from the acclaimed swing bands. There is definitely not any love for Lombardo, Garber, Duchin, Kaye King, etc., and their nauseating styles." Vocalists are definitely drawing fans. Novelty are also a factor in influencing likes and dislikes of students in choice of bands, as are the capabilities of a trombone, trumpet or drum player.

Massachusetts State College, in the same Amherst town, was a haven for the swing stuff last year and it still holds ground this year. "But they don't like 'em fast and furious as Benny Goodman. If all were like Dorsey, swing could stay." The same reaction was indicated at Massachusetts Institute of Technology, Cambridge, students modifying their taste to the Dorsey type of swing, but they will have none of the rest sugary syncopation.

Swing music is losing some ground this year at Williams College, Williamstown, Mass., due probably to an over dosage of music. They'll even take straight music for their dancing here, but bands

have to get in a couple of hot fast ones for the diehards. And while the students at Holy Cross were definitely swingo last year, the swinger Goodman type of music seems to be on the downgrade this year, and other styles are getting increasingly popular. "A desire for smoother, less blatant music for the college dances points to this," chalking up the change to the fickle tastes of collegians.

At Providence, Brown University collegians and their sister students at Pembroke College on the same campus swear by swing. If anything, swing is gaining in popularity this year. Many students will go long distances to hear the name swing bands at near-by cities. For the school dances it's primarily swing they want, but the most popular band is the one that can combine swing with some sweet and slow numbers. When a prom committee suggested Sammy Kaye there was a storm of protests, for "alho the band has plenty melody and originality Kaye was rejected on grounds he has no swing."

However, a distinction is made here between bands students like to listen to on the radio and those desired for the dances. Alho Guy Lombardo is a top favorite for dialers, there has never been any indication that the college would want him for a prom, even if it was able to get him. Apart from the top swing bands, the only style band suggested and urged for big dances is Hal Kemp.

While the swing stuff never monopolized the music style for dancing at Colby College, Waterville, Me., even waltz music finding favor, students will go for any rhythmic style except the heavy sugary stuff—"it's too mushy." Sammy

Peeling the Apple Passe

NEW YORK, April 9.—The Big Apples will have to peddle their fruit elsewhere, for there is every reason to believe that the campus kids are fed up on that dance step. While no inquiry was made on the style of dancing indulged in by the collegians, several editors volunteered campus reaction to the Big Apple.

At West Virginia "it has come and went with the wind." The Little Apple stopped by for a while. At Pitt it's "drying up," and at Colby it has dried up so "it's prunes (awful)." It's "passe" at Temple and Villanova. At Manhattan, Stephens, Indiana and Michigan "the addicts are all tired out." At Washington it was binned at the Junior Prom.

However, they still peel the Big Apple at Western Reserve, and at Buffalo "the kids are a bunch of shaggers and jeppers, not to mention the Big Apple." But at La Fayette, the editor confesses, "the students never even knew how to Big Apple."

Kaye, however, is rated low here. But at the University of Vermont, Burlington, any type of music except swing is only slightly appreciated. "At a recent prom every swing number was widely applauded."

New York State

At Colgate, Hamilton, and University of Rochester, in that city, swing held full sway last year. But the appeal this year is for the "sweet swing on Dorsey's style, as opposed to Goodman's faster and less danceable music." Manhattan College, in New York City, is still strong for the swingy stuff, but you'll have to give 'em some melody and sugary stuff with a lift for the dances. For listening "Benny Goodman is still King."

When you get to New York State College for Teachers at Albany, a steady diet of swing made and still makes the best dish. It's no go for the sweet stuff, especially corn. "The most hated band here is Sammy Kaye—corny." And at the University of Buffalo, in that city, the campus has always been a haven for jitterbugs and still is. "The kids are a bunch of shaggers and jeppers, not to mention The Big Apple. Goodman is still tops, and all local bands concentrate on copying his style." For the school dances it's plenty safe to swing it out, high and wide—"the kids on the campus like to contort themselves, and the more momentum and crazy steps they can attain they are so much the better dancer."

Pennsylvania

Swing was the thing, but it is no slipping at the University of Pennsylvania, Philadelphia. Too much of it's making sweet music appeal as "change." Sweet music for the dance seems to be regaining its foothold here "pointing to the growing popularity of Sammy Kaye and the undiminished appeal of Guy Lombardo." The same hold true cross-town at Temple University where "request numbers at proms are to the sweeter and melodious numbers."

Outside the city limits at Villanova College, Villanova, swing music was accepted generally last year, but other types predominated. Goodman is still tops here but is losing ground, while other students hold fast to Heidt, Kemp Kaye and Lombardo. For dance students prefer "melodic music with a little lift, but more so for the cheek-to-cheek syncopation, since it creates a good dancing atmosphere, puts boy and girl in good mood for entire evening. And all ends up with a good-night kiss." However, since this school is "stag," they like the "hot stuff" for the listening. Near by at Haverford College, Haverford, the kids still like their swing, but only the best of swing bands are favored. For dances only those who never did care for swing like the sweet stuff.

At Lehigh University, up-State in Bethlehem, swing was plenty strong last year, "alho corny-sweet outfits like Morgan and Heidt still had their fans on the campus." But it was no go for Sammy Kaye, who "flopped durnally at a prom." But the peak of swing's popularity has already passed here, the recession will hardly bring it to a "decline to a point of sweet's predominance for many years, if ever."

"Simple reaction from a craze is the principal and inevitable factor responsible for the decline, slight as it is. The Goodman-Dorsey school will probably remain tops for a long, long time. It is interesting to note that a group like Shep Fields never got a look-in on the campus." Lombardo has only a few adherents, but then the Willington-Norwo-Webb-Crosby-Basic brand never got much of a grip here except upon the real addicts of "the cause." And record sales have been almost exclusively "big-name" white bands.

As for dances, the analytical editor explains, "a large number of people insist that the sweet bands are easier for dancing, hence more enjoyable. There has always been this group and they consist mostly of bad dancers with poor rhythm. They continually confuse awkwardness with tempo rapidity, alho most dancers seem to find the Goodman music, with its heavier rhythm, easier to follow. But more important than the quality of music seems to be the name." They go for big-name bands, good or bad, so long as it isn't as dull as Shep Fields or Lombardo. They tend to say a dance is 'enjoyable' more because Dorsey played it rather than Joe Schmalitz, regardless of which played the most danceable, entertaining music. The entertainment quality of the band is another big factor. Because of poor ballroom facilities, dancing for Heidt was almost impossible—about the same as watching in a vaudeville house. Yet his show put him over big."

But the story is entirely different at near-by Lafayette College in Easton, where swing has yet to make its mark. The smoother type of swing is gaining favor this year, and those who once objecting to swing stuff are gradually becoming accustomed to it, chiefly because of its radio frequency. On the whole, students prefer the sweet music for their dances. For one thing, they don't even know the swing dances here. The Stag and Big Apple being unknown quantities. While swing music may yet catch up with this campus, "the majority of students like to dance when they have their girls up, not just listen to music in front of a band stand."

In the western part of the State, at the University of Pittsburgh, swing music, especially the jam stuff, goes great. But only for listening. It takes the smooth and sweet to satisfy at the dances—not too slow, not too fast and not too hot. The same holds for Carnegie Tech, in the same town, only they like the big bands with a distinctive

(See SWING TOPS on page 12)

Collegiate Choice of Orchestras

The college editors listed, in preferential order, the three dance orchestras that, in their opinion, seem to be the most popular with the student body. For purpose of tabulation, three points are given for a first choice, two for second and one for third. Points are proportionately divided when the choice was divided between two bands. Bands were listed regardless of whether they had ever played on the particular campus, the criterion being expressive popularity with the student body.

Orchestras	First Choice	Second Choice	Third Choice	TOTAL
Benny Goodman	69	22	6	97
Tommy Dorsey	46.5	37	4	87.5
Hal Kemp	13.5	14	14.5	42
Guy Lombardo	9	2	4	15
Kay Kyser	3	7	3	13
Glen Gray	6	2	3	11
Harace Heidt	3	2	4	9
Sammy Kaye	—	2	3.5	5.5
Himmie Lunceford	3	—	1	4
Wayne King	3	—	1	4
Benny Bergin	—	4	—	4
Larry Clinton	—	2	2	4
Henry Busse	3	—	—	3
Eddy Duchin	—	2	—	2
Mal Hallett	—	2	—	2
Phil Harris	—	2	—	2
Henry King	—	2	—	2
Ted Weems	—	2	—	2
Jack Dewey	—	—	1	1
Shep Fields	—	—	1	1
Hudson-DeLange	—	—	1	1
Clint Knoble	—	—	1	1
Chick Webb	—	—	1	1

Note: No favorites were listed from the University of New Mexico. No second choice was entered from Princeton, splitting first choice between Goodman and Dorsey. No third choice was entered from Wayne and Amherst, latter adding a hypothetical fifth choice for Louis Armstrong.

While only the three most popular bands were called for, Carnegie Tech added Hal Kemp for a fourth choice; University of Tulsa added Andre Kostelanetz and Bob Crosby; Georgia Tech added Heidt and Kyser; University of Pittsburgh added Heidt and Bergin, and Brown, including Pembroke, added Louis Armstrong, Bob Crosby, Lombardo, Glen Gray and Frank Bailey.

SWING TOPS

(Continued from page 11)
style for their proms rather than those tooling their arrangements.

On Eastern Shores

Further along the Atlantic side, at Princeton, N. J., swing music was very prominent last year and is still holding ground at Princeton University, except that favorites come and go. While for dances srypp music such as Heldt and Lombardo is held in fairly general disrepute, good solid melody is enjoyed by all for dancing. "There are many who howl at the selection of a solid swing band for a dance which can't play smoothly for dancing. We had this trouble with Count Basie at the Princeton-Tiger Ball, altho they loved him for listening appeal. The boys like to dance to hot music, but they don't want a steady diet of it. They like swing as much as ever, but they want variety—they don't want to dance to it all night."

The gals at Goucher College, Baltimore, cultivate their tastes at the men's schools, what with social life being restricted on the campus and interest directed toward maintaining an academic standard. However, Betty Co-Ed here has swing-bugalia. Favorite bands are all the swingy ones, and Goucher's first "big name" prom, scheduled for this spring, will feature a dyed-in-wool swing band. But it must be remembered that swing music is largely considered as a stimulant here—regarded as most enjoyable when "sitting it out." Music for honest-to-gosh dancing is quite another thing. In that case, sprinkle it with honey.

At Georgetown University, Washington, students still love the fast hot swing, especially recordings. But that's for "stag" enjoyment. Since it's easier on the feet, prom-goers crave the romantic strains of slow, sweet music with a tili to it.

The South

Down in North Carolina, at Chapel Hill, University of North Carolina students have made no fetish of swing music. It's a half-and-half proposition, with both sweet and swing syncopation necessary to make the dances complete. But the Duke University dandies at Durham are much more swing-conscious and will even take the pop tunes that way at their dances. "Only a small bunch of iceys, about 10 per cent of the students, like Heldt and Shep Fields—'influenced by records.'"

The engineers at Georgia Tech, Atlanta, like it swingy. In fact, that brand of syncopation is even gaining in popularity. For the dances, apart from the heavy dosage of swing, they want just a bit of the slow stuff but plenty of novelty numbers. The same goes, perhaps more so, at Vanderbilt University in Nashville, Tenn. "I suppose the majority of our campus is composed of morons," confesses the unhop editor. "They go wild on the fast pieces, more so than on any other campus I have visited." And swing still holds the top position, altho there are indications that sweet and soft music is becoming more popular than in the past, at Bowling Green, Ky., where West Kentucky State Teachers' College and the Bowling Green Business University share the same campus.

Swing is gaining in popularity at the University of Alabama, Tuscaloosa, where they are "impressed by Goodman's noise but prefer the smooth, subtle swing as exemplified by Dorsey for their dances." And in Dallas swing stuff holds its own at Southern Methodist University. But for the dances students like a mixture of red-hot swing and sweet music, while too much of either fails to satisfy.

At the University of Florida, Gainesville, a considerable group of students never capitulated to swing, preferring the Wayne King and Lombardo type of smooth harmony. College tastes on swing seem to be split, but more students are leaning toward Jan Garber and some are even attaining a taste for Victor Young. Students here like novel arrangements, even occasional bizarre effects. But they want mostly slow music, with sweet melody and harmony, when they're dancing. There was great dissatisfaction with a steady program of swift swing played by Mal Hallett at the Fall Frolic. The obliging editor thinks it is just "the inevitable return of the pendulum. This swing madness was adopted by too many bands that couldn't do it well and its popularity was boosted beyond natural bounds by hallyhoo. This back-swing from swing will not go as far toward sweet intasio as before swing, yet bands like Isham Jones, Kemp, Ksec—middle of the road—will be here when swing joins ragtime in history."

When you mention swing at the University of West Virginia, Morgantown,

Colleges Covered in Survey

State and City	College	Men	Registrations Women	Total	No. of big dances during school yr.*
ALABAMA	Univ. of Alabama (Tuscaloosa)	3,625	1,200	4,825	4
ARKANSAS	Univ. of Arkansas (Fayetteville)	1,531	574	2,105	40
DIST. OF COLUMBIA	Georgetown Univ. (Washington)	2,282	—	2,282	5
FLORIDA	Univ. of Florida (Gainesville)	2,000	50	3,050	6
GEORGIA	Ga. School of Tech. (Atlanta)	3,300	—	3,300	20
INDIANA	U. of Indiana (Bloomington)	3,900	3,100	7,000	50
	Butler Univ. (Indianapolis)	747	721	1,468	25 to 30
	Purdue Univ. (La Fayette)	4,100	1,000	5,100	12 formal, 12 informah wkly.
KANSAS	U. of Kansas (Lawrence)	2,716	2,158	5,784	4
	Kansas St. College (Manhattan)	2,771	1,283	4,054	30
KENTUCKY	W. Ky. St. Tchrs. (Bowling Green)	2,004	2,003	4,007	12 (6 at each school)
MAINE	Colby College (Waterville)	434	257	691	2
MARYLAND	Goucher College (Baltimore)	—	687	687	10
MASSACHUSETTS	Amherst College (Amherst)	853	—	853	2
	Mass. St. College (Amherst)	788	285	1,073	6
	Mass. Inst. of Tech. (Cambridge)	2,950	50	3,000	4
	Williams College (Williamstown)	850	—	850	5
	Holy Cross College (Worcester)	1,300	—	1,300	10
MICHIGAN	U. of Michigan (Ann Arbor)	7,089	3,117	10,215	15
	Wayne University (Detroit)	6,528	6,313	12,841	14
MISSOURI	Stephens College (Columbia)	—	950	950	20
	Washington Univ. (St. Louis)	2,064	1,086	3,150	6
NEVADA	Univ. of Nevada (Reno)	600	425	1,025	10 to 12
NEW JERSEY	Princeton Univ. (Princeton)	2,700	—	2,700	3 proms 6 football dances
NEW MEXICO	Univ. of New Mexico (Albuquerque)	898	709	1,607	35
NEW YORK	N. Y. St. Tchrs. (Albany)	400	950	1,350	5
	Univ. of Buffalo (Buffalo)	2,672	1,714	4,386	9
	Colgate University (Hamilton)	1,000	—	1,000	3
	Manhattan College (New York City)	1,240	—	1,240	8
	Univ. of Rochester (Rochester)	655	482	1,137	(7)
NORTH CAROLINA	Univ. of N. Car. (Chapel Hill)	2,450	250	2,700	30
	Duke University (Durham)	2,000	1,000	3,000	5
OHIO	Univ. of Cincinnati (Cincinnati)	7,303	4,270	11,573	5 (also 10 using local bands)
	Western Reserve Univ. (Cleveland)	5,720	7,664	13,384	6
	Miami University (Oxford)	1,520	1,212	2,732	(7)
	Wittenberg College (Springfield)	600	500	1,100	10
OKLAHOMA	Okla. Agr. & Mech. (Stillwater)	3,464	1,596	5,060	50 to 60
	Univ. of Tulsa (Tulsa)	739	543	1,282	25
PENNSYLVANIA	Lehigh University (Bethlehem)	1,602	—	1,602	5
	La Fayette College (Easton)	1,090	—	1,090	4
	Haverford College (Haverford)	325	—	325	12
	Temple University (Philadelphia)	9,000	3,500	12,500	35
	Univ. of Penna. (Philadelphia)	10,499	4,466	14,965	5
	Carnegie Inst. Tech. (Pittsburgh)	2,100	617	2,717	10 to 12
	Univ. of Pittsburgh (Pittsburgh)	7,422	4,660	12,082	24
	Villanova College (Villanova)	769	—	769	5
RHODE ISLAND	Brown University (Providence)	1,489	588	2,077	9
	(Pembroke Women's College on same campus)	—	—	—	—
TENNESSEE	Vanderbilt Univ. (Nashville)	1,000	400	1,400	3 (and 12 gym dances)
TEXAS	So. Methodist Univ. (Dallas)	1,487	1,777	3,264	15
VERMONT	Univ. of Vermont (Burlington)	749	500	1,249	10
WASHINGTON	Univ. of Washington (Seattle)	6,496	3,912	10,408	12
WEST VIRGINIA	West. Va. Univ. (Morgantown)	1,804	1,073	2,873	each week-end exam-time except.
WISCONSIN	Marquette Univ. (Milwaukee)	2,956	937	3,893	15
	Mt. Mary College (Milwaukee)	—	730	730	4

(* The number of big dances held at the college during the school year is exclusive of fraternity or sorority house dances and parties or tea dances.

it's yes with a capital "Y." "That song, *Swing Is Here To Stay*, describes this campus perfectly," the only side dishes desired being vocals and a couple of novelties. However, this being a dance-crazy campus (see Table), a distinction must be drawn between the type of music desired for big proms and that for the smaller affairs. "For the regular dances," explains the editor, "since every dance is 'cut' style to an extreme, we prefer the band to cut us a breezy swing. Men outnumber women two to one at these dances, and the tendency seems to be toward rather fast dancing. A sort of 'dance while you can, you can't dance her long' attitude.

"Large proms are so expensive in comparison that stags are rare or simply not present. In that case couples seem to favor soft, slow and sweet melody that's dipped in soft Romance—for there's more Romance in the air when stags are absent."

Ohio

At Western Reserve University, Cleveland, swing still rages fast and furious in popularity. The only time they take to the sweet stuff is after a Big Apple

session, when the shufflers need a little rest. The proportion of sweet to swing depends entirely on the affair, the classier the dance the more sweet music desired. However, the editor is afraid that students will soon tire of swing because of the steady diet. "To break the monotony they ought to feature a little bit of the other types of music and swing will last longer."

University of Cincinnati presents an entirely different picture. Swing never monopolized tastes. In fact, last year Hal Kemp was a two-to-one choice over any swing band. However, explains the editor, Cincinnati is a very conservative town and swing hasn't reached its peak here as yet. But swing may pass out before it gets hold of this campus. Lombardo, Kyser and Kaye fans are legion here. A further factor is that local niteries and theaters have shed clear of swing bands, and the only real contact students have with swing is thru magazines, records and the radio. "Cincinnati," intines the editor, "is known as one of the most conservative and supposedly unappreciative audiences in the country." Students liked Dick Stable and Dick Jurgens at local

niteries. Both Glen Gray and Tommy Dorsey were tremendous hits at proms, whereas Count Basie, Morris Brennan and Edgar Hayes, swingouts, were just as big flops.

Swing has come and gone as far as Wittenberg College, Springfield, is concerned. The recapitulation is toward the sweet and smooth syncopation. The editor feels that the students just tired of it—more or less like a fad—just as they tire of any particular popular song. At Miami University, Oxford, the greatest hold swing has on the student body is for listening and not for dancing, when "a melody is desired."

Indiana

At the University of Indiana, Bloomington, the students are swinging away from swing music as well as the swing dance steps, getting back to the slower, "straight" dances with the attending sweeter music. "Bah, rah days are over. The students don't want to tire themselves out and want the slower music, except for novelties, for dancing which is graceful and easy to execute." The same holds true at Purdue University, La Fayette, where swing shared its popularity with sweet and classical music and now there is a marked trend away from swing for dancing, what with students going in for smoothness in dancing—"not jerky fast movements."

Last year was a swing year at Butler University, Indianapolis. But now it is losing ground and student enthusiasm leans to the sweet stuff. It was because they were fed too much, feels the editor. "While we like our swing, we like variety, too. At dances there is a definite tendency toward the softer, sweeter type of music. There have been numerous requests for the softer pieces, and several bands playing here are including swing numbers on their program purely as variety in a list made up of mostly sweet songs." Further, the students are taking to the sweeter bands with more interest than when the swing bands first appeared.

Other Western Colleges

At the University of Michigan, Ann Arbor, they liked sweet and corn music as well as swing. And while the latter is still popular, there is every indication that it is dying a natural death and sweet music is on the road back. There is a definite tendency away from hot music and hot dancing to the slower and more graceful dance steps and its accompanying music. The same reaction is shown at Butler University, Detroit, where they want music "less obtrusive on the rhythmic beats and smoother on the melody." Most students hanker for "smooth, liquid moonshine—suggesting music that is no doubt more conducive to romance, etc., etc., than is whooped up, hotcha stuff as we have danced to in the past."

In Wisconsin, at Marquette University, Milwaukee, the sweet swing has now displaced the loud, heavy type of swing, which is very much disliked by the majority of students. Students here prefer, above all, a "show" band for their dances, going heavy for novelty and entertainment. Also in Milwaukee, the gals at Mount Mary College no like the swinge syncos from the very start, being disappointed in its outgivings. Rather, they stuck to the slow and sweet music, especially waltzes. "Students here like more romantic music. After working hard in school all day, who wants to dance like a maniac all night? Can't look well groomed, hair gets like a Zulu woman, perspiration streams down your face, flowers wilt, curls come out and mascara washes down one's face."

Gals at Stephens College, Columbus, Mo., are still sold on swing stuff, only they want it refined rather than just jammin'. The smooth swing of Ben Pollock was just right here, going over big at three different proms. And at Washington University, St. Louis, swing seems to be gaining in popularity this year.

It's a haven for the swingouts in Kansas. If anything, it's gaining in popularity at Kansas State College, Manhattan, where sweetness only serves as a side dish on the dance menu. And at the University of Kansas, Lawrence, you can't give 'em enough of it. Swing here becomes more dominant and prominent every day, as is evidenced in the student selection of recordings.

The Southwest

In Oklahoma, at the University of Tulsa, swing is still held in high favor, but trend is toward the sweeter stuff. The nickelodeons in the Variety shop keep interest alive, but the students soon tire of Dippy Doodle and spend their 5-cent pieces for You're a Sweetheart and

Thanks for the Memory. "Spring being just around the corner may have something to do with this," explains the editor. At Oklahoma Agricultural and Mechanical State College, Stillwater, swing still holds good, only the students like to hear the melody when the tune gets the torrid treatment. Here, too, it is noted that choices on nickelodeons are for bands that give swing treatment to tunes they can whistle or sing, more than for strictly barrelhouse. Students on this campus don't understand intricate and difficult arrangements, liking the sweeter swing with its simple structure and moderate tempo.

At the University of Arkansas, Fayetteville, students are turning about face on swing stuff, asking more and more for sweet music. They're not adverse to the hot jazz, only fed up on it. Besides, "it seems too much work to dance a whole evening at top speed."

The native Southwestern folk music is probably as popular as either sweet or swing combined at the University of New Mexico, Albuquerque. They prefer the slow, sweet music for dancing. But rating highest is music for the native dances, the Vasuviana, Jarabe Tapatio, Polka and Schottische.

The Far West

In Reno, at the University of Nevada, they're still swing crazy. But the style of music depends on the occasion. Formals being dignified affairs, the slower and sweeter music is called for, while at socials, including fraternity and sorority parties, swing music dominates the program.

While swing music monopolized the scene at the University of Washington, Seattle, it's now on its way out. "This so-called hot swing has gotten beyond the pleasure stage. It is too much exercise to dance all night to fast music. Dancing should be enjoyed, not worked at. Some still cling to swing, but at all formals and dances they like it slow and sweet." Besides, "dance orchestras indulging in fast music sometimes sound like the rattling of a dozen tin cans in an empty beer barrel."

In Passing

These findings have been presented as reported, with no editorial intention of using the facts as an argument for or against swing music. Rather, it is offered as a service to the trade. However, it should be noted that all references to Dorsey are aimed at Tommy, brother Jimmy being lost in the shuffle as far as these collegians are concerned.

It is also noteworthy that commercial radio bands and musicians' musicians make no mark in this field and that Fred Waring, at one time undoubtedly the most popular band with the college crowds, having started on the Penn State campus, has lost his grip here since his exit from radio. And while phonograph recordings helped some to boom Larry Clinton, the platters hardly served the others who dominate the wax workings and are conspicuous by their absence here.

Other observations from collegiate circles will be found in adjoining columns and in next week's issue, at which time the college editors will endeavor to come to an understanding on "a definition of swing."

King Remodels Dance Hall

NORFOLK, Neb., April 9.—King's Ballroom, leading dance spot in Northern Nebraska, reopens Easter after several dark weeks for remodeling purposes. Bar and booths are being redecorated, floor reconditioned and new paneling installed around the entire hall. Terry tavern is owned by Harry King, who also operates King's Ballroom, Lincoln, Neb.

Victor Issues Fan Book

NEW YORK, April 9.—For jitterbugs, kids and other brands of swing fans, RCA-Victor is distributing cuffs a booklet crammed with biogs and personnel of the swing acts peddled by the waxworks. Labeled *In the Groove With Victor Records*, giveaway is a merchandising tie-in-upper. Similar stunt was utilized recently by Exclusive Music, music pub giving catalog compos similar sales play.

Ga. Hotels Change Bands

ATLANTA, April 9.—Leo Lanzo Ork returns to the Ansley Hotel Rathskeller April 18 for an extended engagement, replacing Jack Miles.

Lou Clancy Ork leaves the Henry Orsky Hotel's Spanish Room within the next two weeks. New policy calls for rotating name bands. None set as yet.

It Didn't Help

WATERTOWN, Wis., April 9.—Alto he had the indorsement of 13 unions, including the local musicians and motion picture operators, Alton F. Gritzper, orchestra leader, magician and alderman, was defeated April 5 for mayor by the incumbent, R. W. Lueck.

Lakeside Opens and Fixes For Year-Round Dancing

DAYTON, O., April 9.—Lakeside Park opened with Ace Brigade and his Virginians. Park will be open Saturdays and Sundays until warm weather. Gerald Niermann, manager, announces that \$30,000 will be expended during the summer renovating the ballroom and installing a heating system so that it can be used all year round.

Start the Summer Dancing

CHICAGO, April 9.—Gray Gordon, current at Merry Gardens Ballroom, opens the season at Jefferson Beach, Detroit, April 30. Returns here for week of May 13 to battle music with Erskine Hawkins at the Oriental Theater.

NEW YORK, April 9.—Consolidated Radio Artists set two bands to play Waco Pavilion at Syracuse, Ind., during the summer. Stan Norris gets a fortnight starting July 2, and Gray Gordon follows for a similar term.

802 Reprimands Damrosch

NEW YORK, April 9.—Walter Damrosch was found guilty of conduct injurious to the AFM and the local musicians' union by the 802 executive board, which stated that a reprimand would be dealt with more severely. The conductor was charged with making adverse remarks about the standard of union musicians in connection with the national arts ball.

MID-BRACKET

(Continued from page 4)
of 1837, which was tops, reports owner-manager Charles Horvath. And the Aragon, West Side emporium operated by Lloyd Meyers, is still packing them in. Mike Riley is the current attraction at the Trionon, and Lee Allen at the Aragon. Trionon often presents first-string names on Sundays along with the house band. At Bedford Glens, suburban Cleveland danceorium, business continues to be satisfactory. Ted King fronts the house band and occasional name attractions are offered on Sundays. Dual attraction draws heavy here.

East Market Gardens, Akron's only down-town dance spot, operated by C. A. Sarchet three nights weekly, does best on Mondays, bargain night. Business is fair Saturdays, but Thursdays are proving to be problems.

Spanish Ballroom, Dover, managed by Lew Platt, carried on profitably until February and then hit a slump, due largely to slackening business and competition from high-school basketball games and tournaments. In the past month, however, improvement is noticed in patronage, according to Platt.

Yankee Lake Ballroom, near Youngstown, is clicking Saturday nights, and soon adds Sundays. Paul Jurko, manager, buys the lesser names.

Windland Ballroom at East Liverpool is dark, but expected to reopen shortly on a two-nights-a-week policy. Has the entire upper Ohio Valley as a draw and no competition until Virginia Gardens, at Rock Springs Park, Chester, W. Va., opens next month.

After several weeks of mediocre attractions, Moonlight Ballroom at near-by Meyers Lake Park returns to its former policy of name attractions every Sunday. Little Jack Little set for Easter Sunday, with Hal Kemp and Tommy Dorsey coming in on following Sundays. Moonlight has been doing well with local bands two nights a week, but Sunday patronage for some time has been way off, according to Manager Carl Sinclair. The spot starts its season late in May.

PRODUCERS THREATEN

(Continued from page 3)
would be willing to keep quiet if the FTP sold its bills as last-minute fill-ins, but the policy, they hold, is inflexible and inexorable when dates are set weeks in advance.

Fla. Music Law Placed on Shelf

GAINESVILLE, Fla., April 9.—An interlocking injunction was filed in Federal District Court here Tuesday, temporarily setting aside a 1937 Florida law designed to prevent collection of royalties on their music by the American Society of Composers, Authors and Publishers and 10 other music composers and publishers who attacked the law.

Injunction, which was filed against Attorney-General Cary D. Landis and the 15 Florida State attorneys, was signed by members of a three-judge court which heard arguments in the case at New Orleans March 3. Florida law would prohibit operation within the State of all organizations of music composers and publishers which fix a royalty fee use of copyrighted compositions for profit.

Attorney-General Landis was given 30 days to file an answer and the ASCAP was allowed the same period in which to post a \$5,000 bond to compensate for any injury which might incur before final hearing of the case.

Swing Yo' Partner

PHILADELPHIA, April 9.—The "by heck" trade will be entertained with real corn every Sunday night at Holman's Grove, near-by amusement park, dished out by Leroy Miller and the Happy Valley Boys, WIP's hillbilly musicians. Miller has taken over the grove for the summer.

Yeo Leases Ballroom

HARTFORD, Wis., April 9.—J. H. Yeo, manager of the Riviera Ballroom, Lake Geneva, Wis., has leased the Schwartz Ballroom here and will operate it in addition to the lake spot. Local ballroom has been operated for the past several years by Norbert Remmel.

Free Concerts Cost Double

PITTSBURGH, April 9.—City council has been asked by Clair E. Meeder, prez of Musicians' Local 60, for an appropriation of \$10,000 to be used for band concerts in the parks this summer. The city last year spent \$5,000 for the outdoor ones. Meeder asks double the appropriation because musicians' wage scales are increased over last year's.

Saranac Lake

JOHN C. LOUDEN

Walter Hoban is our latest guest-patient, hailing from New York. He was formerly of the vaudeville team of Hoban and Kelly, on RKO and other circuits for years.

Milton Weeks celebrated another birthday last week. He is coming along nicely and thoroughly enjoyed his birthday cake and the presents from his folks in Philadelphia.

Dr. George E. Wilson, medical director of the Will Rogers Memorial Hospital, has been elected vice-president of the Saranac Lake Medical Society. Dr. Wariner Woodruff, surgeon at W. R. M. H., was re-elected secretary and treasurer.

Isabel Book has been added to the up-patient department. She is making rapid progress and is anxiously awaiting the arrival of her mother and aunt from Philadelphia.

Mrs. John DeGiovanni, of New York, is visiting her husband here and is well pleased with his progress. She hopes to have him home shortly.

Edith Lemlick left Saranac Lake last week to spend a two weeks' vacation with her family in Brooklyn. Edith has put on weight and is making grand progress.

Mary Phillips enjoyed a visit last week from her mother, Mrs. Ruth Bauch, of New York, and friends Leroy Plank and Howard Semers, of Long Island, N. Y.

Arnold Parkus is another newcomer to the lodge. He is from New York and was formerly assistant manager of the Ogden Theater, Washington Heights.

Check your health to avoid the cure and write to shut-ins here, there and everywhere.

Muehlebach Returns to Shows

KANSAS CITY, Mo., April 9.—Orch-room of Hotel Muehlebach inaugurated two floor shows nightly last week, featured with Dusty Rhodes' Orchestra. Acts include Rossless and Saville, John Booth and Jeanne Goodner. Muehlebach used acts until shortly before Christmas.

Mutiny in the Brasses

CHICAGO, April 9.—Publicizing the sly spy of Boyd Raeburn, Congress Casino manager, James A. Roberts, started a "society for the prevention of blatant dance music." Sweet music loving patrons are invited to enroll.

Memphis Promoters Band for Bookings

MEMPHIS, April 9.—Amalgamation of local colored dance promoters here is being planned in an attempt to stabilize the band-booking situation and eliminate the cutthroat tactics which have reduced business and profits to practically nothing. Situation was brought to a head by bitter rivalry among promoters coupled with prohibitive prices asked by name bands not particularly desirous of playing here. It is hoped that a central booking office, heretofore impossible due to unethical methods of some promoters and bookers, may be set up before long.

Promoters have suffered heavily as a result of booking dates so close together that attendance at each was far below expectations. Amalgamation of dance promoters Robert Henry, Maurice Hubbard, Elmer Atkins, Hayes Riley and Henry Lewis would insure large crowds and reduce retainers, it is believed.

More U. S. Acts Set in Europe

LONDON, March 28.—Clifford G. Fischer's *Folies Superbes* is in the last four weeks of its successful run at the London Casino. New show is set to open April 26. Principals, show girls and chorines have already arrived from America.

Maurice and Maryes, American dance team, have been set for a tour of Scandinavia as principal support for Maurice Chevalier, commencing in April.

Mickey Braatz, American dancer and juggler, opens with Cochran's new floor show at the Trocadero here. Peggy Seal, American acro dancer, also spotted.

Lyda Sue Leeds, American acro-dancer, is now headlining at the Scala, Berlin, and Jeanne Deveraux, American ballerina, opens a six months' season at the Bal Tabarin, Paris, March 29.

Joe Jackson, bike comedian, comes back in July for a season at the Savoy Hotel.

Mavis Hollis, American acro dancer, plays Scandinavia months of April and May.

Despite Lull, Akron Clubs Up Budgets

AKRON, O., April 9.—Despite the industrial lull, blamed for curtailed patronage in recent weeks, night club proprietors anticipate better things for the spring and are bonding every effort to stimulate interest in their spots before hot weather diverts patrons to near-by lake resorts.

Merry-Go-Round, see downtown nitery, has announced more elaborate floor shows. Current are Paul Gilbert, Dorothy Miller, Mary Gale, Jackie Lord, the Sparklets and Henry Cincione's Band.

Hollywood, about the only real opposition afforded the Merry-Go-Round, has reopened with new decorations and appointments and has announced a no minimum, no cover, 10-act floor show, three times nightly. Crosey Marsch's Band playing there currently.

Portage Lake clubs, mecca of thousands during the summer, are readying for the new season's opening and, from all indications, there will be as many if not more in operation this year than in former years. Most of these maintain a dime and dance policy nightly with floor shows week ends.

Frisco To Have Showboat

SAN FRANCISCO, April 9.—Town will have a showboat in June when Pierino Gavello, local cafe owner, launches his Riviera Showboat.

Scow will make three trips daily from Ferry Building, will accommodate 600, serve lunch and dinner and provide for dancing.

Gavello, now in Europe, plans another cafe, International House, on site of former Barbary Coast.

Orchestra Notes

By M. H. ORODENKER

Concert Circles

Since BENNY GOODMAN invaded the sacrosanct portals of Carnegie Hall there has been a grand rush on part of rhytmopators to go concertizing in the backyard of the classics. . . . VINCENT LOPEZ gets back in town next week and immediately starts arranging for a summer sympho-swing session, at which time he will preem Vernon Duke's *The String Symphony*. . . . PAUL WHITEMAN, who started it all, will wave the wand over the Cleveland Symphony Orchestra this month in that city. . . . guestarizing with the Nassau Symphony Orchestra at Hempstead, L. I., May 7. MORTON GOULD squats at the Steinway to pound out his *Deserted Ballroom* fantasy. . . . BENNY GOODMAN, incidentally, mounts the podium again. . . . this time at Boston's Symphony Hall May 1. . . . and DUKE ELLINGTON injects a new and novel note in justifying American jazz. . . . instead of subjecting concertgoers to the experiment, Le Duke is planning on a special concert for a special audience. . . . showing his stuff solely to the music critics.

Penny Patter

BARNEY RAPP takes over the Joe Haymes post at New Penn Club, Pittsburgh, Friday. . . . set for a month and then starts single nighting it May 21 from Lake Breeze Pier, Buckeye, O. . . . Ubangi Club, Philly, bolsters the band stand with a name, LUCKY MILLINDER coming in on the 21st for four weeks. . . . JACK ADCOCK makes it the 52d consecutive week at Mabou (Pa.) Inn by the time the next month rolls around. . . . BLONDIE DUSENBURY, former drummer with Les Hite, locates at Van Smother's Venetian Club, Reading, and returns this summer to Hollywood Club, Little Neck, L. I. . . . PEARL HEADRICK, after a New England tour, parks at Manhattan Club, Johnstown. . . . CLYDE MCCOY plays Italian Hall, Moosejaw, on the 24th; William Penn Hotel, Pitt, the 26th; Oriental Ballroom, Gallatin, on the 27th, and then jumps to Celoron (N. Y.) Park on the 30th. . . . RITA RIO, closing at New Kenmore Hotel, Albany, N. Y., starts the single dates May 10 at Lucky Star Inn, Uniontown. . . . it's the HAYDEN-DICKLER Oak in Pitt now that Sid Decker has merged his musklers with Lee Hayden. . . . HUGHIE MORTON, now in command of the Anchorage Gansapators, is shaping the combo into one of the best smaller Pitt orks. . . . JERRY LIVINGSTON plays Lakewood Park, Mahoney City, next Monday and a club date in Philly the following day.

Canadian Capers

BOB LYONS lingers 'til June 1 at Lido Deck Club, Brant Inn, Toronto. . . . It's his first appearance east, having located in Vancouver for the past three years. . . . BERT NIOSI leaves the Palais Royal, Toronto, to follow Lyons, with JACK PAERIGAN coming in from Royal Connaught Hotel, Hamilton, to follow Niosi. . . . HORACE LAPP makes a May 28 exit from Royal York Hotel, Toronto, for the summer at Banff Springs Hotel in the Rockies, MART KENNEY making a return trip to follow from Hotel Vancouver. . . . call will undoubtedly go to OZZIE WILLIAMS, currently at Chateau Laurier, Ottawa, to follow JIMMY NAMARO at Toronto's Club Esquire. . . . TRUMP DAVIDSON is taking his band to England this summer for RAY NOBLE to front. . . . KEN UNWIN, Rochester, N. Y., drummer lad, joins up with LLOYD HUNTLEY at Mt. Royal Hotel, Montreal.

Doings in Dixie

BILLY CARMEN locates this month at Plaza Hotel, Corpus Christi, Tex., and then one-nights it to Denver for the summer at Broadmoor Hotel. . . . LANG THOMPSON one-nights it from Texas to the New Terrace Beach Club, Virginia Beach, where he opens May 30. . . . Roosevelt Hotel, New Orleans, gets JIMMIE GRIER May 5. . . . JACK WARDLAW boys had a close call near Spartanburg, S. C., last week when Jack's new 1a Sulle skidded off a wet curve and turned over. . . . fortunately, the lads suffered only bruises. . . . JACK TRACY is playing a return date at Cedar Lake

Club, Opelousas, La. . . . ROBERT ESTES week-ends at Club Florentino, Birmingham. . . . and in the same Alabama town, PAUL SMITH replaces Coleman Sachs at the Pickwick; CLAUDE HOAGLAND lingers at Tutwiler Hotel, and Club Rex has BERT TRAXLER for week-day dancing and OLIVER NAYLOR for Saturdays and Sundays. . . . FRANCIS CRAIG gets a fortnight renewal at Hermitage Hotel, Nashville. . . . EDDIE FITZPATRICK promises to become a fixture at St. Anthony Hotel, San Antonio, Virginia Military Institute gets GUY LOMBARDO April 22 and 23.

Coast Chatter

ANDRE KOSTELANETZ is due in Hollywood in June to air his ciggie commercial from that point. . . . JAN GABER remains at Topsy's 'til mid-June. . . . Trocadero will soon hang out the sign welcoming MAXINE SULLIVAN. . . . Palomar gets BUDDY ROGERS May 18. . . . JOHNNY WILLIAMS, Raymond Scott drummer, is quistetting again following that auto mishap. . . . in San Francisco, Fairmount Hotel brings in XAVIER GUGAT and PANCHO for the summer to follow Nat Brandwynne. . . . with HENRY KING returning September 20. . . . ANSON WEEKS opens the 21st at Mark Hopkins Hotel, with GRIFF WILLIAMS set to follow. . . . May 5 brings LEIGHTON NOBLE to the Palace, replacing Joe Sanders, with PAUL PEN-DARVIS set to follow September 3. . . . when Warners release *Gold Diggers in Paris* June 11 the SCHNICKELFRITZES go along to make personal appearances with the flicker on the first runs.

Midwest Musicals

Sterling Young closes the 27th at Stevens House, Chi., with CRA regarding the account in spotting MARVIN FREDERIC to follow. . . . STAN NORRIS opens Chi's new Eden Ballroom May 15 for CRA. . . . BOB WIDMAR is club and college dating in Indiana and Michigan territory. . . . NOBERT KOHL, of Art Dahlman's office, Ciney, has lined up a string of solo stands for ART MORGAN and LARRY SMITH. . . . WILL OSBORNE opens at Elitch Gardens, Denver, July 18. . . . JOHNNY MARTONE lingers at Sculer Tavern, Akron, O. . . . AL ARTER gets the call for the annual Charity Ball on the 22d at East Liverpool, O. . . . DON PABLO, at Lant's Merry-Go-Round, Dayton, O., feels mighty proud. . . . and rightly, coming out unscratched after battles of music with Frankie Hawkins, Mike Riley and Rita Rio. . . . Lew Platt, booking ED MCGREW out of Salem, O., has set the band for college dances in Pittsburgh and a string of one-nighters, starting late this month. . . . "an old showman" raves to us about the band at Club Avalon near La Fayette, Ind. . . . but forgets to tell us who they are.

Gotham Gab

WILL HUDSON-EDDIE DeLANGE tie is severed this week. . . . Will carrying on with the original ork, and Eddie starting all over again. . . . the EMILIO CACERES return to the rialto Wednesday, opening at Nick's Greenwich Village haunt. . . . RAN WILDE follows Jimmy Dorsey at the New Yorker Hotel May 16. . . . if ASCAP is interested, ZINN ARTHUR has figured out that he has played at least 6,500 tunes during his seven months at Roseland Ballroom. . . . and if Judge Landis lends an ear, PAUL WHITEMAN threatens to start a ball club among his instrumentalists. . . . opening night next Wednesday for TOMMY DORSEY at the Paramount Theater will surprise stubholders with an impromptu jam session, Gene Krupa and Bunny Berigan being on tap for the jamboree. . . . GEORGE DAMEREL, son of Myrtle (radio's Myrt and Margo) Vall, has designs on fronting a dance band.

Notes Off the Cuff

Recovering from an illness, DOC COOK has reorganized his rhytmopators and is club dating out of Perth Amboy, N. J. . . . WAL OLSON Nighthawks locate at Louis' Restaurant, Gardenville, N. Y. . . . ZIO (Baltusis) and ZAG (Simmer), for more than a half annum strolling at Powers Hotel, Rochester, N. Y., will join up with CRA after finishing here. . . .

MCA adds EMIL COLEMAN, current at New York's St. Regis, to the band roster. . . . ED HOWELL, locates this week at Wind Mill Inn, Jacksonville, Fla., for indef. period. . . . Lilly the Lister complains that while the romantic piano player may be a promising man, as far as she is concerned he's just a man who keeps on promising. . . . and so we send our cuffs to the cleaners.

CRA Gets Park Exclusive

NEW YORK, April 9.—Bill Burnham, of CRA, landed the summer contract on Zina Jettick Park, Auburn, N. Y., with that office booking exclusively for the season starting May 14. Deal involves between \$20,000 and \$25,000 worth of music and was arranged with W. B. Haefner, Cayuga Park Amusement Co. head. Bands, with an NBC wire, will be changed weekly, starting with Barney Rapp and Harry Reser, Reggie Childs, Mike Riley, Rita Rio, Carl (Deacon) Moore, Charlie Barnet and Johnny Hamp already set to follow. Park ballroom was formerly booked by MCA.

Foster Leaves CRA

DALLAS, April 9.—Frank Foster, head of the Dallas branch for Consolidated Radio Artists, resigned his post this week to open his own band booking office. Also plans to dabble in ballroom operation, aiming to develop a circuit of Texas temp taverns. Charles Moyer, former assistant to Foster, was recalled by CRA to fill the vacancy.

NEW YORK, April 9. — Bob Wilson, road salesman for Consolidated, takes over the club booking duties at the home office here, filling the post left by Billy Wolf.

Fletcher Fares Fair in K. C.

KANSAS CITY, Mo., April 9.—Fletcher Henderson grossed a fair \$800 at Will H. Wittig's Pla-Mor Ballroom Saturday night. Danvers either were holding back for Count Basie's home-coming next week or they were resting up from Casa Loma's record-breaking \$3,000 gross the week before. Business continues good at the spot, and Wittig has booked Henry Duse and Deacon Moore for the following weeks.

COBO Begins Operations

NEW YORK, April 9.—Co-Operative Booking Offices, Inc., combo of indie band and club bookers designed to have the buyers of music pay booking commission charges rather than the band, has started active operations in the field this week. Office represents talent on a mutual working agreement on a profit-sharing plan. Buyers pay a service charge, being quoted a flat, definite minimum price on each member attraction. Plan will be licensed to other bookers, artists and managers thruout the country, but all under the direct supervision of the home office.

Sheet-Music Leaders

(Week Ending April 9)

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.

Position Last Wk. This Wk.	
1	1. Ti-Pi-Tin
2	2. Heigh Ho
3	3. Whistle While You Work
7	4. Please Be Kind
8	5. Goodnight, Angel
5	6. There's a Cold Mine in the Sky
4	7. Thanks for the Memory
6	8. Love Walked In
..	9. You're an Education
..	10. On the Sentimental Side
11	11. I Love To Whistle
9	12. Let's Sail to Dreamland
..	13. Some Day My Prince Will Come
..	14. The Old Apple Tree
..	15. At a Perfume Counter

PANCHO and his
ORCHESTRA
Returns Engagement.
PERSIAN ROOM
PLAZA HOTEL, N. Y.
Mol. MUSIC CORP. OF AMERICA.

SONNY KENDIS
and his
ORCHESTRA
One Year
STORK CLUB, N. Y.
6 Months
PALL MALL ROOM
Washington, D. C.
Now Glass Hat
BELMONT PLAZA
HOTEL, N. Y.

JOE SANDERS
AND HIS NIGHTHAWKS
NOW ON TOUR
MUSIC CORPORATION OF AMERICA.

JOE MARSALA
and his Chicagoans
His Clarinet
NOW HICKORY HOUSE, N. Y.
Heard via WMCA Mon., Thurs. and Sat.

JERE SALISBURY Presents The
3 NOBLEMEN
"Music At Its Best"
Now
STATLER HOTEL, Buffalo, N. Y.
Dir: Consolidated Radio Artists, Inc.

DON REDMAN and his
Orchestra
With ORLANDO ROBERSON and
LOUISE McCARROL.
Now
ON TOUR.
For Dates, Communicate With
CENTURY ORCHESTRA CORP.,
1810 Broadway, New York City.

JERRY
LIVINGSTON
Personal Direction
FRANCES FOSTER
1810 Broadway, N. Y. C.
NOW ON TOUR
Masters-composers
and his "TALK OF THE TOWN" Music

THE
Biltmore Boys
AND THEIR ORCHESTRA
Opening
LA SALLE HOTEL, Chicago, April 16.
CRA

Eddy Rogers
AND HIS ORCHESTRA
NOW ON TOUR
CRA

Takes Spokane Park Dansant
SPOKANE, Wash., April 9.—Bob Dudley, local band leader, has leased dance hall property at Hampton Park, Newman Lake, for the season and plans to open May 1. Elite Keeping, talented dancer and singer, will be a featured floor show attraction.

Records Reviewed

Bells by Block and Syncos by Stable Spotlight the Disks

By M. H. ORODENKER

Abbreviations: V-Victor; B-Brunswick; D-Decca; BL-Bluebird; VO-Vocalion.

The sentimental silder dishes a dandy double in sentimental style, TOMMY DORSEY dishing dulcet for *Bewildered* and *Jezebel* (V). And establishing a restful mood for soft lights, there's that sweet, too sweet, music by GUY LOMBARD for the Amos 'n' Andy theme, *The Perfect Song*, and *Down by the Old Mill Stream* (V), and HORACE HEIDT just right in his richness for *A Gypsy Told Me* and *Bewildered* (B).

Soothing to the ear and easy tooting to take for tripping the fantastic lightly is the distinctive dappanation of BEET BLOCK for *A Shock in the Back of the Hills* and *In My Little Red Book* (VO); his contemporary Radio City roof-top rhytmator, RUBY NEWMAN, for *Just Let Me Look at You* and *You Couldn't Be Cuter* (D), and piped out peppy without going pokey, TED WEEMS for *Good Night, Sweet Dreams, Good Night; What Are You Doing the Rest of My Life?*, *A Shock in the Back of the Hills* and *Singin' in the Corn* (D). Standard syncos, the cut cleanly, are offered by GEORGE HALL with *Ti-Pi-Tin* and *A Gypsy Told Me* (VO), and TOOTS MONDILLO for *Let Me Day Dream* and *I Love You, Just Because* (B). But give the go-by to the reprinting of *Darlington Strutters' Ball*, SHEP FIELDS popping the corn, and the New Yorkers, in style 10 years ago, for *Hell's Bells* (BL).

Mary Lou's Lulu

ANDY KIRK cuts one of his better impressions with Mary Lou Williams' *Little Joe From Chicago* (D). It's a breezy boogie-woogie opus. The arrangement, not overly well played, has some unusual contrasting tonal effects for such musical fabric. Mated side has Pha Terrell intoning a trite ballad tune, *The Key to My Heart*, which garners no glory for the gang. CAB CALLOWAY sticks to stompy stuff, adding his hi-de-ho to *I Like My Music Hot* and lets the band take it out for *Three Swings and Out* (VO). It's generally foot-lifting, but even Choo Berry fails to excite his tenor horn.

FATS WALLER aims only at commercial appeal with *I Love To Whistle* and *Florida Flo* (V), typical Waller jive by jovial Fats. DUKE ELLINGTON, cutting his own chantiles from the Cotton Club show, *Sonoch* and the pop ditty *If You Were in My Place* (B), offers little in its composition or execution to attract the devotees.

Playing the straight up-and-down stock arrangements of Larry Clinton's *The Campbells Are Coming* and Will Hodson's *Mr. Sweeney's Learned To Swing* (VO), EDDIE STONE waxes the stomperos satisfactorily enough without causing undue excitement. Meant as a novel dish, but making only atmosphere music which wears over the stretch, *STINGS IN SWING TIME*, with woodwinds for good measure, under the direction of Vladimir Selinsky, impresses none for Franklyn Marks' *Professor Visits Harlem* and Austin Croon Johnson's *Orchestral Stock Exchange* (B). Sounds more like a string scoring of a piano concerto with a dissonant tonality and the scratchers swarming all over it.

Those Andrews Sisters

It took a *Bel Mr* billing for the ANDREWS SISTERS to attract attention. Also their waxing of *Jambin'* with Leon Kelsoe last year was the same brand of waxy-singy the gals give now for *Ti-Pi-Tin* and *Where Have We Met Before?* (D). And the only thing that might back the deepening wave of enthusiasm or their heated harmonizing might be the waxworks to repress those same-sounding Boswell Sisters that have Eddie and Jimmy Dorsey cutting in advantageously.

Singing her swan song on this label, MAXINE SULLIVAN croons it conventionally for *It's Wonderful* and *You Went o My Head* (VO). And with an altogether delicious brand of Chicago jazzology for the accompanings, DICK ROBERTSON lunge the lyrics of *Drop a Nickel in the Slot, You Went to My Head, Let's Sail to Dreamland* and *Good Night, Angel* (D).

DICK STABLE makes his tooting at See RECORDS REVIEWED on page 35

Upped ASCAP Fees Close Pitt Spot

PITTSBURGH, April 9.—Raising of license fees by American Society of Composers, Authors and Publishers will force many spots now using music to dispense with orchestras, officials of the local musicians' union claim. Oliver Building Restaurant, where Gregoria Scalzo made the music for years, lets out the band tonight. Performance fees are being jacked by William O'Brien, who came here from Boston to take over the local ASCAP office. Succeeds Edward Montgomery, part-time rep, who will continue to represent ASCAP here in legal matters. Chaire Meeder, Local 60 prexy, and Gerald O'Neill, William Penn Hotel manager, are closing a final deal to effect a closed shop at parties in city's hotels. Sixty-day trial period ended, proving satisfactory to both sides.

R-O'K Swells Band Roster

NEW YORK, April 9.—Rockwell-O'Keefe adds several bands to its banner. Claude Kennedy, former pianist with Herbie Kaye, signed with the office to form a new band, as did Ray Kinney, former vocalist with Andy Ions, his Hawaiian combo debuting at Hotel Lexington April 20. Maurie Sherman, Chicago maestro, and Harry Rosenthal, current at Hollywood's La Congo, signed management contracts with the office. R-O'K also consummated pact with Phil Ponce to book Pats Waller on one-nights and locations.

Plan Dances in City Park

NEWPORT NEWS, Va., April 9.—Huntington Amusement Club, new theatrical enterprise headed by E. L. Wilson, is seeking a charter to build and operate a dance pavilion at Huntington Park, municipally owned recreation spot on the James River just north of the city. Club plans to build a \$4,500 pavilion, sponsoring admission dances twice weekly. Asks for a 10-year lease, giving the city option to buy the ballroom and leaving beverage and lunch concession to the city. Proposal has not been accepted as yet, city fathers first studying the deed under which the park was granted to the city.

Songs With Most Radio Plugs

"Education" Still Leading; "Fall in Love" in Big Jump

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, April 7. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
1	1. You're an Education	Remick	35 18
7	2. I Fall in Love With You Every Day (F)	Famous	33 13
2	3. Ti-Pi-Tin	Feist	28 26
3	4. Please Be Kind	Harms	22 25
6	4. Love Walked In (F)	Chappell	22 10
8	4. How'dja Like To Love Me? (F)	Famous	22 19
4	4. Heigh Ho (F)	Berlin	22 18
9	5. Whistle While You Work (F)	Berlin	21 10
7	5. I Love To Whistle (F)	Robbins	21 9
4	6. Thanks for the Memory (F)	Paramount	19 15
10	7. It's Wonderful	Robbins	18 15
13	7. Bewildered	Miller	18 15
4	7. Sunday in the Park (M)	Mills	18 11
10	7. Two Bouquets	Shapiro, Bernstein	18 8
10	8. In My Little Red Book	Marks	17 17
10	8. Let's Sail to Dreamland	Spiel	17 13
3	8. I Can Dream, Can't I? (M)	Marlow	17 10
11	8. Romance in the Dark (F)	Paramount	17 10
13	8. You Couldn't Be Cuter (F)	Chappell	17 10
6	8. Garden in Granada	Southern	17 9
7	9. On the Sentimental Side (F)	Select	10 21
6	10. At a Perfume Counter (M)	Donaldson	15 25
13	10. Cry, Baby, Cry	Shapiro, Bernstein	15 4
5	11. Dippy Doodle	Lincoln	14 11
8	11. More Than Ever	Miller	14 11
11	11. I Double Dare You	Shapiro, Bernstein	14 11
..	12. Don't Be That Way	Robbins	13 20
..	12. Where Have We Met Before?	Robbins	13 13
5	13. Always and Always (F)	Feist	12 18
12	13. Moon of Manakona (F)	Kalmar	12 7
..	13. Something Tells Me	Witmark	12 3
12	14. Goodnight, Angel (F)	Berlin	11 21
13	14. Hometown	Crawford	11 15
11	15. I Simply Adore You	Ager, Yellen	10 10
7	15. Sweet as a Song (F)	Robbins	10 14

Det. Ballrooms Use Institutional Ads

DETROIT, April 9.—Frank polley in advertising is being applied to the ballroom field, probably for the first time, by the Arcadia, Grand Terrace and Graystone, all under management of Frank Steltenkamp and Fred Haines. Using a 40-inch ad in local newspapers, spread into four columns, eye-arrester was largest ballroom ad ever used here. Difference between the old and new dance halls, freedom from beer and liquor, absence of tail-dancing and all the special advantages of an up-to-date modern ballroom made the copy. Institutional ad sold itself, bringing the ballrooms to the attention of new classes of patronage.

Joy Returns to the Loop

CHICAGO, April 9.—Jimmy Joy opens the spring season at the Drake Hotel Friday, coming here from Milwaukee's Schroeder Hotel. This is Joy's second hotel engagement in the Windy City, having made the Stevens the last time here.

Return Engagement

OF EDDIE LE BARON

AND HIS

Continental Orchestra

AT THE

RAINBOW ROOM

TOP OF ROCKEFELLER CENTER, RADIO CITY, N. Y.

Opening April 13th, 1938

Indefinitely

N. B. C.

Music Items

Marks Offers

Ravel Album

CLARENCE WILLIAMS is back in town after a Southern trip for a much-needed rest on the doctor's orders. He combined business on his return by stopping in key cities. . . . Harris has an interesting item in the Warner Song Folio, including photos and biogs of pic players. . . . Art Tatum, blind pianist, now in London, signed with Robbins to write a series of original composes and special folios.

E. B. Marks has issued an album of composes by the late Maurice Ravel. Bolero composer, similar to the job turned out two years ago for Debussy's works. . . . Same pub is also getting behind a new novelty tune by Vaughan DeLeath, *Ducklings on Parade*. Sid Lorraine plans big things for this Larry Wagner arrangement. . . . Harry Tenney set up his own music house, buying out all stock of the Isham Jones Publishing Corp. . . . Johnny Green, former professional manager for Select Music, together with Vic Knight, who produces the Eddie Cantor air shows, makes another new music pub, Green Bros. & Knight. . . . start catalog with a couple tunes by brother, Buddy Green. . . . Chappie Willet cuffed the theme song and four original stomperos for Gene Krupa's new band.

MCA Orks Get Specials

CHICAGO, April 9.—Ray Gilbert and Sid Walker, MCA's song-writing team, have completed special novelty numbers for Buddy Rogers, Shep Fields, and Frankie Masters. Office is lining up additional bands for the team, figuring that original novelty specialties are in demand by both dance and theater fans.

Reichman Set for New Year

SAN FRANCISCO, April 9.—Joe Reichman holds a long-distance return date at the Mark Hopkins Hotel here. Makes way for Anson Weeks April 21 but is already set to show up again on New Year's Eve for a return engagement.

Attractive DANCE ORCHESTRA POSTERS AND CARDS

3 and 4 COLOR

Out Best! They're Kinostatic Newest Orchestra Designs; Four Colors; 209 14x22 Wireless Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 13 1/2 Cards, 200; \$4.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO MASON CITY, IA.

COSTUMES CLOSE OUTS

Chorus Sets, from 6 to 20 in Set. Very reasonable. Also Children's Sets, Hawaiian, Indian, Chinese, etc. All have been used but guaranteed in first-class condition.

E. MONDAY CO. 147 East 34th St., New York City.

ORCHESTRA ROUTES

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

A
 Adcock Jack: (Manoa Inn) Manoa, Pa. de.
 Adam (Trocabaret), London, Eng. no.
 Alberto, Don: (El Chico) NYC, no.
 Amang Jack: (Hingside) Ft. Worth, Tex. no.
 Anderson, Al: (Merry-Go-Round) Newark, N. J. no.
 Anderson, Kenor: (Vanity Inn) Athens, O.
 Andrial Brothers: (Community Lounge), Birmingham, N. Y. no.
 Angelino, Don: (Essex) Philadelphia, Pa.
 Angelino: (Bertolotti's) NYC, re.
 Apollon, Al: (Chalfonte) Pittsburgh, N. C. h.
 Arden, Harold: (Rustic Cabaret) Englewood, N. J. no.
 Aristocrats (Alps Castle) Peekskill, N. J. re.
 Armistead, Charlie: (Knickerbocker Gardens), Flint, Mich. no.
 Austin, Ed: (Laurels) Backett Lake, N. Y. co.
 Auster, Fred: (Flamingo Club) Orlando, Fla. no.

B
 Bachelor Boys (Boosevelt), Pittsburgh, Pa.
 Bailey, Hal: (Chez Paree), Indianapolis, Ind.
 Baker, Jack: (Desert) Spokane, Wash. h.
 Baker, Fred: (Tropical Bar) Vero Beach, Fla. no.
 Barber, Hal: (Parody Club) Chi. no.
 Barbo, Bill: (New Kenmore) Albany, N. Y. h.
 Barron, Bill: (Edison) NYC, h.
 Barst, Jeno: (Piccadilly) NYC, h.
 Bass, Paul: (Chateau Moderne) NYC, re.
 Bauer, Billy: (Old Nash Tavern) NYC, re.
 Baum, Charles: (Essex House), NYC, h.
 Beger, Maximilian: (Verandah) NYC, re.
 Behm, Bunny: (Parade) NYC, re.
 Berkady, Duke: (Honkey-Dory) Stamford, Conn. no.
 Betner, Jack: (Essex House) Newark, N. J.
 Biltmore Boys: (Chez Paree) Omaha, Neb. no.
 Blaine, Jerry: (Park Central) NYC, h.
 Black Bob: (Pera Marquet) Peoria, Ill. h.
 Black, Bert: (Rainbow Grill) NYC, no.
 Bookstene, Marty: (Irish Village) Cleveland, O. no.
 Boroff, Mitch: (Chi-Am Chateau) Mountaintop, N. J. re.
 Borr, Misha: (Waldorf-Astoria) NYC, h.
 Brasas, Walter: (Long Island Hofbrauhaus) Poughkeepsie, N. Y. re.
 Bradshaw, Tiny: (Cotton Club) Cincinnati, O. no.
 Braslow, Irv: (Stamp's) Phila. no.
 Bresse, Lou: (Chez Paree) Chi. no.
 Brinkley, Charles: (Log Cabin) Aurora, Ill. no.
 Brooks, Tiny: (De Lisa) Chi. re.
 Brooks, Billy: (Garden), New Haven, Conn. h.
 Brunoco, Jan: (Jack Dempsey's) NYC, re.
 Buchnik, Yasha: (International Casino) NYC, no.
 Burns, Clarence: (Garden) White Plains, N. Y. re.
 Buse, Henry: (Beverly Hills Country Club), Newport, Ky. co.

C
 Candola, Joe: (Cass Manana) NYC, no.
 Candella, Harry: (Commodore Ferry), Toledo, O. h.
 Carey Sextet: (Havana Madrid) NYC, no.
 Caspelo, Joe: (Jimmy Kelly's) NYC, no.
 Casper, Johnny: (Park West) Newark, N. J. no.
 Carmen, Billy: (Piazza) Corpus Christi, Tex. h.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Brown, NYC.
 Carter, Bob: (Murray) Tachabos, N. Y. no.
 Casey, Lou: (Henry Grady) Rome, Ga. h.
 Coddman, Cornelius: (St. Regis) NYC, h.
 Coleman, Emil: (St. Regis) NYC, h.
 Collins, Joe: (Wellington), NYC, h.
 Conan, Irving: (Arrowhead Inn) Riverdale, N. Y. no.
 Cook, August: (El Toreador) NYC, no.
 Corneille, Paul: (Crystal Lodge), Council Bluffs, Ia. no.
 Costello, Chas: (Commodore) Detroit, no.
 Covato, Will: (Hallen Garden) Pittsburgh, no.
 Coward, Buster: (Hayloft) San Antonio, h.
 Craig, Francis: (Hermilage) Nashville, h.
 Crocker, Mel: (Palm Gardens) Columbia, O. no.
 Cugal, Xavier: (Waldorf-Astoria) NYC, h.
 Cummins, Berrie: (Palmer House), Chi. h.

D
 Daffey, Frank: (Meadowbrook), Cedar Grove, N. Y. re.
 Darrin, Pat: (Wonder Bar) Zametville, O. no.
 Davidson, Davey: (Blue Moon) Milwaukee, c.
 Davis, Eddie: (Lokey) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, no.
 Davis, Jess: (House of Jacques) Oklahoma City, Okla. no.
 De Vera: (El Morocco) NYC, no.
 De Vodi, Don: (Rainbow Room) NYC, no.
 Dell & Hamory: (Community Lounge) Birmingham, N. Y. no.
 Dennis, Dick: (Oletha Palace) NYC, no.
 Debbis, Henry: (Benny the Bum's) Phila. no.
 Deebach, Al: (Roosevelt) New Orleans, h.
 Donald, Jeno: (Walton) Phila. h.
 Donnelly, Sonny: (Old Mill), NYC, c.
 Donaldson, Joe: (Lawrence) Erie, Pa. h.
 Doney, Jimmie: (New Yorker), NYC.
 Doreau, Hal: (El Tabarin), San Francisco, no.

BROADWAY HOTEL
 315 TREMONT STREET AT BROADWAY, BOSTON, MASS.
 Conveniently Located in the Heart of Boston's Theatrical and Shopping District.
 ATTRACTIVE PROFESSIONAL RATES. WEEKLY, WITH BATH, \$5.00 UP.
BOSTON'S HOME FOR TRAVELING BANDS
 COURTESY AND HOSPITALITY. PIO FINI, MANAGER.

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: 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.

Drummond, Jack: (University Bar) Albany, N. Y. no.
 Duerr, Dolph: (Green Derby) Cleveland, no.
E
 Edmund, George: (Lorrie) NYC, c.
 Edlington, Duke: (Cotton Club) NYC, no.
 Elliott, Les: (Bradford) Boston, h.
 Engel, Freddy: (University Club) Albany, N. Y. no.
 Engles, Charles: (Harry's New York Cabaret), Chi. no.
 Esch, Robert: (Club Florentine), Birmingham, Ala. no.
 Evans, Al: (Ches Firehouse) NYC, no.

F
 Fain, Paul: (Grossman) Lakewood, N. J., co.
 Felix, Don: (The Pines) Newtown, Conn. no.
 Feminine Notes: (Chateau Moderne) NYC, re.
 Ferdi, Don: (Stratford) Bridgeport, Conn. re.
 Fernandez, Felix: (Hiltmore) Providence, h.
 Fielder, Johnny: (Olmus), San Antonio, h.
 Fields, Harry: (Royalty) Monticello, N. Y. h.
 Fisher, Mark: (Royale Proles) Chi. no.
 Flinst, Matt: (Oh Henry Park) Chi. h.
 Flitchard, Maurice: (Loyal Inn) New Rochelle, N. Y. re.
 Floyd, Gay: (Oasis), Pontiac, Mich., co.
 Fodor, Jerry: (Check-In) Toledo, no.
 Fourn, Basil: (St. Moritz) NYC, h.
 Four Empires: (Ponteale) Omaha, h.
 Francisco, Don: (Mayflower) Akron, h.
 Franke, Chappell: (Cavalier) NYC, no.
 Fraser, Bill: (Casa Grande) Cincinnati, no.
 Frederick, Marvin: (Syracuse) Syracuse, N. Y. h.
 Fredrick, Jan: (Boulevard Tavern) Elmhurst, N. Y. re.
 Friskin, Bob: (Rainbow Inn), NYC, re.
 Fulcher, Charles: (Colonial Club) Augusta, Ga. no.
 Furti, Joe: (The Brook) Summit, N. J., no.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Gammes, Eddie: (King's Lincoln) Neb. h.
 Gast, Harold: (Yachismen Club), Marian, O. h.
 Gavaiete, Dick: (Ambassador), NYC, h.
 Gendron, Henri: (Colostine's) Chi. no.
 Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss. h.
 Goho, Billy: (Checker Box) Buffalo, c.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

H
 Gonzalez, Ralph: (St. Morris) NYC, h.
 Goodman, Benny: (Pennsylvania) NYC, h.
 Graf, Johnny: (Anchorage Inn) Phila. no.
 Gravel, Lou: (Victoria) Trois Rivières, Que. h.
 Gray, Len: (New Cedars) New Bedford, Mass. no.
 Grayson, Hal: (Mayfair) Waterville, Pa. no.
 Greason, Jack: (Little Rathskeller) Phila. no.
I
 Hagen, Walter: (The Pines), Greenville, S. C. no.
 Hall, George: (Tad's) New York, h.
 Hanes, Morris: (Southern Diner), Shreveport, La. no.
 Harris, Claude: (Judy's Stables) Detroit, no.
 Harris, Leroy: (Elit Kat Club) NYC, no.
 Harris, Jack: (Croy's) London, Eng. no.
 Harrison, Will: (Rich's) Greenwich, Conn. re.
 Havilland, Dick: (De Lisa) Chi. re.
 Henderson, Will: (Haks) Detroit, no.
 Henderson, Fletcher: (King's) Lincoln, N. Y. re.
 Headrick, Pearl: (Manhattan Club) Johnstown, Pa. no.
 Herbert, Hec: (Club Hollywood), Kalamazoo, Mich. no.
 Herman, Woody: (Wisconsin Roof) Milwaukee, h.
 Hill, Worthy: (Pavilion Royale) Savin Rock, Conn. no.
 Hoff, Sid: (El Patio), San Francisco, h.
 Holden, Virginia: (Germany Inn) Warren, Pa. no.
 Honey, Bill: (Silver Lake Inn) Clementon, N. J. no.
 Horton, Harry: (Le Mirage) NYC, no.
 Horton, Orlis: (Port Orange Tavern) Albany, N. Y. re.
 House, Oarth (Phoenix), Lexington, Ky. h.
 Howard, Vincent: (Perona Farm) Andover, N. J. no.
 Humber, Wilson: (Southern Diner Club) Shreveport, La. no.
 Hummel, Ray: Lovington, N. M., 13; Monahans, Tex., 14; La Mesa, N. M., 15; Big Spring, Tex., 18.

Hunter, Lloyd: (Mount Royal) Montreal, h.
 Huxley, Lloyd: (Arcadia-International), Phila. re.
 Hunt, Brad: (The Pines) Pittsburgh, no.
 Hyder, Door: (Ubangs) Phila. no.
I
 Insitio, Vic: (Rainbow) Houston, Tex. no.

J
 International: (Jack Dempsey's), NYC, re.
 Irish, Mace: (Chanticleer) Millburn, N. J., no.
K
 Jack & Jill: (Lorraine) Madison, Wis. h.
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich. no.
 James, Ann: (Tavern) Steubenville, O. no.
 Jelenik, Eugene: (Utah) Salt Lake City, h.
 Johnson, Happy: (Vogue) Los Angeles, no.
 Johnson, Jack: (Dorchester) London, h.
 Jones, Isham: (Lincoln) NYC, h.
 Jones, Teddy: (Club Mandarin) Houston, Tex. re.
 Jorly, Hal: (Roosevelt) New Orleans, h.
 Julian, Eric: (Kelly's Grill) Elizabeth, N. J., re.
 Jumeau, Tommy: (Stock), Kansas City, Mo. no.

K
 Kardos, Gene: (Roseland), NYC, h.
 Kasal, Art: (Stalder), Cleveland, h.
 Kay, Herbie: (Cocoanut Grove) Los Angeles, no.
 Kaye, Joe: (Ritz) London, h.
 Keendis, Sonny: (Belmont-Piazza), NYC, h.
 King's Sisters: (William Penn), Pittsburgh, h.
 King, Don: (Haskell) Denver, no.
 Knapp, Angie: (Viking) Chi. h.
 Krickett, Ernie: (Unique Grill), Delaware, N. J. re.
 Kruger, Benny: (Savaria), Buffalo, c.
 Kuzmin, Cozysa: (Russian Bells) New York, N. Y. re.
 Kuznetz, Robert: (Martin's Rathskeller), NYC, no.
 Kuhn, Dick: (Vanderbilt) NYC, h.
 Kurtze, Jack: (Seelbach) Louisville, h.

L
 LaRoche, Olive: (Rosegarden) Middletown, Conn. c.
 LaPorte, Jan: (Mam's), Yonkers, N. Y., re.
 Langan, Bill: (Club Triang) Mobile, Ala. no.
 Lally, Howard: (Sunny Isles) North Miami Beach, no.
 Lally, Ed: (Texas), Ft. Worth, h.
 Lamb, Dress: (Marine Room) Kalamazoo, Mich. h.
 Land, Jules: (St. Regis) NYC, New York, c.
 Lane, Eddie: (Governor Clinton), NYC, h.
 Lang, Teddy: (Cavalier) NYC, no.
 Lape, Brad: (Mt. Kisco Casino), Mt. Kisco, N. Y. no.

L
 Lasso, Leo: (Piro o'Clock Club) Miami Beach, c.
 LeBaron, Eddie: (Rainbow Room) NYC, no.
 Lee, Larry: (Peabody) Memphis, h.
 Leonard, Harlan: (Wornall Gardens) Kansas City, Mo. no.
 Leonard, Eddie Jr.: (Olson), Cincinnati, h.
 Leroy, Howard: (Nelson) Rockford, Ill. h.
 Levant, Phil: (Lowry) St. Paul, h.
 Lewis, Sammy: (Lenox), Wilkes-Barre, Pa. h.
 Lightbourne, Kirk: (Piccadilly) Baltimore, no.
 Lindeman, Bert: (Gloria Palace) New York, c.
 Link, Al: (Windsor) Irvington, N. J. no.
 London, Larry: (Esquire Club), Miami, no.
 Longo, Lou: (20th Century) Phila. no.
 Lopez, Steve: (Chez Paree) New Orleans, no.
 Loman, Abe: (Billy Rose's Casa Manana) NYC, no.

M
 McIntire, Lani: (Lexington) NYC, h.
 Mack, Ed: (Lucky Star Inn) Udenwood, Pa. no.
 Madden, Bill: (Traymor) Atlantic City, h.
 Madrignera, Enrie: (La Conga) NYC, no.
 Madson, Albert: (Gloria Palace) NYC, no.
 Malton, Rickett: (Continental) Kansas City, Mo. no.
 Mareno, Frank: (Sweeney's) Baltimore, c.
 Marsala, Joe: (Hickory House) NYC, no.
 Marshall, Evans: (Essex) Boston, h.
 Martin, Al: (Show Boat) Pittsburgh, no.
 Martel, Gus: (Verandah), NYC, re.
 Martin, Lou: (Leon & Eddie's) NYC, no.
 Martin, Freddie: (Aragon) Chi. h.
 Martin, Bob: (Chez Progress) Paris, no.
 Marshall, Bert: (El-Bach) Houston, no.
 Messner, Johnny: (McAlpin) NYC, h.
 Millan, Jan: (Chalfonte), Pittsburgh, N. C. h.
 Mills, Dick: (Sportman's Inn) Oakesboro, Tex. no.
 Mills, Floyd: (Du Pont) Wilmington, Del. h.
 Mills, Jack: (Royal Villa), Peony Park, Omaha, Neb. no.
 Moore, Derry: (Athens Club) Oakland, Calif. no.
 Moore, Eddie: (Eagles) Ithaca, N. Y., h.
 Moore, Deacon: (Cotton Club) Boston, Mo. no.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morion, Hugh: (Anchorage), Pittsburgh, no.
 Morion, George: (Savoy-Pala) NYC, h.
 Mosley, Sam: (Harred of Fun), NYC, no.
 Motely, Berk: (Casa Grande) Herwyn, Md., no.
 Munro, Hal: (Medinah) Chi. no.
 Munson, Dave: (Coo Rouge) NYC, no.
 Murphy, Spud: (Casino Gardens) Los Angeles, no.
 Murphy, Larry: (International Casino) NYC, c.

Murray, Charlie: (Moon Parade) NYC, no.
N
 Namara, Jimmy: (Club Esquire) Toronto, no.
 Nance, Skipper: (Rainbow Gardens) Little Rock, Ark. no.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Box) Birmingham, no.
 Neff, Paul: (Walton Cocktail Lounge) Phila. h.
 Nelson, Victor: (Mike Dutkin's Rathskeller) Phila. no.
 Newman, Ruby: (Rainbow Room), NYC, no.
 Nicola, Frank: (Philadelphia) Phila. h.
 Noblesman, Three: (Bialer) Buffalo, h.
 Norton, Bob: (New Garden Center) Detroit, h.
 Norro, Red: (Commodore) NYC, h.
 Noury, Walter: (M & J Club) Haverhill, Mass. no.

O
 O'Hara, Ray: (Greenwich Village Casino), NYC, no.
 Olson, Walter: (New Julius) Gardenville, N. Y. re.
 Oliver, Eved: (Book's Cafe) Yakima, Wash. no.
 Ovesko, Senka: (Netherland) NYC, c.
 Owenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif. no.

P
 Pablo, Don: (Merry-Go-Round) Dayton, O. no.
 Palmer, Freddy: (Colonial Inn) Singac, N. J. no.
 Palmer, Skooter: (Seneca) Rochester, N. Y. h.
 Pancho: (Piazza) NYC, h.
 Paris, Chick: (Evergreen) Newark, N. J., re.
 Parks, Bobby: (Stock Club) NYC, no.
 Parry, Sam: (Edison) Phila. N. Y., no.
 Payne, Al: (Gull Lion) Montclair, N. J., re.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn. no.
 Peterson, Dee: (Westwood Supper Club) Richmond, Va. no.
 Peterson, Jimmie: (Freda Pope's Plaza), Pittsburg, h.
 Pilman, Jack: (Port Arthur) Providence, R. I., re.

P
 Prima, Louis: (Famous Door) NYC, no.
 Pryor, Roger: (St. Francis) San Francisco, h.
R
 Reburn, Boyd: (Congress Casino) Chi. h.
 Rainey, Dod: (The Great) Pittsburgh, no.
 Rand, Lionel: (Paradise) NYC, c.
 Rapp, Barney: (New Penn), Pittsburgh, no.
 Ravizza, Carl: (St. Francis) Phila., San Francisco, h.
 Raymond, Hal: (Ohio Villa), Cleveland, no.
 Reader, Charles: (Port Montague) Nassau, B. W. I. h.
 Reichert, Leo: (Lake Breeze), Backeye Lake, O. h.
 Reichman, Joe: (Mark Hopkins) San Francisco, h.
 Reick, Johnny: (Gold Club) Columbia, Mo., no.
 Reinhardt, Bill: (Ship Ahoy Tavern), New Rochelle, N. Y. re.
 Reish, Benny: (The Bowery) Detroit, no.
 Reyes, Chica: (Continental) Detroit, no.
 Reynolds, Dick: (High Hat), Peoria, no.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo. no.

R
 Richards, Jimmy: (Biltmore) Atlanta, Ga., h.
 Ricardo, Don: (Arcadia-International), Phila. no.
 Rio, Rita: (New Kenmore), Albany, h.
 Rizzo, Vincent: (Gloria) Phila. h.
 Roberts, Red: (Ziegler's) Milwaukee, h.
 Robinson, Les: (Child's), Miami, re.
 Rocca, Maurice: (Kit Kat) NYC, no.
 Rodrigo, Nazo: (Havana-Madrid) NYC, no.
 Rodriguez, Jose: (Belmont-Piazza) NYC, h.
 Roeb, Ed: (Garden) NYC, no.
 Roseberry, Arthur: (Paradise), London, Eng. no.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
 Ross, Charley: (Broadway Tavern) San Antonio, no.
 Rogers, Ralph: (International Casino) NYC, no.
 Roy Ambassadors: (Club Roxy) Columbia, Co. no.
 Rubin, John: (Times Square) Rochester, N. Y. no.
 Russell, Jack: (Melody Mill) Chi. h.
 Ryka, Chel: (Mayflower), Akron, O., h.

S
 Sanders, Joe: (Palace) San Francisco, no.
 Saunders, Harold: (Montparnasse) NYC, no.
 Schebass, George: (Belmont-Piazza) NYC, h.
 Schenk, Frankie: (Aragoni) Lima, O. h.
 Scholl, Russel: (Flamingo) Orlando, Fla., no.
 Schuler, George: (New Casino) NYC, no.
 Schwebel-Mann: (Old Vienna), NYC, re.
 Shaw, Artie: (State) Boston, h.
 Shlegel, Irving: (Melody), Miami, no.
 Siesta, Don: (Oriental Gardens), Chi. re.
 Silvers, Buddy: (McCurdy) Evansville, Ind., h.
 Smith, Vito: (Merry-Go-Round) NYC, no.
 Smith, Joseph C.: (La Rue) NYC, no.
 Smith, Bill: (Mayflower) Akron, h.
 Snyder, Harry: (Lookout House) Covington, Ky. no.
 Sorenson, Gentlemans: (Rainbow) Denver, h.
 Sparr, Paul: (Warwick) NYC, h.
 Spencer, Les: (Rathskeller), Indianapolis, no.
 Staub, Frank: (Yorktown Tavern) Elkins Park, Pa. no.
 Steel, Leonard: (St. Shelby) Detroit, h.
 Steyer, George: (Coo Rouge), NYC, no.
 Stiles, Eddie: (Frankie's) Toledo, O. no.
 Stoltz, Cole: (Tropical Roof) Memphis, no.
 Stone, Russ: (Francis) Monroe, La. h.
 Strom, Ray: (15th Avenue) NYC, h.
 Strong, Benny: (New Garden) Louisville, h.
 Suckel, Allan: (Bedford Springs) Bedford Springs, Pa. h.

T
 Taylor, Dick: (Sun Ray Gardens) Phila. no.
 Texas Co-Eds: (La Fontaine) Huntington, Ind. h.
 (See ROUTES on page 9)

"THE ADVENTURES OF MARCO POLO"

(UNITED ARTISTS)

TIME—110 minutes. **RELEASE DATE**—April 15, 1938.
PLOT—Marco Polo (Gary Cooper) travels from Venice to Cathay, China, to open a trade route during the 13th century, winding up in the Kublai Khan's palace. Here he falls in love with the princess (Sigrid Gurie), but the khan's minister, Ahmed (Basil Rathbone), plots to destroy the khan's rule and to marry the princess. Polo wins the confidence of a rival leader, Kaidu, and Kaidu's army storms the palace just in time to crush Ahmed's rule after Ahmed had overthrown the khan. Polo wins the princess and Ahmed is killed.

CAST—Cooper, Gurie (widely publicized as a new screen beauty), Rathbone, Alan Hale, Ernest Truex, George Barbier, Binnie Barnes and Ferdinand Gottschalk. Cooper will make the ladies swoon and Gurie will give the boys an eyeful, too.

DIRECTOR—Archibald Mayo.
AUTHOR—Screen play by Robert E. Sherwood.
COMMENT—This one is a historical wash-buckling romance, with plenty of adventure and thrills in old-fashioned melodramatic style. True story of Polo has been diluted by so much hokum and sure-fire situations that Polo never emerges as a convincing historical figure (as Mumi did in Zola, for example). Rather, this is really Gary Cooper in Old China and nothing else. The picture, however, impresses because of its magnificent photography, sweep of pageantry, lavishness and action. It has the Goldwyn golden touch.

APPEAL—For everybody, since it's clean, fast and amusing.
EXPLOITATION—Play up the China Yesterday vs. China Today angle, also the cast and the historical romance angle.
(Reviewed at the Radio City Music Hall, New York.) **Paul Dent.**

"KING OF THE NEWSBOYS"

(REPUBLIC)

TIME—68 minutes. **RELEASE DATE**—March 18.

PLOT—From 10th avenue gutters to a Park avenue penthouse and back is the route Jerry Flynn took, but in the retreat he was more completely happy. He had his gal. Climax started as a challenge to Mary Ellen, a slum neighbor who lifted him for a bookie. He rose from newsboy to head a monopolistic distributing enterprise. Then he published track dope sheets to fight his girl friend's bookie. Meanwhile a debut tramp led him a merry chase to financial ruin and a state of appreciation for Mary, with whom he is finally reunited.

CAST—Low Ayres, Helen Mack, Alison Skipworth, Victor Varconi, Sheila Bromley, Alice White, Horace MacMahon, William Benedict, Victor Ray Cooks, Jack Pennick, Mary Kornman, Gloria Rich, Oscar O'Shea and Marjorie Math. Just so many faces, with possible exception of Alison Skipworth. Ayres and Mack combine nicely enough.

DIRECTOR—Bernard Vorhaus shows marks of good showmanship. Even exercises control over the climaxes.

AUTHORS—Original story by Samuel Ornitz and Horace McCoy. Screen play by Louis Weltzenkorn and Peggy Thompson.

COMMENT—Trivial and perennial, but always a buy.
EXPLOITATION—Newsboy success.
APPEAL—Anybody willing to patronize double-feature haunts.
(Reviewed at the Critterton, New York.) **Sylvia Weiss.**

"GOODBYE BROADWAY"

(UNIVERSAL)

TIME—65 minutes. **RELEASE DATE**—not given.

PRODUCER—Edmund Grainger.

PLOT—A rehearsal of the ancient Shennons of Broadway. Alice Brady and Charles Winninger try hard to put this one over as the vaude team of Malloy, who have saved a few grand for a chicken ranch. Winninger gets himself talked into buying a hotel with the money. Jed Prouty, village villain, tries to pry them loose from the hotel, believing the State will buy it for a Confederate memorial. Donald Meek, goofy antique expert, tries to make them believe the basement of the hotel is stuffed with priceless relics. Fadeout shows Meek being carried away to the bughouse.

CAST—Alice Brady, Charles Winninger, Tom Brown, Dorothea Kent, Frank Jenks, Jed Prouty, Willie Best, Donald Meek and others. Jed Prouty good as the chiseler.

DIRECTOR—Ray McCarey. McCarey's direction is pretty obvious. Toning down some of the creaking situations would have helped.

AUTHORS—Screen play by Roy Chanslor and A. Dorian Otvos. From the Shennons of Broadway by James Gleason.

COMMENT—Purely double bill fare.
APPEAL—Neighborhood.
EXPLOITATION—Brady and Winninger.
(Reviewed at the Alexander, Glendale, Calif.) **Dean Owen.**

"MAKING THE HEADLINES"

(COLUMBIA)

TIME—65 minutes. **RELEASE DATE**—March 10.

PLOT—Lewis Nagel is removed from competition with heads of metropolitan police officials thru appointment as captain in a dull suburb where nothing happens. An ace reporter, suspicious of political intrigue, takes up the watch. Still nothing happens, so the reporter makes his own news by lifting a necklace in which was hidden direction for the disposal of a vast estate. Necklace is then stolen from the reporter. A series of murders ensue as the plot thickens, for a greedy heir plots to obtain the heritage by foul means once it became known he was cut off in the will. Victims are the estate's attorney and jeweler who designed necklace. By accidentally touching a wart painted on the nose of the family benefactor's portrait the sister of the deceased releases a trapdoor and uncovers the culprits in hiding.

CAST—Jack Holt, Beverly Roberts, Craig Reynolds, Marjorie Gateson, Dorothy Appleby, Gilbert Emery, Tom Kennedy, Corbet Morris, Sheila Bromley, John Wray, Maurice Cass and Tully Marshall. Not a lead in the lot.

DIRECTOR—Lewia D. Collins. Ordinary production.

AUTHORS—Screen play by Howard J. Green and Jefferson Parker from story by Howard J. Green. There lies the trouble.

COMMENT—Unimaginative. Worse than obvious.
APPEAL—Double-feature diehards.
EXPLOITATION—Murder mysteries.
(Reviewed at the Balto Theater, New York.) **Sylvia Weiss.**

"JUDGE HARDY'S CHILDREN"

RUNNING TIME—76 minutes. (MGM) **RELEASE DATE**—March 20.

PLOT—Latest episode of this popular Metro series takes the Hardy family to Washington, where the judge serves as chairman of a special Senate committee investigating monopolistic features of the power industry. Slight thread of plot traces his endeavor to break up one particularly powerful monopoly, his apparent defeat when lobbyists attempt to blackmail him by using innocently said but nonetheless incriminating statements made by his daughter which force him to resign from bench and his last-minute outsmarting of lobbyists by telling the truth in a radio broadcast before they have a chance to give their version and before the committee's decision is rendered. Thru it all run his son's misadventures with a tuxedo and a little French girl and his daughter's entanglement with one of the lobbyists. The end, of course, finds everything straightened out satisfactorily.

CAST—Mickey Rooney, Lewis Stone, Cecelia Parker, Fay Holden, Ann Rutherford, Betty Ross, Clarke, Robert Whitney, Jacqueline Laurent, Ruth Hussey, Jonathan Hale, Janet Beecher and Leonard Penn. If Rooney gets any better, they can forget about a supporting cast next time; he's the whole picture. Stone gives his usual sincere, finished performance, and the rest are all right.

DIRECTOR—George B. Seltz makes the most of a pleasant, amusing script.

AUTHORS—Screen play by Kay Van Riper, based on characters created by Aurania Rouverol. No complaint here, either.

COMMENT—Unimportant, but enjoyable all the way thru.
APPEAL—Everybody but would-be sophisticates.
EXPLOITATION—Continuation of Judge Hardy's adventures, this time with a Washington and big politics background.
(Reviewed at the Capitol, New York.) **Daniel Richman.**

"THE LONE WOLF IN PARIS"

(COLUMBIA)

TIME—66 minutes. **RELEASE DATE**—Not given.

PRODUCER—Wallace MacDonald.

PLOT—Francis Lederer, reformed jewel snatcher, steps once more into his profession to save the royal jewels from plotters who seek to overthrow a mythical monarchy. Lederer sides with the beautiful princess to obtain the jewels for her. With paste imitations substituted for the genuine at odd intervals pic settles down into "who's got 'em"—the jewels. Romance triumphs.

CAST—Francis Lederer, Frances Drake, Olaf Hytton, Walter Kingsford, Leona Maricle, Albert Van Decker and others. Lederer, obviously realizing this won't amount to much, coasts thru his role. Albert Van Decker tries hard with the menace, but it is not caught by the audience.

DIRECTOR—Albert S. Rogell. Not much Rogell could do with this one. Material spotty.

AUTHORS—Screen play by Arthur T. Horman. Original by Louis Joseph Vance.

COMMENT—Even the nabes will find it hard to go for this.
APPEAL—Strictly weak double fare, with Saturday matinee crowd best bet.
EXPLOITATION—Lone Wolf character.
(Reviewed at Pantages, Hollywood.) **Dean Owen.**

"RECKLESS LIVING"

(UNIVERSAL)

TIME—65 minutes. **RELEASE DATE**—not given.

PLOT—Race-track picture concerning the bunch who follow the tracks. Robert Wilcox and Nan Grey carry the romance. Miss Grey is a singer in a night club and Wilcox is the form-sheet addict who seldom wins. Harry Davenport is an old trainer, owner of a newsstand, who stakes one last wager in the hope of getting enough money to get into a home for the aged. He loses, but Wilcox takes his own money and pays the old man off, making him believe his horse won. Amusing gag is carried thru pic. When boys get hard up they pawn the glided bust of May Boley's late husband.

CAST—Robert Wilcox, Nan Grey, Jimmy Savo, William Lundigan, Frank Jenks, Harry Davenport, May Boley, Charles Judels, Harlan Briggs and others. Jimmy Savo, old-time two-a-day star, steals the show with his comedy antics. He deserves a better break.

DIRECTOR—Frank McDonald. McDonald has really lifted this film by the bootstraps. A fine job with mediocre material.

AUTHORS—Screen play by Charles Grayson. Original by Gerald Beaumont.

COMMENT—A pic definitely budgeted as a B. *Reckless Living* will make money. With no names in the cast it should do well by word-of-mouth advertising.
APPEAL—General.
EXPLOITATION—Race-track angles. Inside dope on how the boys in the "know" never win in the long run.
(Reviewed at the Pantages, Hollywood.) **Dean Owen.**

AEA-LEAGUE

(Continued from page 3)

In return for effective policing of the code, because if and when the code becomes law in the theater the actors' union will be empowered to withdraw members from casts of producers found guilty of violating the code.

Producers are asking for contractual arrangements on working conditions that will be beneficial to them. In return for this Equity will require a certain number of the good seats for hit shows to be placed on sale at the box office. Ticket agencies and speculators are said to be very much perturbed over this move, as it will make serious inroads in their revenues. The League, however, believes that a mutual arrangement can be agreed upon.

Action on the appointment of a successor to the late Dr. Henry Moskowitz as executive adviser to the League was deferred by the board of governors until the next meeting, with James Reilly, their labor adviser, mentioned as possible successor.

THEATRE EQUIPMENT NEW & USED

STAGE, MUSIC, LIGHTING, SOUND, PROPRIETARY, SPECIALTY, THEATRE, MOVIE, CINEMA, RENTALS, REPAIRS, ETC.
 141 E. WABASH AVE. CHICAGO, ILL.
 WRITE FOR FREE CATALOG

P. A. BANK-O

A gold mine for Theaters. A legal giveaway. Socks money maker for Chain Theaters. Write for brochure.
 P. A. BANK-O OFFICE. Stockton, Calif.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
 Conducted by MARTIN C. BRENNAN.
 108 City Terrace Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Equity Turns to Unity as Love Match Seems Possible

Byron and Lytell as prez and vice-prez may find no opposish—Dullzell denies he wanted post—AEA liberals appear satisfied—clash rumors recur

NEW YORK, April 11.—With "unity" the keynote in the coming election of Actors' Equity Association, Arthur Byron, the nominating committee's choice for president, on his arrival from Hollywood harmony in the association and that the slate nominated appears to him to be a representative one which should go a long way toward ending the strife that has been prevalent for several years. If Byron is successful in getting the rest of the candidates behind his program of unity, it is very likely that the liberal group will not propose an independent slate in opposition, as they have done in the past, but will throw their support behind the administration candidates.

Nominating committee's candidates, who will be up for election May 27, are headed by Byron and Bert Lytell, for president and first vice-president, respectively. The nominees for connectors include Lee Baker, Alfred Kappeler, Hugh Cameron, Hugh Rennie, Joseph Vitalie, Eric Dressler, Katherine Warren, Earle Larimore, Winifred Lenihan and Broderick Crawford for full five-year terms. Ruth Hammond and John Lorenz have been nominated to fill the unexpired terms of the late Priestley Morrison and George Arliss, retired.

Byron, who has been comparatively inactive in Equity matters for the past five years also he is a third vice-president and one of the founders of Equity, was ceded by officials to be the best candidate possible "because of the tough spot we were placed in in having to select an honorary president."

Paul Dullzell, executive secretary, has been quick to scotch rumors that he wanted the presidency. But despite his frequent reiterations of having no desire for the job, a "draft Dullzell" petition bearing several hundred signatures was placed before the nominating committee. It was said by some active members that "Dullzell cried wolf once too often."

The liberal group seemingly appears to be satisfied with the slate, tho not in toto, because Byron's program may achieve what they have been fighting for, it was said. Byron has stated that he is for "free expression of all shades of opinion" and believes this attitude to be a healthy one, as it would tend to draw all groups into smoother relations.

"Plainly speaking," said Byron, "I am for harmony in Equity and believe that it can be brought about if all those interested will work hard to achieve it."

The liberals in return for their support, would "like to have" the council appoint a "liberal-minded" person to the post of third vice-president, which will become vacant if Byron is elected.

This, one of them stated, would show that the officials are sincere in their desire for a closer co-ordination of all groups and put an end to factionalism.

Byron revealed that he had been approached in Hollywood by John Emerson and George Arliss to accept the nomination. On first thought, he said, he had declined because of the responsibility the position carried, but upon learning that the office was an honorary one he reconsidered and accepted.

The popular belief on his nomination has been that he was approached by Ken Thomson, exec secretary of the Screen Actors' Guild, with the implication that this was SAG's way of taking complete control of Equity. Byron denied that he had conducted any negotiations at all with Thomson. In fact, he said, he is somewhat doubtful that SAG wants to control Equity at all, what with headaches in Hollywood.

Burgess Meredith, who ended his four months' reign as active Equity head when he left New York last week to go on a 10-week tour with his show, remarked that he hoped that the "progressive movement would continue and not be stultified by reactionaries nor agitated by radicals."

While peace seems to reign over Equity headquarters, the Old Guard is said to be preparing its periodic campaign to drive the "communists" out of the association when the new regime takes office.

Commenting on this, Bert Lytell stated that he was not at variance with any of the factions in Equity and does not propose to fight with anyone in the organization who has a plan for the betterment of actors' conditions.

"If there are any cliques," said Lytell,

Irish Rep Players Offer Triple Bill

NEW YORK, April 9.—Irish Repertory Players of New York offered the third bill of their current subscription season last week at the Heckscher Theater, presenting a triple bill of Irish one-acters.

The main item was the local premiere of Seamus O'Brien's *Duffy*, which was first produced by the Abbey Theater in 1913 and then in this country a couple of times. *Duffy* is a rollicking, good-natured comedy about three constables who sneak into Mrs. Coter's public house for a drink after legal closing hour. The situations are conventionally farcical, but the dialog and the characterizations are so good that the play compels interest throughout.

John M. Synge's *Riders to the Sea*, a somber and dull affair, and Lady Gregory's *The Rising of the Moon* complete the bill.

Outstanding performances were turned in by Adelaide Burns, Barbara Lane, John M. O'Brien and Joseph P. O'Brien, J. Augustus Keogh directed, with Anita Grannis assisting. Paul Denis,

"and they have ideas that will result in bettering conditions and solving the problems of actors, we welcome them. If their proposals are sound, everyone will be benefited. I, for one, do not believe in gag rule."

From Out Front

By EUGENE BURR

Sinclair Lewis, of all possible people, offered mental aid and sustenance to this corner a week or so ago in a speech at one of those affairs preciously entitled Book and Author Luncheons. Mr. Lewis, recently accused of being a reactionary because his latest novel, *The Prodigal Parents*, failed to deal with any pressing but ephemeral current social problem, dismissed the charge and spoke up eloquently and earnestly in defense of the "ivory-tower" theory of art—the theory that insists an artist should shut himself alone in an ivory tower, oblivious to the muttered turmoil of current events and the fretting, staccato whirl of passing minutes with their time-limited tragedies, to plunge alone and high-hearted into the vast timelessness of all true art. It is a theory that has received some support in this predicament, the last instance coming a couple of weeks ago, when it was indicated here that great art is almost always the product of easy eras that allow the artist to detach himself from the world—wherein it was suggested that the galling spearheads of current problems goad the artist into tilting at dark and tremendous ephemera, instead of at the eternal problems inherent in the heart and soul and mind of man. It was suggested that that was only natural, for momentary problems loom largest at the moment and, stamped out of all possible perspective, we therefore assume—quite erroneously—that they are also most important.

But, natural or not, such predilections with the problems of specific time and place rather than those of art seldom produce great artists. Mr. Lewis, an unexpected ally, damned through his address the current attitude that insists upon a "social viewpoint" in all art, and even in all science. "Literature," he said with justifiable and excellent indignation, "has become a footnote to Marx and anti-Marx." Speaking in defense of legitimate art works that are now damned simply because they give no heed to current problems, he suggested that the world has retrogressed to "the barbaric schoolboy age in which anyone who loves quiet and fine things is called a sissy."

The appalling truth of that can hardly be questioned; if there are doubts, the doubter need merely turn to any crop of book or play reviews written in the past year or so and regard their general tenor. It is a statement that seems to be, appalling as it is, the last word.

Mr. Lewis also attacked the insistence on social consciousness in scientists as well as artists—and on two counts that are cogent in regard to both groups. Artists and scientists have, generally speaking, little or no background or knowledge that makes them competent commentators on politics or sociology or government; their opinions are given spurious weight because of the weight of their names in fields that are entirely different. But above all, their energies, abilities and activity should be devoted to their own fields, which are far more important—no matter what distortion may occur thru the pressure of momentary world-tragedy—than anything in the fields in which they're currently commanded to dabble. "It is more important," said Mr. Lewis, "in the case of Einstein that he should think about physics." Extending the statement to include competent artists as well as competent scientists, I enthusiastically agree.

And, on almost the same point, further aid was forthcoming this week from an even more startlingly unexpected source—from the Hon. Maury Maverick, a gentleman who came out of Texas to help make the nation's laws. It is reported that a group of art students recently sent a telegram to the lawmaker protesting against a policy of American isolation and urging that our nation plunge itself into the seething cauldron of hates and lusts and horror that is currently spewing its poisonous froth thru Europe. The telegram was returned by mail to the earnest little group of social-conscious art-workers (at least according to reports) with something like the following scrawled in pencil across the bottom: "Nuts! Save your money. You're artists—not statesmen or students of international economics."

If the story is true (and I devoutly hope it is) I can only raise my filthy reactionary hand to my filthy reactionary brow in a salute of appreciation and thanks to the Hon. Maury Maverick. If more people hereabouts did what they presumably know how to do and stopped trying to dictate to others concerning things of which they know nothing, there'd be far more hope for the retention of at least one hemisphere of comparative sanity in the midst of a world gone mad.

Still further aid was recently forthcoming—in an oblique direction, perhaps, but still aid—from Mr. Richard Watts Jr., of *The Herald-Tribune*, who is, incidentally, rapidly regaining the critical stride which, a couple of years ago, put him far at the front of all the nation's drama-tasters. Again I'm able to disagree with almost all of Mr. Watts' opinions and yet respect in all ways his reasons for disagreement; again I'm able to respect his judgments profoundly at the same time that I enthusiastically fall to share most of them.

Anyhow, in a fine article on escapism in art Mr. Watts excellently announced the high and pre-eminent function of art as an escape, when that word is used in its best sense only. And he also repeated one of his favorite truisms: a play

(See FROM OUT FRONT opposite page)

Dunning Not Giving Up

Pursues Sunday show idea tho "Schoolhouse" fails to clear dough for extra pay

NEW YORK, April 9.—Schoolhouse on the Lot, Broadway's current test case on Sunday performances, grossed \$800 last Sunday in its initial try, which is not enough to pay for the extra eighth (in addition to Monday night off) that must be given players and stagehands for Sunday shows. However, Phillip Dunning, Schoolhouse producer, is convinced that Sundays are essentially okeh and will keep on trying. Sunday shows must gross, in excess of average Monday performances, a sum equal to the extra eighth of the salaries in order to break even.

Dunning, however, has another idea; starting April 17, according to announcement, he will also play Sunday matinees. He is set on the plan because, of those inquiring at the box office last Sunday, almost half wanted seats for the afternoon. A hurdle, however, arises at Equity, which contends that the cast should then get two-eighths extra even tho the mid-week matinee is canceled. Cost of that would be prohibitive. Entire cast has agreed to work under Dunning's plan, the stagehands have said that they would not demand an extra two-eighths unless Equity did, and the street generally regards the Equity attitude as arbitrary and unfair.

The \$800 take Sunday represented only about two-fifths of the approximately two-grand capacity. Balcony was well filled, but higher bracket seats didn't sell well.

Schoolhouse is the first legit show to try regular Sunday performances since they were allowed by State law and, later, okeh'd by Equity with the extra-eighth proviso. Previous productions have played openings on Sundays but haven't kept Sabbath performances thruout the run.

Last show to play Sunday matinees was Billy Rose's *Jumbo*, which got away without even one extra eighth because Equity turned the jurisdiction over to the American Federation of Actors when it saw breakers ahead. *Jumbo* made out well on Sunday afternoons so long as the show itself held up.

Detroit FTP in Play-Film Show

DETROIT, April 9.—WPA production of *Pursuit of Happiness* opened Tuesday at the Cinema Theater for a 10-day run in conjunction with the film *Monastery*. Leading roles went to Ray Hawkins and Ruth Whitworth.

The last production, *Arms and the Men*, is now on tour, slightly redesigned into a one-set production for bookings in smaller halls. Seven Detroit high schools have booked the play, and other bookings are expected. Next production will be *The Locked Room*, by Herbert Ashton Jr., regional director of the WPA.

Latest addition to the local theater is an orchestra of five men permanently transferred from the Music Project to furnish a permanent orchestra for the theater, the first time in a couple of seasons it has had musical resources available except by special arrangement with the Music Project.

Helen Howe Offers One-Woman Show

NEW YORK, April 9.—Helen Howe, monologist, returned to the Little Theater this week with a new series of characters and caricatures titled *These People*. Presented a half-dozen sketches, with the last, *This Present*, being divided into two scenes, each of which portrays one character in a specific setting.

Miss Howe's technique in characterization ranges from satire to comedy to tragedy. For one performer this is quite a bill to fill. Opening item, *Foundation Service*, portrayed a gum-chewing female soda jerker excellently, and succeeding (See HELEN HOWE on opposite page)

Cissie Loftus Offers Series of Solo Studies

NEW YORK, April 9.—Last Sunday evening, before a packed and justifiably enthusiastic audience that crammed the Little Theater to the doors, Cecilia Loftus offered the second of her series of Sunday solo performances, ranging from sly satirical impersonations to straight acting of dramatic bits from plays in which she has appeared. It's certainly no news by now that Miss Loftus is one of the greatest and grandest trouperes alive; but the full flavor of her Sunday evenings is something that has to be seen to be appreciated. It was largely a professional crowd Sunday night, and it howled its collective head off. This reporter did his full share of the applauding.

Miss Loftus, in her impersonations, offers a full assortment of celebrities, from the turn of the century down to the current season. Her series of English musical hall favorites is as flavo-some and ingratiating an interlude as you could wish; while her imitations of certain ladies of the current stage—Miss Ethel Barrymore and Miss Gertrude Lawrence among them—offer not only practically perfect mimicry but the additional filipp of a benignly satirical intelligence brought to play upon the subjects. In at least one of her imitations (neither Miss Lawrence nor Miss Barrymore) Miss Loftus' only fault was that she was infinitely more theatrically effective than the original.

Also included are anecdotes and stories—and last Sunday there was a scene from *Junio and the Peacock*. Without the aid of scenery, costumes or even the rest of the play, Miss Loftus gave by long odds the finest, most effective and most affecting interpretation of the role that I have ever seen.

The packed house Sunday convinced the management that a larger theater was needed. Tomorrow Miss Loftus will switch to the Lyceum—and the crowd should fill the larger house, too. It's one of the grandest shows of the season. Eugene Burr.

OUT-OF-TOWN OPENINGS "Pickets, Please"

Musical satire by Nick Spanco and Robert Saffron, adapted by Carl Coast directed by Gene Kelly; music and lyrics by G. Adrian Robson, John St. Peter and G. Norman Reis, Herb Cohen, Tom Stephenson, Vernon Krahl, Sidney Rotstein, Donald Joy, Gus Schnabel and Matthew Huttner. Staged by James Lindsay. Thirty-first annual revue of University of Pittsburgh Cap and Gown Club.

Cast: 31 principals, 45 in chorus, all students.

Pitt's Cathedral of Learning has spewed forth a clever the belimes muddled caricature of the world's diplomatic and industrial cauldron in two acts.

Baby of the Spanco-Saffron team that authored Cap and Gown's '36 show, *Pickets, Please* tries to prove that labor unions may be a salvation of political intrigue, that dictators are all yell and no brain. As a satire on the contemporary scene it entertains. As an annual frolic for 75 male students guised as girls and their guys it fulfills its intentions. More mature in book treatment than some of its predecessors, with more finished chorus stepping than most of its ancestors, *Pickets, Please* is nevertheless not one of Cap and Gown's best revues.

Its plot, laid in the mythical Balkan kingdom of Asphyxia, ruled by Dictator Bellini, Jampoonas diplomats of the Orient, Central Europe, Britain and America who weave intrigues to start war for munitions profits. For the traditional romance a prince rebels against Bellini's machinations to merge him with an ally country's ugly princess and wins the No. 1 gal of his enemy country for true love and the old shoes. Thru the show stalks John L. Sullivan.

BROADWAY RUNS

Performances to April 9, inclusive.

Table with columns: Dramatic, Musical Comedy, and Operas. Lists plays like 'All the Living', 'The Shookmaker's Holiday', 'The Shogun', etc. with dates and performance counts.

labor organizer, friend of prince and pauper, who tosses Dictator B. in the ashcan in Act II, scene last, and takes the throne himself. Impotent onlooker of all regimes is portly King Rudolph trying to have his fun with the chorus girls.

Of the 14 songs most likely to be whistled on campus after the week's end seemed Matthew Huttner's 'Lovely Love Affair', Adrian Robson's 'Higher Than a Kite' and Tom Stephenson's 'I'm That Way About You'.

Orchestrations by Max Adkins were played by pro band under direction of Gus A. Schnabel. Morton Frank.

HELEN HOWE

(Continued from opposite page) bits on a down-at-heels actress, a college class reunion and others in the first half of the bill were done with considerable finesse. Most pretentious number, *This Present*, was very difficult, but did not have the sharpness of the one-scene sketches. In it Miss Howe builds up a commentary on the social scene. She depicts various characters and situations in an American mill city whose inhabitants are unemployed because of a strike. The point of view of the upper class as well as the workers is given. Miss Howe writes her material herself. She can certainly take her place among the few who make a go of the one-person theater. Paul Ackerman.

FROM OUT FRONT

(Continued from opposite page) may be written in an ivory tower, but it cannot be acted in one. That, of course, is self-evident; and so is Mr. Watts' well-taken point that the tremendous tragedy in the world outside, the horrific and dreadful drama around the theater's walls, dwarfs into momentary insignificance anything that can conceivably take place within them. That, of course, is so. What can the theater offer even minutely comparable to the drama, the tragedy, the melodrama and perhaps even the comedy—if we can view comedy in the manner of the gods—that rage in Spain, in China, in Germany, in Austria, in Italy and in Mars alone knows how many countries besides? In view of that, it is difficult to dissociate art from the world's pressing masterdom—which is the very point I made when I suggested that true art is seldom produced in periods of tremendous stress. It is difficult to escape from the world outside when we enter a theater now—but the need for escape is even greater. And when art legitimately offers it, it should be gratefully accepted.

Taking the longer view, too, art should be encouraged and cherished now more than ever—now, when it is in one of its most difficult periods; it should be encouraged and cherished rather than damned because it refuses to concern itself with the huge but essentially momentary problems engulfing the world that is allegedly "real." Those working in the arts, those writing of them, should resent rather than aid such unfortunate who understandable encroachment.

The War of the Roses seem but little things now, after time has blown them dustily into the recesses of the past—but *Hamlet* (and even *Tamara* and the *Great* or *Ralph Roister-Doister*) lives gloriously on, an integral and vital part of human experience. Whatever true art may be produced now, during art's difficult days, will live long after the competing drama of the outside world is dust. It is our duty to encourage and cherish such art—not to insist that it stultify itself by considering only our vast but momentary problems, and so die simultaneously with them.

Incidentally, Mr. Watts did a grand column in defense of *All the Living*, a play that was much (the perhaps unintentionally) maligned by its reviews, and another in praise (praise be!) of revivals, of which we have had another encouragingly large crop this season. But those are a couple of other stories.

All's Okeh in T.M.A.T. Wigwam As Directors Iron Wrinkles

Lodewick Vroom, retained as prez, gets union support and is relieved of emergency powers—org settles down to future biz—various rumors denied

NEW YORK, April 9.—The peace pipe is in order at headquarters of the Theatrical Managers, Agents and Treasurers union, where brotherly love and serenity reign for a while following a stormy two weeks during which angry accusations were hurled at Lodewick Vroom, president, for the manner in which he conducted final negotiations with the League of New York Theaters. Maunder-standings were finally ironed out at a board of directors meeting yesterday morning, when Vroom was accorded union support, retained as president and relieved of the emergency powers temporarily vested in him.

The post of executive director now no longer exists. With this growing pain removed, the union will settle down and prepare for its annual election and all-membership meetings in August. Groups of press agents, treasurers and managers will rig up for themselves a set of by-laws as soon as a group can report a minimum membership of 25.

When queried this afternoon about the rumors that the press agents had demanded a plebiscite, an enraged exec replied: "How Broadway digs up wholly unjustified stories about this group is beyond me. You don't hear rumors of that nature about Equity or the I.A. Maybe they have a better press agent."

Official comment on reported uneasiness among treasurers since their contract ruled out "ice" is that technically the subject had no place in the contract because it did not come under the heading of "working conditions" for union members but was inserted at the wish of the producers, who are now stymied by it; that spokesmen maintained that the treasurers seldom received a slice of the moneys, and that the contract now relieves them of the task of acting as collection agent for their bosses.

As for the press agents' being perturbed over the clause which allows certain producers to act as press representatives, "How many producers can come under that?" asked an official. Malcontents who protested that Vroom exceeded his powers were pacified when the board agreed the president was acting in his capacity as an exigency officer for the particular crisis at hand. Now that the contract with the League is signed, Vroom goes back to his constitutional post as in normal times.

Union denied that there had been any

threats to unseat Elise Chisholm as board rep for the press agents. "We're all very fond of Elise and feel she has done excellent work for the good of the organization."

Organization boasts now of 98 members in Boston, 116 in Philadelphia, about 60 between Baltimore and Washington, 61 Broadway press agents and 153 road press agent members. Move next to Los Angeles, San Francisco and St. Louis.

Shows Taking Advantage of AEA Holy Week Layoff Edict

NEW YORK, April 9.—Various road companies are taking advantage of Equity permission to lay off without pay during Holy Week. Among them are *You Never Know*, which closes in Philadelphia tonight and reopens in Pittsburgh April 13; the number two company of *You Can't Take It With You*, which closes in Washington tonight and resumes in Philadelphia April 15; the number three company of the same play, which closes in Montreal tonight and reopens in London, Ontario, April 15; the number two company of *Yes, My Darling Daughter*, which closes in Albany tonight and resumes in Providence April 18; the number two company of the Mercury Theater's *Julius Caesar*, which closes tonight in St. Louis and reopens in Milwaukee April 17; *Victoria Regina*, which closes in Fort Worth tonight and resumes in Dallas April 13; and the Abbey Theater Players, who will play Phoenix Monday and San Diego Tuesday and then reopen in Minneapolis April 18. Also *Three Wishes*, which closes here tonight, will not start its road tour until it opens in Washington April 18.

Changes for "Who's Who"

NEW YORK, April 9.—Leonard Sillman's *Who's Who*, which was briefly presented at the Hudson under the nominal sponsorship of Elia Maxwell, will be a somewhat different show when it plays in Honolulu and Australia, for which it has been set. Eight numbers from previous Sillman shows, *Fools Rush In* and the two editions of *New Faces*, will be added and some of the *Who* numbers will be dropped.

BOSTON, April 9.—Death knell of Representative Francis X. Coyne's true name bill came Tuesday (5) when the House back-washed its day-previous okeh in the form of a complimentary first reading as respect to their colleague.

The solons on Tuesday vociferated loudly their rejection of the bill to forbid actors and actresses to use fictitious or assumed names.

(44th Anniversary) Alviene SCHOOL OF THE Theatre. Courses in Acting, Teaching, Directing, Personal Development and Culture. DRAMA — SPEECH — VOCAL DANCE — MUSICAL COMEDY. Graduates: Fred Astaire, John Barry, Una Merkel, Lee Tracy, Louise Latham, Etc. 3 in 4 Course — Stage, Screen, Radio — A solid foundation in the technical essentials of acting in conjunction with professional stock theatre training while learning. Students appear in full length plays, a week in each, affording experience necessary to qualify for professional engagements. Write T. BELL, Secretary, 68 West 85 St., N. Y.

The 1938 Supplement to FRENCH'S CATALOGUE OF PLAYS IS NOW READY FOR DISTRIBUTION. SAMUEL FRENCH, 25-27 West 43rd St., New York. 811 West 7th St., Los Angeles.

AMERICAN ACADEMY OF DRAMATIC ARTS. FOUNDED IN 1884 BY FRANKLIN H. SARGENT. THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting. FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK.

D. C. Ashton's List of Little Theatres and Little Theatre Groups. Contains over 1,000 Names and Addresses in the U. S. and Canada. Arranged by States in Alphabetical Order. Price \$6.50, Postpaid. ELLIS ANTKES, Publisher, 200 West 72nd Street, New York City, N. Y.

Bookers Want Speed; Agents Say Time-Slicing Ruins Acts

CHICAGO, April 9.—Smart acts today are shortening the time of their turns, leading bookers here claim in answer to arguments of old-time agents who blame modern theater managers and night club operators with ruthless scissoring of shows. To keep up with the pace of the swift-moving temperament and impatience of present-day audiences acts must present the meat of their turns in the shortest time possible, talent buyers claim. Lou Lipstone, head of Balaban & Katz booking, supports this contention and adds that few comedy acts rate the time given them in the two-day heyday due to changing conditions in the theater.

Agents protest against time-slicing, particularly when affecting comedy turns, claiming that it takes a comedian a good five minutes just to warm up the audience. Bookers, on the other hand, furnish the comeback that any performer taking five minutes to warm up is not wanted by theaters and night clubs.

Local hotels, the more prominent in particular, follow a more or less standard practice to use fast acts. In many cases where established acts are known to do 15 minutes they are required to trim several minutes. At the Drake Hotel recently three acts ordinarily doing an aggregate 41 minutes worked only 22 minutes, both the booker and room manager insisting on the change.

Veteran agents maintain that such a practice speeded the ruination of stage

shows because acts were not given a chance to be seen at their best. They claim that entertainment tastes have not varied to an extent that a good 15-minute act would tax the patience of an audience.

Floor Show Strikes As Acts Want Pay

SAN FRANCISCO, April 9.—After manager of Kit Kat Club refused to pay performers on his show \$500 back pay the entire show walked out Monday night. American Federation of Actors has given the management a week to pay up. Letter's promise to pay in one month was turned down.

Performers involved in the controversy are Paula Jory, singer; Babe Laurette, producer; Kay Jordan, dancer; Dorothy Carter, singer; Claire Anderson, dancer, and Don Carroll, singer.

Al Smith, AFA representative, said the club will have no entertainment until performers are paid in full.

Stagehands Press N. Y. Night Clubs

NEW YORK, April 9.—After months of dickering, negotiating and picketing in the International Alliance of Theatrical Stage Employees' campaign to place stagehands and maintenance men in the smaller night clubs in and around Greenwich Village, the first sign of progress was reported with the signing of Boris Thomashofsky's night club to a contract.

Instead of seeking a \$75 minimum, however, officials of Local 1 are now asking a \$85 minimum for a seven-day week.

Fetchit Must Play Date

CHICAGO, April 9.—The \$25,000 damage suit filed by the Orpheum Theater, Memphis, against Stepin Fetchit and Consolidated Radio Artists for the comedian's failure to fill a February engagement in that house was settled out of court here this week.

Fetchit and his unit will fill that date at a low figure agreeable to the Orpheum management, according to Attorney Henry Katchem, and CRA will pay all legal fees.

Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

"Champagne Waltz" Night Clicks

"CHAMPAGNE Waltz" night was tried out for first time with great success at Three-Mile Inn, Monroe, La., recently and will probably be continued week-ends.

Each couple was given four champagne cocktails on the house and a quart of champagne was awarded to best dance couple on floor for waltz.

Jack Angell, operator and manager, says that policy has threefold purpose: to educate public to the superiority of mixed drinks, to create a demand for local products and to stimulate bigger patronage by award attraction.

Omaha Law Tough

OMAHA city council has thrown another obstacle in the way of night club operators in the form of a new liquor control ordinance which took effect March 30.

The revised liquor law requires beer sales to end at 1 a.m. and postpones Sunday beer sales until after noon. Also requires that license applicants produce property deeds or leases to show their right to operate at licensed address.

Fashion Previews Popular

PROPOS of the time of year and because a modern woman's thoughts turn, but not lightly, to clothes as much

'Herald-Tribune' Editorial Praises Robinson at Sixty

NEW YORK, April 9.—A rare tribute was paid to Bill Robinson last week when the local *Herald Tribune*, conservative daily, ran an editorial praising him.

The editorial read:

"BOJANGLES" AT SIXTY

"One of those affairs which make New York a good city was the birthday party given by the Grand Street Boys to observe the 60th birthday of Bill Robinson (Bojangles), the great Negro dancer. Never was the eloquence and persuasive charm of former Mayor James J. Walker used to better purpose than in his eulogy of Robinson. For 'Bojangles' is not merely a remarkable dancer, the first citizen of Harlem and a credit to his race. He is a happy man, with more friends than can be counted, and all deservedly. May his feet still twinkle when he is 80!"

Advance Sale on V and Y's Concert

NEW YORK, April 9.—A brisk advance sale for Veloz and Yolanda's concert debut in Carnegie Hall Sunday night, April 24, has encouraged the ballroom team and its sponsor, S. Hurol.

The team will offer six light and six heavy numbers, the program running an hour and a half, with Pancho's Orchestra providing the background. The concert has aroused quite a bit of interest, being the first offered by a formal-dress ballroom team.

Veloz and Yolanda, probably the highest paid ballroom team today, also were the first team to play an opera (*Curmet*), the first to play the Hollywood Bowl and the first to play the Kansas City Jubilests last year.

Pitts Clubs Hit By Liquor Board

PITTSBURGH, April 9.—Spotlighted on the court carpet by Pennsylvania's State Liquor Control Board, two of the city's larger nightclubs shut this week several cafes using acts folded and others are expected to close as a result of the board's investigation of clubs' violations of the State liquor law.

Shuttered until April 14 at least, when the board hears its plea, is the Harlem Casino. Also on blacklist is Wa-Lin Order, rendezvous of local showfolk.

More Acts Book Direct, as Agents Plug Own Talent

CHICAGO, April 9.—Acts, turned down by agencies pushing their own favorites, are becoming their own bookers. This practice has become more frequent here this season, with the number of jobs on the decrease and the list of available acts steadily bulging.

Other major self-selling reasons advanced are the desire on the part of the performers to keep reduced salary figures as much of a secret from the bookers as possible and the friendship developed by acts with many night spot and hotel operators who welcome them in via the direct channels.

Free-lancing acts making the Windy City rounds claim that similar turns under personal management contracts with leading agencies get the first shot with all accounts and are rarely pushed aside for an outside act.

Where a booker has a spot tied up exclusively he collects his 10 per cent whether the act booked itself in direct or not. Open accounts, as a rule, however, do not detach any booking commissions in direct booking deals.

2 Milwaukee Spots Compete for Names

CHICAGO, April 9.—Return of Palace, Milwaukee, to spot fresh bookings is giving the Riverside Theater, that city, the first vaude competition in months.

Riverside has been continuing with a weekly combo policy, but most of its pictures are of the "B" variety. Palace, on the other hand, has access to "A" product, which will be augmented with ace band units.

Local William Morris office, booking the Riverside, is planning strong attractions to combat competition. Of late the house played the Mae West, Dave Apollo and Benny Davis units.

Palace this week is presenting Little Jack Little's unit as the initial bill. Music Corporation of America, which set the deal, is dickering for several other band shows.

B & K Books Ahead To Get Good Films

CHICAGO, April 9.—Balaban & Katz booking over the week-end has been the liveliest in weeks. Determined to get enough shows ahead for the Oriental and Chicago theaters to give the picture booking boys a chance to set fitting features, Lou Lipstone, head of B. & K. vaude booking, was busy lining up units for both definite and tentative dates.

Tommy Dorsey's Ork has been bought for the Chicago week of May 27, with George Jessel's unit set for an early week in June. Harry Bogers' Chinese revue follows the current Oriental bill, with another Major Bowes' unit on the way in May.

Deal is now pending to bring Benny Goodman into the Chicago early in the summer. Veloz and Yolanda will play a return engagement there after closing their coming engagement at the Palmer House.

Vaude for Des Plaines

DES PLAINES, Ill., April 9.—Des Plaines Theater here is changing to a combo policy with the addition of week-end vaude to its films.

Atlanta Spot Lacks Band

ATLANTA, April 9.—Remodeling of Peacock Alley, night spot, is well under way here and an open-air dance floor is being built. Management is undecided on orchestra. Has several local bids.

Just Temperament

CHICAGO, April 9.—The maskers in a near North Side hot spot are having a lot of bother these days with a songstress on the bill who has to get into the mood first before deciding what songs to do.

Claims that she must go out on the floor first, study the faces of the customers and then make her selections.

Actors Seek To Ease Mixing Ban

PHILADELPHIA, April 9.—Tom Kelly, business agent for the United Entertainers' Association, conferred last week with the State Department of Labor and Industry in an effort to modify the penalty against night club operators who force entertainers to mix with patrons.

Under the present set-up, an offending operator is given a stringent warning by a State agent. If he repents his offense, his entertainment license is revoked for one year.

Altho the UEA was instrumental in passing the anti-mixing rule, Kelly feels that revocation of licenses would result in more entertainers being thrown out of work. Kelly has suggested that nobles who allow "mixing" be suspended for 30 days for each offense, instead of a year's revocation.

Material Protection Bureau

A Free Service for Readers

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

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

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

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Club Talent

New York City:

PAUL HAAKON, currently featured in *Nooray for What*, reopens the Sert Room of the Waldorf-Astoria April 18. . . . MARIO AND FLORIA, now at the St. Regis Hotel, will continue there until the close of the Iridium Room. . . . TERRY LAWLOR will headline the new show coming into the Belmont Plaza April 18. . . . ENTIRE SHOW at the Village Casino, featuring Alleen Cook, Joey Cappo and Valerie Dumont, will leave this summer for two months at the Dorchester House, London. . . . HACKER AND SIDELL, dance team now in their fifth week at the Grosvenor House, London, expect to return to New York by August. . . . JACQUES CHARLES, co-producer of the current International Casino show, arrived here this week. . . . FRIMM SISTERS and Frank Ray now being featured with Bill McCune at the Bossert Hotel, Brooklyn. . . . JACKIE FIELDS continues as emcee at the Tap House, Elmira, N. Y. . . . WILLIE AND EUGENE HOWARD, current at the Versailles, headline the new show at the Walton Roof, Philly, coming April 21. Booked by Paul Small. . . . KIN AND ROY PAIGE, in the revue at the Paradise, completed a short for Warner this week. . . . SHERR BROTHERS (Lew and Les) back in New York after wintering in Miami. Club Bagdad, Miami, their last date. . . . HERBERT DEXTER is back in New York after three months in Florida, playing night clubs.

Chicago:

JACK GWYNNE, magician, has moved into the Palmer House. . . . SUNDAYS at the Royale Frolics have been sold solid until October, the management reports. . . . FRANK HUTCHINS will open the season at his Villa Moderne next month. Dickering for Ted Weems' Ork. . . . ESTELLE TAYLOR is the new headliner at the Yacht Club. Notables to follow in include Henry Youngmann, Phil D'Orsay and Louis Prima.

Here and There:

A. L. DAURO's Irish *Rolling Revue* opened a return engagement at the Anchor Club, Hamilton, O., April 4. . . . HEWITT AND NEALE, strolling songsters and accordionists, are being held over indefinitely at Hotel Gibson, Cincinnati. . . . DICK BAUER, emcee, has returned to Radio Gardens, Cincinnati, after two weeks at Anchor Club, Hamilton, O. . . . AL WILLIAMS, veteran musical and vaude dancer, was a visitor at the home office of *The Billboard* in Cincinnati last week. He hopes to line up with one of the local theaters as hoofing emcee. Williams recently has been playing Coast clubs. . . . BILLY MARSH is in his sixth month at Wagon Wheel night club, Houston. . . . MURRY PICKFORD is heading east. . . . JOHNNY KING is new emcee at the Spinning Wheel, Seattle. With him are Francis Setton, Diana Winton, Johnny Dawson's Band, Kathryn King, Dorothy Mason, Chuck Anderson and Johnny Burke. . . . JOE WILLIAMS, Rudy and La Tosca, LeRoy Sisters and Madelon are appearing at the Ranch, near Seattle. . . . ETHEL SHUTTA, the Bachelors, Enza and Novello and the Ran Wilde and comprise the new show going into the NioBlet Hotel, Minneapolis, April 28. . . . ORIOLE SISTERS AND RED, Pattie Selby and Don and Dorice were added to holdovers Romain and Cathorne and Trace Frank Milton for the new show at the Manoa Inn, Manoa, Pa. . . . BOBBY EVANS leaves the Ubangi Club, Philly, April 21 for theater dates, with Ed Cole coming in to head the new show. . . . VALLEY AND LEE have opened at the Half Moon Club, Steubenville, O. . . . LE SORROS, dance team, continue at the Grey Wolf Tavern, Sharon, Pa., beginning April 16. Just closed at the Park Hotel, New York. . . . RAY FRANCIS and Johnny Lonac, comedy team, current at the Variety Hall, Portland, Ore., after eight weeks in St. Louis. . . . MACK AND MACK are heading for the Midwest after three months in and around Baltimore. . . . MED AND NONA are in their third week at the Club salon, Hull, Que. . . . DIMAS AND ANITA, Ray Englab, duo, Belin and Dody Lethair opened at Wisleria Gardens, Atlanta, booked by a Stevens-Middleton Agency. . . . OLIVE RODGERS is in his 30th week at the Oasis, Buffalo, as emcee and producer. . . . THE RODGERS, dance team, have been held over again at the Clarence Hotel, Daytona Beach, Fla. . . .

A Cold Audience

REIDSVILLE, Ga., April 9.—A packed house saw Monday's performance of the Tattal Tattlers. Featured were Bill Simpkins, Fred Fair and Harry Kosonofsky, all of Atlanta. The cast and audience compose the population in the Georgia State Prison.

An ironic advertisement in the programs was "Travel by Rail. Use C. of G. Railroad." Another said, "If you need drugs call Reidsville Drug Co."

"Famous Trials" For Pic Houses

CINCINNATI, April 9.—Charles Mead, of J. Ralph Corbett, Inc., who for three years presented Mennon's Famous Jury Trials over the Mutual Broadcasting System, is framing a unit to offer the courtroom feature in picture theaters. He is now in Chicago framing a cast, with the company slated to make its bow late this month at the Chakeres Murphy Theater, Wilmington, O. Kroger Babb, Chakeres publicity and exploitation head, this week completed work on the unit's advance trailer.

Cast of courtroom principals will number 10, with the jury to be selected from among prominent citizens in the various towns played. Show will tote a double stage: the first being given over to the courtroom setting, with the second used for the flashback versions of the witnesses' stories. *The Case of George Berkeley*, which received the most favorable reception on the radio, will be the bill offered. Clarence Bell will have the advance.

Bell Hawaiians Head West

CINCINNATI, April 9.—Robert Bell, owner-manager of Bell's Hawaiian Folies, is in Cincinnati on business early this week, while his wife piloted the company westward thru Indiana and Illinois on theater dates during his absence. Bell rejoined the troupe in Kansas City, Mo., Friday, where it set on a week-stand en route to the West Coast. Show is booked to play all important Coast cities from Los Angeles to Vancouver. Bob Hicks Paige, company's advance, is now in Portland, Ore., arranging bookings. Bell was a visitor to *The Billboard* office during his stay in Cincy.

Bacon Tops Bowes' Unit

SALT LAKE CITY, April 8.—Major Bowes' International Revue played one week at the Roxy Theater to big business, but not as large as last week when Faith Bacon in her strip-tease dance returned for a second engagement.

Dembow Supervising Vaude

NEW YORK, April 9.—Sam Dembow Jr., recently appointed vice-president and director of Fanchon & Marco, Inc., is reported to be acquiring, among other duties, national supervision in the booking activities of F. & M.'s 60 or so affiliated theaters.

This action follows directly in the recent understanding that Dembow's activities and financial interests would be not confined to the St. Louis territory, as first reported.

Moss Views Allen Commission Suit as Break for License Plan

NEW YORK, April 11.—The unintentional, Paul Moss, commissioner of licenses, won the first heat in his drawn-out battle to license theatrical agents when Supreme Court Justice Salvatore A. Cotillo dismissed the suit of Edgar Allen, agent, against Fanny Brice for alleged nonpayment of commissions.

Fanny appeared in the New York County Supreme Court here last week to defend herself against charges that she owed Allen \$34,000 in fees for services rendered in 1934, 1935, 1936 and 1937. Billy Rose also appeared to testify in Fanny's behalf. But the jury never did have a chance to deliberate the matter. The court on learning that Allen did not possess an agency license threw out the case.



BILLY ROSE is shown signing the contract with the American Federation of Actors providing for improved working conditions for chorus girls of his Casa Manana night club, New York. The signing ceremonies were the climax of the AFA mass meeting in the Edison Hotel and made the Casa Manana the first night club using chorus girls to operate 100 per cent union. Left to right are Gladys Feldman Braham, vice-president of the Ziegfeld "Follies" Girls Club; Billy Rose, Ralph Whitehead, AFA executive secretary; Sally Rand, member of the AFA Council and also featured at the Casa Manana, and Harry R. Calkins, chief organizer for the AFA. The girls standing are Casa Manana chorines.

U. S. Acts Take Foreign Bookings

NEW YORK, April 9.—Troubled conditions and war rumors to the contrary, American acts continue their trek to the other side for employment.

Latest batch includes Sid Marion, with Madeleine Killeen, sailing yesterday for London, the act being set for a show there for Tom Arnold; Cookie Bowers sails on the same boat to open in a show for Prince Littler, and Eddie Peabody will shipmate it with vaude dates for GTC awaiting him. All were booked thru Dick Henry, of the William Morris office.

Holland and Hart sail for England the first week in May with opening date for them at the Grosvenor House, London, set for May 11. Ballroomers were set by Harry Norwood.

Nelson-West Quit Partnership

FAIRMONT, W. Va., April 9.—Morris Nelson and Neil West have dissolved partnership in the *High, Wide and Beautiful* unit, with the former continuing operation of the company, currently working theater and night club engagements in this area. Unit has just concluded two days at Melody Manor Club here. Nelson plans to reorganize the company in May and plans to continue operation thruout the warm months under the title of *Revue Magnificent*.

Vaude for Providence

PROVIDENCE, April 9.—Blanche Calloway and colored unit rented the Playhouse Theater for five days, opening April 6. This will be first time house has played vaude since Associated Theaters, Inc., leased it last summer and renamed it Playhouse, devoted to legit attractions.

Talent Agencies

BERNARD BERNARDI PRODUCTIONS, New York, has 22 floor-show units now working in New York, Brooklyn, Bronx, Albany, Schenectady, Syracuse, Rochester, Buffalo, Newark, Union City, Binghamton, Wilkes-Barre and Harrisburg. Probably the largest night club route in the East. Units range from six people up and usually include a girl line. . . . COUNTESS LEONTINE has joined Fred Walton, New York, as partner in his agency.

KASS-TOHNER AGENCY, New York, has dissolved. . . . JACK DEMPSEY, former Keith booker and more recently with MOM as talent scout, has joined the Otto K. Oleson Recording Studios, Hollywood, as sales manager. Will also handle auditions. . . . PHIL COSCIA, who has been with the Simon Agency, New York, the past month, replaced Phil Offin there.

HENRY COBERT, of New York, has taken over the management of the Bolton Theatrical Studios, Pittsburgh, with Lou Bolton now in Hollywood, having placed the Gall Sisters with the Crawford Agency there.

JACK KALCHEIM is not joining the CRA office in Chicago, but is continuing on his own for the time being. . . . HARRY STONE, of Rochester, N. Y., has added more spots to his books and says he can now offer acts six to eight weeks, with a total of 15 weeks available thru "affiliated offices."

EDDIE LIEBERMAN, in association with Charles Marano, has set up artist representatives offices for Negro talent in Philadelphia. Lieberman handles Stump and Stumpy, who are set for Paramount pic work following their vaude tour. Has also taken on Louie Williams, formerly of Pops and Louie, and Honi Coles, one of the Lucky Seven Trio.

EDDIE BEZARK, former Chicago commissioner, is opening the Associated Booking Offices in that city this week. Reports eight night club accounts.

Extending a policy of vaude adopted a few weeks ago by the ADVANCE THEATRICAL OPERATION CORP., Detroit, Manager Jack Broder is planning to book a stock company into the Colonial Theater. Musical comedy tabloids, plus popular dramas, will probably be used. Lewis was a theater concessioner until a few months ago. Circuit was enlarged last week by reopening of the Blackstone Theater No. 2.

JOHN A. SCHULTZ announced his withdrawal this week from the Coast offices of Fanchon & Marco. . . . JOE GLASER, hand booker connected with Rockwell-O'Keefe, New York, moves into his new offices May 1. . . . MACK O'CONNELL is leaving the staff of Radio Orchestra Corp., New York.

Royale Frolics, Chicago

From the production end Denis Cooney's spring revise is the most lavish seen in this spot this season. The costumes in four spectacular scenes, especially prepared for this show, are unusually pretentious and give the ball an air of Ziegfeldian grandeur. Large chorus and show-girl line-up march thru their duties on the limited floor space in a sprightly fashion. Jack Hilliard handles the production vocals.

Maxine and Clayton, youthful swing team, fit in nicely after the opening with a couple of breezy tap concoctions. Back up as a couple of refreshing personalities. Emil and Evelyn furnished a few thrills with their springboard turn, several tricks dished up from a novel angle.

Mark Fisher, band leader, solos in romantic tunes which he holds up well with his expressive and voluminous voice. The DeLong Sisters, another novelty act team, impress with a circus presentation. While two similarly typed acts are obviously off balance on the same bill, opening shows had them spaced widely enough to net them both a fair share of response.

Dawn and Darrow, dance team, have perfected their waltz and adagio routines most admirably. They make a pleasing appearance and execute striking tricks deftly and with ease.

Dolly Kay, perennial holdover, scored as usual with a crop of assorted tunes that pleased the customers immensely. She works with sincerity and sells a song like a veteran showman.

Sid Tomack and the Reis Brothers are other holdovers, holding up the comedy honors quite capably. The boys have been here for several months and have developed a sock trio.

Duke Yellman hooked and routined the bill, and Tom Kettering continues to handle the publicity. Sam Honigberg.

Bill's Gay Nineties, N. Y.

A Night at Tony Pastor's is the special presentation at midnight now, with all of the dozen performers here joining for a musical act recalling "the good old days" of vaudeville's grandeur.

The rest of the time is taken up by solo and duo numbers offered continuously throughout the evening, with the performers doubling between the lower (bar) and upper (dining room) floors. Currently Bill Hardy is offering Mar-

ANITA JAKOBI
Just Completed
SIX SUCCESSFUL WEEKS
at the
ROYALE-FROLICS
CHICAGO
Return Engagement
OPENING APRIL 15TH
For Four More Weeks
Personal Representative
EDWARD RILEY, Bond Bldg., N. Y. C.

THIDA LOY
The Chinese Princess of the Dance
In Interpretive & Character Dance Creations.
New—Return Engagement, Indefinite
HOTEL KANMORE, SYRACUSE, N. Y.
For open dates, either phone or wire
ARTHUR ARGYRIES
MUTUAL ENTERTAINMENT EXCH.,
Rochester, N. Y.

Melodious songs by
Jane Farrar
General Delivery, Hollywood, Fla.

ERNIE MACK
Men With 1,000 Faces.
Cooney's Double.
New Playing Privilege and Club Dates.

Night Club Reviews

Garbo, New York

This is one of the newer Swedish restaurants featuring a floor show and dance music. Operated by the friendly Carl Soderstrom, it is an ample, restful and comfortable place that has the dance floor in the center and fronting the band stand.

The food is a real attraction—especially the smorgasbord—and the prices are very modest. As for the show, it is on twice nightly and is just enough. It has Baron Ebbe Gyldenkrone doing emcee in pleasing, unobtrusive fashion. He also sings a bit and then does a session or two on "the world's smallest accordion."

Mickey Feeley, cute and brunet singer, swings *When Irish Eyes Are Smiling* and then switches pace for the slower *Gold Mine in the Sky*. She returns later in cowboy outfit for Western tunes that won her encore calls. The milk made her voice sound a bit blasty, but Miss Feeley got by nicely due mostly to a pleasing personality. Elaine and Henry, ballroom team, offer graceful gliding about, plus the usual lifts and spins. They have youth and good appearance, and impress as a competent pair of dancers, with the girl's acrobatic work a standout.

Albert Malanga (violin) is backed by four men for dance music that is okay and also for show accompaniment.

Formerly a Hungarian spot, the wall murals still carry a Bohemian motif, incidentally. On the whole, the restaurant's atmosphere is thoroughly pleasing.

Jack Yarmov is the p. a.
Paul Denis.

Hollenden Vogue Room, Cleveland

Impresario Dick Marsh, of the Hotel Hollenden, is presenting his most pretentious and expensive floor show of the season, a unit from Chicago's Yacht Club, headed by Jerry Bergen and Gilly Gray, standard comedy team. Gray is a glib, tap-stepping straight man. Bergen is a shorter edition of Willie Howard and works much along the same lines. He does an after-dinner speech amid Gray's heckling; burlesques Rubinioff and his violin (not a difficult task) and joins with Madame Margo to warble the Sester from *Luce*. Gray works thruout with extemporaneous dancing, chatter, cross-fire, ad lib, and emceeing.

For the remainder of the revue there are Lorraine and Renard, who offer flashy ballroom and adagio dancing, and Olive Pave, a Russian dancer with plenty of Cossack steps, not forgetting the shouts.

Sammy Watkins and his boys furnish the musical background and pep up the dancing afterwards.

With local night spots considering retrenchment, Marsh has taken an opposite tack, which may result in waking up some of his opposition.
H. R. Hoyt.

Gay Nineties, Miami Beach

Starting the season with old-time floor shows, which failed to draw capacity crowds as was expected, the Gay Nineties is now offering Kay Parsons and her community sing program, which pleases, especially after a few drinks and a play titled *The Drunkard* with a New York cast.

Newspaper notices say the show is leaving intact for an engagement in Texas following its run here, where it has upset tradition and attracted crowds.

Under direction of John Prete, club offers dance music and dinners, dinner check being price of admission for the melodrama.
Virgil E. Pierosa.

Mammy's Chicken Farm, New York

This is one of the newer swing spots on West 52d street. Its trick nam-

THE ORIGINAL
ZORINE AND HER NUDISTS
Personal Direction BILL PARENT,
Bulfinch Bldg., Chicago.
Booking Thru VAL CAMPBELL,
404 Theatre Bldg., Detroit.

RHYTHM BROWN
Originator of the Rhythmic Bottle Sipping Table Dance.
Has played big time RKO, Loew and Balaban & Katz houses with Ted Mack's Revue and Miss America of 1936.
Dr. BILLY SHARPE,
Brill Bldg., N. Y. C.

garet Young, who proves she can still sell lively rhythm songs, giving them her vigorous personality and deft delivery; Ethel Gilbert, prima donna here the past three years and regaling patrons with her attention-compelling style of singing old favorites; Will Ward, skillful pianist, who also leads the community singing; young Rudy Madison, whose tenor voice is a delight; Spike Harrison, singer, doing a tough-guy characterization at the piano; Henry La-Marr, operatic baritone, who has been here quite some time; Harry Connelly, deft pianist; Ted Furman and Billy Lorraine, young male piano and singing team, specializing in light and spicy ditties, and Joe E. Howard, veteran songwriter, pianist and singer, who has been in this spot for years on and off.

The entertainment fits in with the atmosphere perfectly—the flickering gas lights, high-wheel bikes, old mallet-drummer posters, swinging doors, old song folio covers and other mementoes redolent of the "Gay '90s" era. Fine food, fine liquor and good service make an evening here even more pleasant.

Hardy, incidentally, is planning to send out Gay Nineties units to hotel bars and cocktail lounges, supplying the hotels with entertainers, special music and authentic old-time atmosphere, such as posters, photos, etc., along with permission to use the Gay Nineties name.

Seamon Jacobs is doing the press agenting.
Paul Denis.

Bal Tabarin, San Francisco

Still the most popular spot in town, altho Tom Gerun and Frank Martinelli have cut down on floor show talent. Three acts are on this week, with a new show coming in April 15.

Club is not as prosperous as it should be, but it stands a good chance now with Hal Dreiske's excellent band and a reasonably priced policy.

Ji-Mac, mystifier, clicks with all sorts of legerdemain. He offers a good wind-up with requests of table-to-table card tricks following the performance.

Eddie Rios and brother have little trouble scoring with a comic singing and dancing routine. Act is not set yet, having joined the club two weeks ago.

A fast waltz number is turned in by the Huntley Sisters. Both girls are good lockers and display several unique arrangements that blend harmoniously.

Complete change for the April 15 show brings in the Honey Family, Ginger Dulo and prehard and Lord.

The Dreiske Band remains.
Edward Murphy.

Ringside, Ft. Worth

Ringside Club, on Jacksboro highway near Fort Worth and managed by Louis Glass, remains the only club in this area with floor shows for the summer. Only three acts, with Jack Amlung's Band and Frank Dinkins at the electric organ completing the show.

Meek Pepper, comic emcee, singer and dancer, is easily the best of the trio. Has good material, pep and a pleasing personality. Singing of *Star Dust* and his fast tap work are standouts.

Ruth Reid, tall blonde, is an eye-ful and a graceful dancer. Reid and Pepper paired for song and dance of *I Can't Give You Anything But Love*.

Jack Pons relies on his resemblance to George Raft for much of his material. His impressions of Raft singing and dancing were credible, but his Ted Lewis number and an original song went over better.

Two different 30 to 45-minute shows nightly.

Jack Amlung's Orchestra, a favorite in this section, puts out danceable music.
Ruth Huff.

Dizzy Club, New York

Dizzy Club is one of the many intimate West 52d street spots, but instead of trying for the jitterbug trade this one offers a casual and informal atmosphere at inviting prices.

In other words, it's one of those no-cover, no-minimum spots that invites drop-ins. The main attraction is the owner and host, Lou Richman (Harry's brother). Lou is a Broadway character with a host of friends. A warm, friendly fellow, he's usually at the bar dishing out the drinks or gabbing about this and that or maybe even playing cards with the customers.

Entertainment itself is informal to the

extreme and depends on the customers' mood mostly. There's Dick Mayers (also called Dick Richman here) who has a vibrant baritone and even some of Harry Richman's mannerisms. Then there is Judy Sherry, pretty brunet rhythm singer; Chat Gorman, singer-pianist of the Frances Faye type; Jack Derwin, young, good-looking and expressive tenor, and Jean Marlo, dancer.

The cartoon wall murals, the red checkered table covers, the music machine and the carefree atmosphere (free of that awful night club tension) combine to make this a pleasant drop-in spot.
Paul Denis.

College Inn, Hotel Sherman, Chicago

Just as Walt Disney's *Snow White* and the Seven Dwarfs has taken moviegoers by storm, so did *Snow White*, in the person of Adriana Caselotti, the girl whose voice is heard in the film, enchant a large audience Friday night when she opened at the College Inn in the *Snow White* Revue. The Inn stole a march on New York by signing up Miss Caselotti for her first personal appearance outside of Hollywood (she did two weeks at the Troc in the movie city). She has been engaged for four weeks with an option for more and doubtless will prove a potent draw.

Bob Bromley, the young man whose puppets have been a highlight of the Inn show, is responsible for the revue built around Adriana. And he has done a smart job. Bromley cleverly worked in scenes from the picture, with the Boots McKenna girls in the guise of forest animals and dwarfs, and Joe Wallace, Inn emcee, as the Prince Charming. *Snow White*, an unspoiled young lady of 21, handled her role admirably despite her lack of stage experience and limited opportunity for rehearsal—she arrived from New York at 5 p.m. and was on the floor at 8:30. Her naive youthful charm, poise and freshness supplemented by an engaging voice instantly won the audience, and the prolonged applause accorded her was richly merited.

Sonya and Romero, comedy dance team, newcomers to the Inn, are clever comedians and gave a pleasing performance. Bob Bromley with his puppets, Dr. Arthur Marcus with his sleight-of-hand, the Boots McKenna Girls and Carl Marx, clown, continue in the show, and Louis Panico, of *Wabash Blues* fame, serves wall music.
Nat Green.

Steuben's Vienna Room, Boston

Leo Steele, tapster and originator of a nifty ventriloquist act, is by far the hit of this 31-minute show in this basement restaurant. Steele is on twice. First with a fast, graceful click tap and then a ventriloquist bit that gives all the sipper crowd eyes. Fact that he looks the role of a ventriloquist's dummy, after screwing up his face, makes him sock in his business. Steele came thru with a vocal of *Let Me Call You Sweetheart*, sounding like Tizzie Lish; then a series of nationality songs. Wind-up is a corking take-off of *Dopey* (Seven Dwarfs) as a dancing inebriate. Stint might make a good movie short.

Janet Carol, live *Snow White* for four weeks while the pic played the Keith Memorial Theater, gave out with three clear, soprano pipings: *Gloucester*, *Ti-Pi-Tin*, and *Waltz Song From Romeo and Juliet*.

Rio and Rita offer a ballroom waltz and a fast adagio, latter scaring the customers with tosses that sends the lassie inches away from the low ceiling and the floor.

Eddie and Elsa, rhythm tap team, is on twice as a team. Elsa singles in a contortion-acro number that makes her look like a side-show attraction, and possibly better for a non-eatery spot. She uses a chair for some bits, and has her routine down oke.

Marie King, brunet looker with a click vocal apparatus, doubled as emcee. Works in a subdued manner with plain introductions. Warbled appealingly *Serenade to the Stars* with an interpolation of *You Are My Lucky Star*. She's a charmer, voice is polished and has salable ingredients.

Jack Fisher's Ork carried the show expertly.

Business good at first show.
Sidney J. Peina.

comes from the fried chicken featured in the menu and from the wall decorations.

Will Rockwell, former music publisher, is operating and greeting his old friends. The spot is a comfortable, intimate restaurant that's open for lunch, dinner and supper, but with the entertainment really getting under way late. No dancing, but just a piano in the center, with each of the three colored entertainers taking turns at the piano and mike during the evening.

Gladya Palmer, an attractive and hefty-ish gal, sings classics and pops with verve and distinction, having made a reputation in Chicago for her swing and an ingratiating personality, a clear voice and a swell sense of rhythm, accompanying herself at the piano as well.

Bob Howard is another distinctive singer-pianist. A gleaming, smiling, ad-libbing fellow, he plunks himself at the piano and tickles those ivories like a brook bubbling downhill. Then there is Billy Daniels, a young, tall and good-looking singer with an odd high tenor voice. He uses it cleverly and for dramatic effect, compelling attention easily.

Rockwell is planning Tuesday Night Tin Pan Alley Carnivals, when new swing songs will be introduced by their composers and publishers. The spot is building into a regular rendezvous for the swing maniacs. Its prices are modest and there's no cover or minimum. It's a convenient drop-in spot.

Jay Paggen-Dorothy Kay are publishing. *Paul Denis.*

Stork Club, Kansas City, Mo.

Tudie Lusco's latest venture in the local ritzy field opened two weeks ago in the downtown district. Tommy Juneau's orchestra, Eli Madloff and three acts are drawing excellent patronage.

Dias and Diana are a dance team with originality. Dressed scantily, with Dias swinging a mean whip, act scored with a pair of flashy exotic routines.

Ryck and Kay team in a fast top-top specialty. Went big at show caught. Gal is a good looker.

Frances Connolly's singing and the insane emceeing of Madlof, formerly known as The Mad Russian, also better than average.

Juneau's combo works hard, is adept at rhythm offerings and apparently pleases the dancers between shows.

No minimum, no cover policy. Three shows nightly.

Food, service and drinks of high quality.

Floor shows booked weekly thru the Faragon Agency here.

Dave E. Dexter Jr.

Corktown Tavern, Detroit

Near-downtown spot, managed by Ike Thomas, continues as ace spot for plenty of entertainment. Popular-priced, yet right enough to maintain a steady respectable patronage. Three shows nightly. Booked by Pete Iodice.

Current show, *Corktown Circus*, opens with ballet of six in circus costumes and doing cartwheels, acrobatic taps, sequin costume number and military specialty.

Tommy Ross does a fine acrobatic number and Manuel Macias performs a circuit slack wire stunt.

Kinko has a fast contortion turn including some comedy and Art Lind does a tramp clown number. All the acts double in clown interludes.

Millie Oberon is a singer on the Kate Smith order and very well liked here. Turrell's Circus, with ponies, mule, monkeys and dogs, did a full one-thing number that missed nothing from revolving hurdles to statues and hoop numbers. A unique night spot act.

George Lovett and Co. have an amazing telepathy routine, the two girls playing any number requested by a member of the audience. Lovett works in the house.

Harry Jarkey officiates vigorously as emcee.

Earl Bamel's orchestra here in their second season. *H. F. Rebes.*

Famous Door, New York

Not content with packing the smallest joint with the inimitable Louis Prima, his trumpet and his orchestra, the management has seen fit to add a couple of specialty acts to the entertainment.

Making a prodigal return to the same site that started them off on their bid for fame, altho then known as the Caliente Club, Jule Ohlins and Ben Leary are back after a year or more with

old and new song-satire, dialectics and mugging. This delightfully screwy pair have things pretty much their way from bell to bell, and in a rapid-fire, yet surprisingly easy and informal, carrying on they regale the sardine-packed patrons with refreshing antics made to order for intimate spots. With the help of a studio keyboard they share chores in double talk clowning, Muscovite versions of pop tunes, impression of a Celestial Bing Crosby and a lot more buffoonery in the same vein. Highlight, perhaps, is the Foreign Legion take-off, a saucy but funny song specialty. Instead of being hampered by the unusually noisy throng here the team was able to turn the disturbance and occasional heckling to its advantage.

Shirley Lloyd also offers respite from the unrepressible Prima and the generally boisterous goings-on with vocal renditions of a more subdued nature; but her pettiness and her small voice sort of get lost in the scuffle. She is rather pretty and attracts some attention, but nobody seems to mind her nasal interjections. Not a good voice at best and she can hardly hope to triumph here.

Of course, the attraction of the place and a whole show in himself is Prima. The fellow's magnetism and absolute uniqueness in song stylizations, unorthodox ear-splitting trumpet interpolations and general disportment at first only disturbingly felt, soon become contagiously shared. As a lucrative lodestone he has taken up where he left off at the old stand across the street a couple years back.

And should there be a few moments when the giddy pace droops there is Hazel Scott, attractive sopra swing-singer, accompanying herself at the ivories.

Life here really starts after theater hours and later.

Minimum \$1.50 week days. Joel Rose doing publicity. *George Colson.*

Hi Hat, Chicago

The spot resembled an igloo Friday night, mountains of snow from a fresh blizzard piled up on the sidewalk to clear a way inside. The indoor atmosphere was of the freezing variety, too, a sprinkling of the cash trade failing to get too excited about the new show. Comparatively smaller than the recent headliner-topped bills, the revue had its entertaining moments but lacked the customary sock and speed.

Bobby Edwards, dancer, is doing a new act with a line of six young and capable dancing girls. In the several varied routines displayed, the act had definite promise of developing into a desirable cafe and hotel attraction. In addition to flashy mass numbers, Bobby and Ruth Arden made a pleasing and fresh-looking musical comedy team, while Pat Alexander impressed with a fast acro routine. Once the turn can produce more individual and original specialties it will have little trouble garnering a major highlight on a floor show bill.

Virginia Gibson, lanky blond singer, has a gracious personality and a smart night club delivery style. Her voice is more of the popular soprano type which lends well in simple hit tune arrangements.

Don Amato, juggler, presented his standard turn of juggling and balancing, but the job on the whole is not too spectacular on a cafe floor.

Willie Shore continues as emcee. When caught he went over with his now familiar but good soft-shoe dance impressions. Sid Lang and orchestra are still on the band stand and doing a good show-playing job. *Sam Hontigberg.*

Grosvenor House, London

Second edition of MCA's *So This Is Charm*, produced by George Black Jr., has Bower and Ravel and Howard Nicholls replacing Hacker and Sidell and Gaston Palmer, respectively.

Bower and Ravel, English dance team of distinction, work with elegance and charm and rate high. Act scores heavily.

Howard Nicholls, just back from an American tour, is a corking hoop juggler. He performs with ease and has a novel routine.

Edwin Styles, versatile and engaging emcee, and the English Glamour Girls, pleasing line-up, remain in the show. *Bert Ross.*

Picadilly Hotel, London

Popular night spot has as its premier attraction the Four Spallas, three men

and a girl, who rate among the best of European acrobatic and posing equilibrista. Their performance is clean-cut and replete with difficult and applause-compelling tricks. Girl is personable and easy to look at.

Elsa Stenning, songstress with fair voice, has a good selection of numbers. Also strolls among the diners singing request numbers.

Carroll and Brooks register well as an efficient and graceful dance team.

Two bands here and both popular. *Bert Ross.*

Laube's Old Spain, Buffalo

Modernistic interpretations of popular, semi-classical and classical music inspire the table-statters to swing rhythmically with Paul Muni's string ensemble at this popular rendezvous. A few scattered rumba selections justify this talented group's presence here, for their arrangements are anything but Spanish. Muni, who has recently taken kindly to mandolin playing, wields his violin bow to impress as Buffalo's best Kreidler.

Irv Shire applies classical technique to popular piano playing. He also holds his own at the vibraphone. At the guitar, Dick Fisher co-ordinates the pieces with a swing all his own. Tom Roy, bass, is the new member of this ensemble. He replaces Jimmy Impettiteri, and so far impresses all as being a worthy addition.

Dinner and dance music at Laube's are as good as the food here—which is hard to beat in Buffalo.

Harold J. Warner.

Seattle Has Spring Openings

SEATTLE, Wash., April 9.—Mike Lyon's Music Hall opened April 10. Moran Brothers headline the new floor show with Les Nichols, the Knight Sisters and Jerry Owens.

Eddy Duchin and orchestra, featuring Patricia Norman and Stanley Worth, were the attractions at the Trianon Ballroom April 7 and 8.

Spanish Castle, midway between Seattle and Tacoma, opened April 2. Frankie Roth's Orchestra, Margaret Lenhart and Homer Sweetman provided the entertainment.

Floor show at The Oasis, north of Seattle, has Zorins, Delmar and Bonita, Fran Greening, Judd Griffith and Mickey, plus Bernie Stephens and orchestra.

Opening this week under new management was Le Chateau, four miles north of Seattle. John Sidorski is in charge.

It's Some Consolation

NEW YORK, April 9.—One of the non-Oriental partners in a local Chinese spot grew philosophical last week when business continued to fall. "Well, we should worry," he said. "At least, if worst comes to worst we can always take in wash."

Unit Producer Pushes Film Suit

NEW YORK, April 9.—Motion was signed last week by Judge Caffey, of the U. S. District Court, to remand the injunction suit of Harry Howard, producer of the *Hollywood Hotel Revue*, vaude unit, against Warner Brothers and Vitaphone for use of the title of his shows as that of a picture produced by the defendants, to the Supreme Court of New York State.

A motion for a temporary injunction will be heard before Judge Wasservogel, District Court, April 11.

Sacramento Musicians and Performers in Union Pact

SACRAMENTO, Calif., April 9.—Musicians' union Local 12 here has signed a pact with the American Federation of Actors prohibiting performers to work with non-union bands and also banning union bands playing for non-APA performers.

Eugene W. Hunt and E. R. Drake signed for the musicians, and Al T. Smith and John Corcoran, for the performers.

Philly Colony on the Block

PHILADELPHIA, April 9.—A syndicate of business men are dickering for the purchase of the swank Colony Club here. Names of prospective buyers are undisclosed. Controlling interest is now held by Louis Grabosky. Club is managed by Adolph Marks and Molsh Oxman.

Philly Arcadia Adds Girl Line

PHILADELPHIA, April 9.—Arcadia-International has capitulated to demands of its ritzy customers for girly shows. On April 16 a line of eight Mayfair Girls comes in under direction of George Libby. Happy Felton's Ork opens there on same day.

DR. ARTHUR MARCUS

"The Mad Magician"

22 Weeks Southern Hotel Baltimore, Md.	12 Weeks Leon & Eddie's New York City
--	---

NOW APPEARING
COLLEGE INN
HOTEL SHERMAN
CHICAGO

THANKS TO MR. FRANK BERING

Closing Successful Season

Clarendon Hotel, April 9, Daytona Beach, Florida.

Opening Rainbow Room, Hotel George Washington, April 11, Jacksonville, Fla.

The Rodgers Dance Impressions

THANKS TO MAURICE JACOBS'

Barbara Parks

"Statuesque Goddess of Song"

OPENING APRIL 15th EMBASSY CLUB, PHILADELPHIA, PA.

EXCLUSIVE MANAGEMENT — WILLIAM MORRIS AGENCY

Loew's State, New York

(Reviewed Thursday Evening, April 7)

A compact standard layout of the regulation five-act bill, but consistently appealing for the greater part and b-o-o-d sky high by the personal appearance of MGM's romantic singing star, Allan Jones. Capable and meritorious in their own right, the supporting cast serves only as attractive interludes to Jones' p. a., his first in four years.

The Five Eights, three men and two women, open with a fast-paced bit of novelty juggling, first with banana skimmers and then with clubs. The straw hat quick-switch turn is good for a number of laughs and their club passing stands out with several intricate ensemble formations which, helped by optical illusions, are mirth provoking as well.

George Prentice puts on his familiar Punch and Judy specialty and succeeds handsomely. Clever manipulation of the little figures (and the swatters!) plus nicely controlled dialog keeps this version of the age-old pastime just as amusing for the modern audience.

The low comedy, hoke and trick prop melange that go to make up the offering of Frank Libuse could be a page out of the late Herb Williams' catalog, with a dash of Trahan. However, Libuse, assisted by a straightening soprano and a prop man, does not reach the comedy level of his predecessors. Best received of his numerous gags was the arm-from-behind-the-woman stunt. Other moderately successful bits included tearing pages from a telephone book to adjust his piano stool, off-key piano accompaniment to the gals warbling, ditto via a flute, a fish-warded hunt and a curling golf club. The girl, Margot Brander, is a capable and decorative asset and impresses with snatches of legit sopranoing.

With a minimum of sugary prodigalson pap, Jones steps out and captivates the audience by virtue of his personality and his compelling song selling. With a rich, colorful and expansively radiant voice, he sings numbers from his musical film successes, as beautifully romantic and expressive in flesh as they seemed with all the magical touches of Hollywood. A medley of film songs, the *Doskey Serenade*, *Costanza* and several others, earned him show-stopping acclaim.

Closing are Don Lee and Louise, assisted by vocalist Lillian Dawson and pianist Jack Shaindlin, in a class dance offering. The team is a superbly graceful one, handling themselves with ease and finesse and maintaining at all times an unruffled poise. They engage in two

Vaudeville Reviews

numbers, a standard ballroom turn and a pulsing tango. Miss Dawson supplies backstage vocal background and also steps forward for a catchy arrangement of *I Can't Give You Anything But Love*. House packed last show opening day.

On the screen, *Adventures of Tom Sawyer*. George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, April 8)

Management changed stage shows for the sixth and final week of Walt Disney's *Snow White and the Seven Dwarfs*, which has been holding up notably well at the box office. Unit is packed with entertainment and is an ideal dish for both adults and children.

Adele Nelson's three educated elephants open and are routined thru their usual feats, closing with the ludicrous ball game. White-haired Adele works the bulls with an abundance of enthusiasm and keeps the turn at a merry pace.

Frakson, amiable magician, follows, and his appearance and showmanly presentation of his work are still about tops in his line. This is his third appearance in a Loop house in the last four months, but his act is the type that will not falter before a repeat audience. Held up unusually well with his cigaret, card and coin tricks.

The Merriell Abbott dancers, young and sly 10-girl line working in the Palmer House here, offered two smart acrobatic routines, a soft high-kick number in this spot and a brief and flashy mass trick display at curtain time. First one featured June Taylor, a graceful blonde, in an above-average modern sero picture to tune of *L'Amour Toujours L'Amour*. Well presented.

Only other act, next to closing, is the reliable Eddie Garr, who eased his way into scoring position with little ado. His act is clean and sock. His impersonations are bright, amusing carbons and thoroughly entertaining. A dependable attraction, be it a theater or night spot.

House was only fair first show opening day, a snow blizzard keeping down the attendance figure. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, April 8)

A short and rather disappointing show, somewhat undermines the extra efforts of Fanchon & Marco to provide a spectacle that would more suitably fit the accompanying film, *Old Chicago*, direct from a two-a-day run at the Astor.

Only three acts are used, and those very sparingly. Today's *Idea of Yesterday*, name used to carry out the theme of the presentation, has but one of the three specialties, Sylvia Manon and Company, adding any plausible authenticity. Of course, the Gae Foster Girls are dressed and made to disport fittingly.

Following a commendable routine by the line, dressed in Sunday best crinolines, and to the rhythm of *Easter Parade*, Walter Dare Wahl goes thru amusing broad hoke and strong-arm stunts, but misses fire along the line and is off to weaker hand than is customary for the act. Opening moments are slow and not until the sticky fingers gag is well played up is there noticeable response. Walter's pint-sized partner gives with yeoman assistance.

William Hall, "romantic singing star of the screen," fails to live up to glamorous expectations. Innocuous personality on the boards, anyway, and a fair, insubstantial baritone detract from his visual assets. He is a tall, good-looking chap with sleeked hair and can turn on a million-dollar smile. Vocal stinks are *Thanks for the Memories* and an unexpressive version of the dramatic *Oh, No*, his voice attaining its highest merit and warmth in the lower passages. For the rest, he is used to sing production intros for the Gae Foster kids and for the closer, the Sylvia Manon adagio quartet.

Bestly the most exciting thing on the bill, this foursome headed by Miss Manon and assisted by Ray Borden, William Decker and Jack Yarborough, contribute

an artistic and extremely daring adagio, some of the throws easily qualifying the young lady for membership in the outside club. Dressing the boys in Hapsburg costumes not only helps the illusion of yesteryear but also adds to the daintiness of the offering. *The Dance of the Blue Danube*.

Inclement weather kept down the house for the last show. George Colson.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 8)

Vorne Buck and his house orchestra warm up the new show with a pop tune medley before the curtains unfold on the *Three Harpards*, club-swinging novelty turn, who blend tricky juggling with an amusing line of chatter. Use idea of instructor showing a couple of rubes how. Nice hand.

Joyce Brothers and Dean, swing dance trio, have a fast, flashy turn loaded with taps, sero tricks and bubbling mirth. Did three numbers and got away to a good mitting.

Paul Mall scored with his songs. Has a voluminous, melodious voice that tackles a tune judiciously and drains every ounce of entertainment value. Looks like he had to prolong his act here to give the band a chance to move on the stage and, as a result, used superfluous gags which weakened the act after delivering his sock songs.

State-Lake Sweethearts appear in front of the band with a union routine that makes a pleasing if not particularly brilliant sight. Lela Moore next offers her highly talented *Dance of the Lovers*, a clever and original specialty. The remarkable illusion of two lovers necking and dancing is vividly maintained by timed and trained postures.

Fenwick and Cook are holding a late spot but managed to sell their versatile act, which has a generous contribution of comedy acrobatics, unicycle specialty by one of the boys and their closing Tyrolean face-slapping dance.

House line closed with mass taps in minstrel outfits. Business kept down second show opening day by a raging snow blizzard. On screen, *King of the Newsboys* (Grand National).

Sam Honigberg.

Apollo, New York

(Reviewed Friday Evening, April 8)

Normally this house does nice business with a colored name band and a fast, well-paced show, changed weekly; but on the evening caught old Jupe Puyvis did his best to wreak havoc at the box office. But the vast open spaces didn't seem to dampen enthusiasm on the stage, and what the audience lacked in size it more than made up for in noisy appreciation.

Headliner is Teddy Hill and, as the program has it, his "swing broadcasting" band. Hill has a nice, quiet style as an emcee, but when he's in front of his crew of 12, that's a different story. Band itself is good, but a little less brass and a bit more softness from the sax section wouldn't hurt. On one number in particular, called *Jumps* and created by the ork itself, the boys seem to forget they're not in Madison Square Garden. Trumpets and trombones without mutes can be loud, but definitely, when there isn't too much restraint used in the blowing.

Band does two other solo numbers, one of them an excellent swing arrangement of *Ti-Pi-Tin*. Hill features rhythm more than the wacky orchestration indulged in by some of his colleagues, and it's a welcome relief. Especially effective are his accompaniment arrangements for his new vocalist, Melba Smith, and the person whose feet don't beat out the rhythm along with the band during some of those breaks just isn't human.

New singer is making her first stage appearance here this week and doing a nice job in a quiet but able way. When experience gives her a little more stage poise she'll be up with the best of them, since she's already got the most important thing, a voice. Her numbers included *At a Perfume Counter*, *Don't Be That Way* and *Please Be Kind*, with a grand arrangement of *Look Lonely* as an encore. Lester Collins, trumpet, with Bill Dillard handling the vocal, does nicely with a specialty on *I Simply Adore You*.

Well-rounded bill precedes the Hill combo, with the Four Dudley Brothers a stand-out. Boys are similar in style, delivery and technique to the Mills quartet, but have nothing to be ashamed of in a comparison, their interpretation of *Organ Grinder's Swing* and a couple of other tunes being clever and interesting. Togo, billed as "The Daredevil Japanese," starts off mildly with some

A Wanderer Returns

FRANK

Colonel
of American
"NUTS"

"FRESH" from
European triumphs
and laughter Conquests

LIBUSE

LOEW'S STATE, New York—Wk. Apr. 7

LOEW'S CAPITOL, Washington, D. C.—Wk. Apr. 15

Be Sure To See My Latest WARNER SHORT
"WAITING AROUND"

Assisted by **MARGOT BRANDER**
Personal Representative: **AL GROSSMAN**

Still Conceded The "Tops"

SYLVIA MANON FOURSOME

(Ray Borden — Jack Yarborough — Bill Decker)

Currently Featured ROXY THEATER, New York

★★★★

Just completed a Six Months' tour with TED LEWIS

Sylvia Manon Foursome, three man-one girl adagio turn, scored best among the acts. Doubtful whether a turn tops this one in its field. Men are dressed in Satan costumes, which, contrasted with the girl's blond complexion, gives the act plenty of flash. Routine is beautiful to watch, with the girl whirling thru the air in breath-taking and statuesque positions. End is sensational, giving a sock finish to an expertly performed turn.—PAUL ACKERMAN in Billboard.

Management, MAURICE GOLDEN ENTERPRISES.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEW BOX OFFICE SENSATION
433 Roosevelt Blvd., Phila. Pa.

BELL'S
HAWAIIAN
FOLLIES

New Play
Illinois and Indiana
Mgt. Bob Hicks Page
914-21st Ave., Altoona, Pa.



STANLEY HICKMAN

SINGING AT THE
EMPIRE ROOM
PALMER HOUSE
CHICAGO
—Also—
Doubling This Week
ORIENTAL THEATER
CHICAGO

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

juggling of spinning tops and other gags, but finishes to plenty of palm-beating with the old but always-good-for-a-thrill slide for life from the second balcony. Little Jap works with a sense of humor which registers well.

John Mason and La Rue and Vigil take care of the comedy in two rather lengthy skits which would be a lot funnier if they were tightened up. Dancing is attended to by Three Sams, who work hard in a couple of routines, and a line of 16, whose raggedness at times can be excused on the ground that only a Russell Markert can achieve the sort of precision attempted here.

Show runs an hour and a half, and then the screen takes over with films of the Henry Armstrong-Baby Arizmendi fight and All-American Soccer team.

Daniel Richman.

Music Hall, New York

(Reviewed Thursday Evening, April 7)
With Gary Cooper caworting on the screen in Goldwyn's gilded *Adventures of Marco Polo* (United Artists), the stage offers a two-section show that fits nicely into the Lent and Easter season. The first portion is a *Glory of Easter* religious pageant and then, with a newsworthy interlarding, is *Mickey's Circus*, which is a sort of midget opposition to the Ringling show at the Garden now.

Glory of Easter is the type of "show" only this theater would dare put on. Presented for the fifth time since the house opened, it is a religious spectacle in which the entire staff participates. Before a set suggesting a cathedral interior, masses of men and women form impressive groups while the symphony orchestra provides music from *Karmentis Ostris* (Rubinikain), *Nido MacFarlane's* fine soprano solos provide the only other relief.

The more entertaining show is, of course, the circus production which brings Disney characters to the stage. Grace Panvini, Marian Palmer and Ivy Dale sing while doing Three Little Pigs characterizations and Hudson Carmody lends his baritone to Big Bad Wolf gruntings. The gee club and the ballet corps perform swell routines in unusual ostrich costumes. The Novello Brothers contribute their familiar but still engaging whistling act, while Chrissy de la Grange, recently at the International Casino, performs amazing poses and stunts while clinging precariously from a rope.

The Rockettes come thru with a nifty Donald Duck routine and then the whole company joins in a flashy, colorful and glittering finale. All in all it's a perfect

JUST OUT!
McNALLY'S BULLETIN No. 20
PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY.
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Review, Radio and Three Hour Entertainers. Contains:
15 Screaming Monologues.
7 Roaring Acts for Two Males.
7 Original Acts for Male and Female.
18 Sure-Fire Farces.
Great Vaudeville Act.
A Root-Lifting Female Act.
Trio, Quartet and Dance Specialty.
Musical Comedy, Tab and Burlesque.
16 Corking Minstrel First-Parts.
McNally Minstrel Overtures.
4 Grand Minstrel Finals.
45 Monobits.
Blackouts, Review Scenes, Dance Band Shows, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletin Nos. 19, 11, 12, 13, 16, 17, 19 and 20 for \$4.50, with money-back guarantee.
WM. McNALLY
81 East 125th Street, New York

NEW LAUGH MATERIAL
Get you better booking and more money! Get them in "SURE-FIRE WEEKLY," a NEW comedy bulletin containing Sure-Fire parodies on hits "Pop" songs, the "Blame It Kind," "Tillie," "Gone with the Wind," etc. New dialog, monolog, comic recitations, page, etc. Stick a dollar in an envelope and get this sensational laugh material NOW! Money-back guaranteed.
H. PYLE, 804 W. 180th St., New York City.

BEARDS WIGS MAKE-UP
FREE CATALOG
F. W. SACK 209 N. State St., CHICAGO, ILL.
SCENERY
Pre Drops, Flat Sets, Candelabra, Draw Curtains, Overline Equipment.
SHELL SCENIC STUDIO, Columbus, O.

kid show—provided the kids can pry seats away from the adults. The theater has again utilized its remarkable stage facilities to work wonders with large sets and groups of people.
Erno Rapee conducts the pit orchestra and Richard Leibert again provides that organ session—which would be so much more enjoyable if the lights didn't go up, encouraging a noisy scramble for seats.
Paul Denis.

Golden Gate, Frisco

(Reviewed Wednesday, April 6)

On the stage this week are Gillette and Richards, in a comedy dance; the acrobatic St. Onge Trio; Patti Atkinson, amateur winner; Schlepperman, of the Jack Benny radio program; the *Glorified Beauties* and Jay Brower's *Melody Kings*.
For the entertainment of a good house Schlepperman does his dialect act with various cracks at the standard of living. It is nothing out of the ordinary. Schlepperman functions better with a radio show around him. However, he plays the violin with skill, giving an imitation of two and three fiddles playing at once. Sidney Miller assists him.
The St. Onge Trio, European equilibrists, have a good offering. Masculine member of the trio brought the act to a sound finale by a singular and outstanding performance. With two ropes suspended from the ceiling, he lifted himself to the top by turning over and winding himself up by the shoulders, then unraveled to the floor.

Gillette and Richards made their entrance as a ballroom dancing team, but soon dispelled that illusion when they turned into comedy acrobatic dancers. Black-face comedian Billy Elliot was popular with the audience, which liked his voice and stories.
Jay Brower and band offer a well-executed burlesque of the *Poet and Peasant Overture*. Two shorts, Walt Disney's *Donald's Better Self*, Floyd Gibbons' *Bolted Door*, and the feature film, *Law of the Underworld*, complete the bill.
Edward Murphy.

Holborn Empire, London

(Week of March 28)

Current vaude show is in unit form. Devoted to Larry Adler's *In Town Tonight* unit plus two acts, Mae Wynn Co. and the Two Rassos.

Larry Adler, whose harmonica playing has won for him a big following, makes further excursions in the realms of comedy and also scores creditably with a session at the ivories and on the harmonica. Capable showmanship aids him in scoring.
Max Wall is a fine dancing comedian and a droll pantomimist. Works with ease and does a corking double comedy interlude with Adler.
Tommy Trinder performs on the lines of a volatile monologist. He is a young comic who is rapidly climbing to headline status.
Sid and Max Harrison, English comics, score commendably with hackneyed joke bits.

Western Brothers, comedy piano-singing act, are typically British and strictly for English consumption.
Swan and Leigh, comedy bar act, are plenty good. Man and girl indulge in comical capers while performing creditable and hazardous gymnastic tricks.
Mae Wynn and Zella Co., Americans, show-stop with fast and versatile display of tap and rhythm dancing.
The Two Rassos, opening as an ordinary cycling act, finish with some daring balancing. Boys are clever and score well, but set moves slowly in spots.
Eight Swing Girls are a good and hard-working line of chorines.
Whole show presented and staged by Charles Tucker.
Bert Ross.

Blackouts, Review Scenes, Dance Band Shows, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletin Nos. 19, 11, 12, 13, 16, 17, 19 and 20 for \$4.50, with money-back guarantee.
WM. McNALLY
81 East 125th Street, New York

Reviews of Units

Major Bowes' All-Star Unit

(Reviewed Wednesday Afternoon, April 6, at the Irving Theater, Wilkes-Barre, Pa.)
Opening an experimental four-day program in place of the usual three-day shows, Major Bowes' All-Star Unit was impressive here. First appearance of the unit together showed poor timing in spots, but will straighten itself out.
The Jackson Cowboy Quartet opened with Western songs, furnishing their own accompaniment. Good-looking Louise Boyd, in short sailor uniform, was impressive with her precision tap number, while Rhoda Price rendered *Thanks for the Memory* in torch-singer style, encoring with *Mama, I Want to Make Rhythm*. Showing promise for a single act, Bill

(Red Hot) Irons featured a novelty tap on roller skates. Colored lad went thru his routine in faultless manner. Rita Frucht gave a stand-out and amusing impersonation of Hepburn, Fred Bartholomew, Garbo, Shirley Temple and Luise Rainer.
Hank Browne, a bit nervous, acted as emcee and obliged with a tap and a comic version of the Suzi-Q. Archie Towne, brass player in the Lloyd Marx Orchestra, tenored a comedy version of *Lore in Bloom* for plenty of laughs. Marshall Rogers was entertaining in his musical glasses bit.

Marie Smith does a splendid singing job with *Stardust* and tops it off with a tap. Her dad, Joe Smith, does an old-fashioned buck and the pair wind up with a modern number, doing their respective specialties. Marie Julio, with a rich soprano, rendered an operatic and a modern number creditably.
Hit of the show were the Three Dancing Dolls, young girls in attractive costumes, who score with their comedy slam-bang number and encore with a knockabout acrobatic dance.
House nearly full.
Pix is Love on a Budget.
Milton Miller.

Revue Glorified

(Reviewed Friday Evening, April 1, Ceramic Theater, East Liverpool, O.)

All types of stage entertainment are packed into the hour-long show. Earl Taylor's newest. Good talent, international flavor and with more than 50 in the company put it in the "better unit" classification.
Connie Cella, dancer, is one of the

neatest personages in the company. She is assisted by the two Nelsons. Her best contribution is her Congo dance—racy, weird and really something to watch.
Rosso and Duval, accomplished jugglers, do an amusing routine. They do many tricks that are new.
Five American Belfords, standard act, hold down their spot in great fashion with a thrilling *Risley* routine.
Coo Coo Morrissey, of burlesque fame, gets a lot of laughs with his slapstick comedy, his part in a skit and his drums novelty climax.
Most pretentious production scene is labeled *Pretty Girl*, with showgirls, a 14-girl line and Gordon Bennett, tenor.
Harriman and Evans, eccentric dance team of the slapstick type, keep up a continual and amusing patter. Their dances are difficult. Harry Peabody is a whiz on the banjo. Warbling is in the hands of Gordon Bennett, Virginia Channon, Ona Mayo and Fred (Tex) Chapman.
The Kid Comes Back (Warner) on the screen.
Rez McConnell.

neatest personages in the company. She is assisted by the two Nelsons. Her best contribution is her Congo dance—racy, weird and really something to watch.
Rosso and Duval, accomplished jugglers, do an amusing routine. They do many tricks that are new.
Five American Belfords, standard act, hold down their spot in great fashion with a thrilling *Risley* routine.
Coo Coo Morrissey, of burlesque fame, gets a lot of laughs with his slapstick comedy, his part in a skit and his drums novelty climax.
Most pretentious production scene is labeled *Pretty Girl*, with showgirls, a 14-girl line and Gordon Bennett, tenor.
Harriman and Evans, eccentric dance team of the slapstick type, keep up a continual and amusing patter. Their dances are difficult. Harry Peabody is a whiz on the banjo. Warbling is in the hands of Gordon Bennett, Virginia Channon, Ona Mayo and Fred (Tex) Chapman.
The Kid Comes Back (Warner) on the screen.
Rez McConnell.

Paris Club Reopens

PARIS, April 9.—The swank night spot, Chez Florence, reopened last week, entirely redecorated. The American band of Ady Rosner supplies the music, with the Bianchi Hawaiian group alternating.

Chi Congress Casino To Close

CHICAGO, April 9.—Congress Hotel's Casino will close for the season after Nils T. Granlund finalizes his run late this month.

BERT WHEELER
HEADLINING
LOEW'S STATE, N. Y.
Week of April 1st
"Variety" April 6th said
"HOUSE GROSSED OVER \$26,000"
"If there ever was" ---\$26,000
BOOKED THRU PERSONAL MGT. MATERIAL BY
A. & S. LYONS, INC.
LEO FITZGERALD
HANK LADD

THE INTERNATIONAL PANTOMIMIST
GEORGE CAMPO
JUST RETURNED FROM EUROPEAN TOUR
NOW PLAYING
PALACE THEATER, CHICAGO
Direction: INTERNATIONAL THEATRICAL CORPORATION

Vaudeville Notes

BENNY DAVIS' unit plays the Fox, St. Louis, April 22. . . . AL PEARCE and his Gang booked by Fanchon & Marco for the Shubert, Cincinnati, week of the 15th, and the Earle, Washington, week of April 20. . . . GAE POSTER GIRLS made their seventh short for Warner on the 14th. . . . RAY HULING, veteran animal trainer, retired his pet actor, Charlie, the sea lion, which trouped with Huling for 18 years and is alleged to have earned \$300,000, by donating him to the New York Aquarium. . . . RUDY VALLEE'S unit plays the State, Hartford, beginning May 6, and is followed by the THREE STOOGES, week of May 12. . . . LOUIS ARMSTRONG goes into the Howard Theater, Washington, April 15. . . .

MAE WEST goes into the State, Hartford, April 16, and Count Bernivelt comes in the same house April 21. . . . JACK FINE'S Chicago Follies comes into the Shubert, Newark, week beginning April 17. . . . VIRGINIA LEACH, colored tapist, has joined the S. H. Dudley Ebony Follies, which began a 30-week run in Richmond, Va., April 11. . . . GUY LOMBARDO'S theater tour takes him, on consecutive weeks and beginning April 14, to the Memorial, Boston; Earle, Philadelphia; Palace, Cleveland; Stanley, Pittsburgh, and Fox, Detroit.

Bathroom teams doing adagio numbers report a definite comeback for adagio. It seems that a definite reaction against formal dress routines has set in and that novelty and character routines are being welcomed back. Like almost every kind of entertainment after it has been away for some time it is welcomed back as something "new."

HARRIS TWINS AND LORETTA and Eddie Gordon are booked on the other side until late July. Amsterdam and Munich, month of April; National Scala, Copenhagen, in May; England in June, with last date in Blackpool July 4. . . . AAREN AND BRODERICK and Wilkie and Ray, American acts on the Continent the past six months, are due soon on this side. . . . WILL FYFFER'S first starring vehicle, *The Victor*, has been booked over the entire Fox West Coast Theater Circuit.

JACKIE COOPER continues his Eastern p. a. with a week at the Keith Theater, Boston, April 21. . . . GEORGE JESSEL, assisted by the Dancing Theodores and Eddy Leigh, opens his theater tour at the Fox, Detroit, April 15. Successive dates following are at the Stanley, Pittsburgh; Capitol, Washington; Earle, Philadelphia; Hippodrome, Baltimore, and State, New York, May 26.

PHIL BRITO is returning to New York after two years as featured vocalist at the Mt. Royal Hotel, Montreal. . . . FOUR MARVEL GIRLS (Bond Sisters and Sonya Carson) are a new musical turn. Open Friday at Pay's, Providence. . . . BERNARD ZUFALL, memory expert, made his radio debut April 4 on the *For Men Only* program as guest artist. Also landed in the new *Who's Who in New York?* last week. . . . RUTH KRAFT now owns the Twelve Aristocrats act. . . . GUIDO AND EVA are playing vaude dates in Philly. . . . HARRY GOURFAINE'S Star-Spangled Jamboree unit has disbanded. . . . SPANKY McFARLAND goes into the Chicago, Chicago, week of April 22. . . . WHIRLING BEES, novelty act, have been booked into the Lyric Theater, Allentown, Pa., April 18.

THE MOST BEAUTIFUL THING ON HEELS

CHARMAINE
Thanks to Mr. Izzy Hirst for a very pleasant season on the Hirst Circuit.

MUSICAL COMEDIES

If you can Produce and Direct, with or without your own company, and can furnish good references for past performances, write, giving full particulars to:

N. B. TODD, Detroit, Mich.
2015 Woodward Ave.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT FOWLER, IND.

Return of the Cherries

DES MOINES, April 9.—The never-say-die Cherry Sisters are at it again. It has been two years since the veteran troupers have shaken off the bonds of hermit-like seclusion and gone back to their first love, the stage.

Elle and Addie, the two who remain of the four who originally played America from Coast to Coast presenting their "original sketches," will repeat their famous acts at a theater in their home town, Cedar Rapids.

Michaels Plans Big Road Unit

BOSTON, April 9.—Max Michaels, manager of the Columbia Burlesque Theater, Hub stock burly house, is lining up four weeks of summer road-showing of a burlesque unit of 45 to 50 people.

Cities that will likely house the unit are Hartford, Bridgeport and Waterbury, Worcester, now without burly, might also take the proposition.

Columbia's last production will be the one to travel. Scenery and wardrobe will be trucked, but line of 24 gals will remain intact. Ben Bernard is the producer. The house ork, Joe Reisman's (six pieces), will probably accompany.

It is the first time that a Boston-produced unit will have taken to the road on a similar set-up.

Reviews

Rialto, Chicago

(Reviewed Saturday Afternoon, April 9)

Business was encouraging during the late afternoon show, altho there were only about a half dozen women in the audience. Current show for the most part is clean and harmless, but from the standpoint of attracting new burly patrons it lacks new blood for a needed transfusion. It was particularly evidenced in the comedy and stripping departments, the same faces doing familiar routines. Fresh talent will give burlesque a new lease on life if developed properly and sold unreservedly to the patrons.

Charles Country and Kenny Brenna, with Jack Buckley straightening, have been the house's only comedy sources for weeks. While the boys do a good job, they are bound to tire if seen time and time again. A change is needed, if only to give the regular customers a change in diet.

Honey Bee Kellar, new stripper this week, took on more pounds than she can afford to carry in her stripping specialty. Her parading is silent and brief. June St. Clair still insists on reciting before disrobing. "Peaches" Strange is another holdover and stands out as a vigorous worker. Lillian Lord displayed talent in her interpretative scrobatic concoction. Has a slim-waisted figure and an attractive, youthful-looking face.

Gertie Foreman and another unbilled straight woman are capable talking assistants. They hold up well in the skits and deliver their lines with first-time freshness. George Kaye is the production singer and straight man, falling short on the latter end.

Fred Clarke did a commendable production job, taking advantage of the rather limited stage and setting facilities. The girls, some of them lifeless, unfortunately, are guided thru several fast routines, briefly cut outfits and semi-nude pictures predominating.

Al White is sandwiched in between scenes with his impersonation act in which he offers standard screen characters and in the finals contributes a lively tap design.

Screen has a first-run feature (RKO-Radio's *Maid's Night Out*) and several shorts. Sam Honigberg.

Hudson, Union City, N. J.

(Reviewed Tuesday Evening, April 5)

The Hudson is pulling them in these nights with its black and white shows, which isn't too surprising, since the units supply two and a half hours of fast, snappy and varied entertainment. The Hirst Circuit puts a new show into this house each week, and while it's plain they're spending no time and less

Palmer-Rowland To Reopen Gotham, N. Y.

NEW YORK, April 9.—The Gotham here is slated to reopen April 16 after being dark a year, since Abe Minsky ran the house. Pix and vaude, followed by films alone, were tried during the interval under the supervision of the property's owners.

New policy will be *Gotham Follies*, three-a-day, with 10 to 12 principals and a chorus of 18. Rehearsals start April 9.

House will be operated by Harry Palmer, stock dealer, and Ed Rowland, former burly and legit house manager. Harry Brock, owner of the America and Manhattan hotels and formerly of the Hirst Circuit, the Empire, Newark, and West End in Harlem, will be a silent advisor. Rowland will manage, with Paul Kane producing the numbers.

Stock for Gayety, Balto

BALTIMORE, April 9.—The Gayety Theater here, owned and operated by John (Hon) Nichols, opens tomorrow as a stock burly house. With the end of the regular Indie Circuit season, it became necessary to install stock in order to keep house open.

Gus Flaig will be book producer and Dorothy Bell dance director. Opening cast includes Billy (Scratch) Wallace, Hamp and Beck, Jack Keller, Dawn DeLees, Sherry Britton, three acts and a chorus of 24.

"Stinky" Fields Has Tough Luck; Other News Notes

New York:

HARRY (STINKY) FIELDS returned to the Star, Brooklyn, April 8 with a week and a half of IOU's in his pocket from the now-closed Shubert, Philly, and to learn, besides, that his Flushing, L. I., home, untenanted at the time, had been robbed of about \$700 worth of clothes, cash and jewelry. . . . MORGAN SISTERS, dancers, following their Hirst engagement, opened at the Silver Lake nitty, Camden, N. J. . . . JOHNNY KANE, former Werba's, Brooklyn, manager, started backstage managing at the Ettinge April 3. . . . DORIS WESTON doubling between strip-tease number leads and show-girl ranks at the Ettinge, and Ann Bergen ditto at the People's.

Bob Carney for Vaude

BOB CARNEY and daughters, June and Roberta, close a Hirst season April 20 and thru Leddy & Smith open in vaude at the State-Lake, Chicago; then to the Riverside, Milwaukee, and other dates. From vaude they go into the Little Bathkeller, Philly, for two weeks. . . . MILLIE JOHNSON started assembling a Beef Trust company April 11 to open April 18 in San Antonio with the Beckmann & Corey shows. . . . BOBBY BIRCH is stage-managing the Republic, while Hazel Miller is milking a new *Fanny* ditty kindly donated by Sophie Tucker. . . . JEAN MODE and Jean Rochelle booked by Nat Mortan for the Columbia, Boston, April 11 opening. . . . GEORGIA SOTHERN to the Howard, Boston, for fourth return this season.

Lew Hollander Sails

SYLVIA LAVOON, Carrie Fennell and Bessie (Wop) Moore replaced Irene Cornell (held over two weeks), Lillian Murray, James X. Francis and Harry Emanson at the Republic April 8. Fred and Violet O'Brien, producers, left last week, and Audrey Allen, who assisted Fred Clark at the Rialto, Chicago, after Ida Rose departed, became the new pro to debut in the East. . . . LEW HOLLANDER sailed April 6 on the S. S. Washington for three weeks in London and Paris, following Sam Briskman, who left March 31 on the Normandie. . . . NINA NIXON succeeded Rita Agar LeRoy at the People's April 8. . . . OLOA PETROFF or Marie Alvarez is now labeled Snow White Shapiro on the air via the Broadway Melody WHIN program. . . . GUS SCHILLING replaced Tommy Raft at the Star, Brooklyn, April 8.

Cast for Triboro Set

JANE DOBBINS, Joy St. Claire, Zonia DuVal, Essie Lang, Jack Rosen, Fred Binder, Floyd Hallow, Al Golden Jr., Murray Green and Pinto and Della, plus two more principals and a vaude act, comprise the cast booked by Phil Rosenberg for the opener, April 16 week, of the Triboro (formerly the Gotham) up in Harlem. . . . AI-LING POO is modeling for commercial photo studios in Philly. . . . TOMMY RAFT, Nora Ford and Marian Mason are new principals at the Ettinge April 8, with Bobby Vail, Georgia Sothern and Annette Ross exiting. . . . HAPPY HYATT, when he closes his Hirst Circuit tour, slides into a new car and proceeds to the West Coast for a vacation. . . . NAT MORTAN forwarded photos and list of principals to the Daltons in Los Angeles for another stock troupe to tenant the Follies in May. . . . PRINCIPALS at the Bijou, Philly, and Howard, Boston, will alternate. . . . TINY FULLER and his trailer moved from the Star, Brooklyn, to the Gayety, Baltimore, UNO.

Delmar in Placentia, Calif.

PLACENTIA, Calif., April 9.—Chic Delmar's Varieties has opened the Placentia Theater here for an indefinite stock run. House has been dark for two years. Cast includes Chic Delmar, producing comic; Marie Aiden, Remota Margo, Verna Gaul, Earl Delmar and Don Castel, Thelma Ludlow in cashier and H. W. Davies, publicity man.

Young Opens Toledo House

TOLEDO, April 9.—The Toledo opened here last week after having been dark for some time. George Young is operating the house. Stock shows will prevail.

Delmar in Placentia, Calif.

PLACENTIA, Calif., April 9.—Chic Delmar's Varieties has opened the Placentia Theater here for an indefinite stock run. House has been dark for two years. Cast includes Chic Delmar, producing comic; Marie Aiden, Remota Margo, Verna Gaul, Earl Delmar and Don Castel, Thelma Ludlow in cashier and H. W. Davies, publicity man.

Young Opens Toledo House

TOLEDO, April 9.—The Toledo opened here last week after having been dark for some time. George Young is operating the house. Stock shows will prevail.

Thru Sugar's Domino



A Guest Column Emerges From the Mail Bag With Arthur L. Mayer and Joe Lee as Collaborators

IT DIDN'T hurt this scrivener's feelings at all when a good deal of comment was drawn by last week's stint on the state of the theater industry, with double features, chance games and giveaways depicted as the black-hearted villains. As a means of giving a fair fling to the proponents of the double-feature cause we reproduce herewith healthy excerpts from letters received from Arthur L. Mayer, one of the most astute theater showmen in the country and operator of Times Square's Rialto Theater, and Joe Lee, who knows exploitation and theater operation backwards and forwards and in recent years has been devoting his talents and indefatigable energy in the interest of Si Fabian's Brooklyn theaters with accent on the supercolossal Paramount Theater.

Distilling his little piece from the brew of experience, Times Square's specialist in horror feature bookings and salesmanship says:

For better decisions and better digestion I think every argument should start from a focal point of agreement. Consequently, I prefer to disregard most of your editorial on double features and sing the praises of one grand and glorious sentence with which I am in hearty accord. It reads, "The public will make its preference felt at the box offices of theaters that give them what they want."

From this fundamental truth we can proceed to a logical conclusion: Just as soon as the public does not want double features it will patronize single features and double features will disappear.

When I talk of the public I refer to the inarticulate, average men and women, who do not take their pen in hand to write letters to yo editor or to participate in polls but who deposit their nickels and dimes at the box office. At the present time these common folk, whose pay envelopes pay all of our salaries, prefer double features to single features.

I speak with considerable conviction because six months ago I helped open a theater dedicated to a policy of single features in one of the highest class neighborhoods of New York City. Our business was so incredibly bad that we have been compelled to inaugurate double features during the middle of the week. These are the days on which we are now doing the bulk of our business. We also recently made an experiment in a wealthy suburban community. We eliminated double features on the three week-end days, when we played our outstanding picture. Business declined 30 per cent; our regular patrons deserted us in droves to drive to the nearest town five miles away where they could see two pictures for the price of one.

These are facts, not fancies; guesses, not guesses. The public taste for quantity may be peculiar. I do not try to condone it nor explain it. This is a business, God bless it, where the customer—not the exhibitor or the editor—is always right.

JOE LEE'S comment is also drawn from his personal and recent experience:

Business at the Fabian theaters in Brooklyn has been exceptionally healthy. Our gross receipts fall short of last year by a small percentage. I therefore have no ax to grind with anyone. I have read with interest many pro and con arguments on double features. Quoting Al Smith's "let's look at the record" classic, I beg to report that the double-feature policy has increased our business. It does not matter whether my views are against or for double features when the question being considered is the take at the box office. The answer lies in the fact that double features have produced for us healthy, steady receipts.

I sometimes think that if theater men would stop fighting and worrying and roll up their sleeves and do a little heavy selling instead of sitting on their hands and crying the blues their box offices would show very tangible results.

At the Paramount (Brooklyn) we found from a telephone check that 85 per cent of the calls request the names of the stars appearing in the associate feature. One would imagine that when a terrific super feature is being shown the number two would be a dog and could be used as a chaser. But it has not worked out that way. Regardless of how our patrons (representative of class trade) dislike the dogs they sit thru them. After various studies with our theaters as laboratories I cannot help concluding that the public wants double-feature bills.

The exhibitor is inclined to blame Will Hays for too many industry evils. I knew a fellow who had a sick dog and blamed Roosevelt. That amounts to about the same thing.

We do not run bingo games; we don't give out any dimes. But we go strong on specialties such as Amateur Nights (now on their fourth year at the Fox Theater), Professional Nights and Basket Ball. These are sold intensively in newspapers and billboards. The result has been that on ordinarily poor nights we have to turn away business.

I don't know whether you have observed it, but radio programs that formerly featured one star now have as many as six big names. I recently listened to Jack Benny's program and found to my surprise such names appearing as Kate Smith, Bob Ripley and Fred Allen. Each one of these personalities is a superfeature in itself. It appears that the public wants such programs. This is evident from a perusal of the radio pages of newspapers where listings of numerous half-hour programs carry an average of five and six stars. Those radio fellows must be pretty smart and there is an old saying, "Give the public what it wants." We are sticking to and following what seems to be the trend until a definite change is noticeable.

As I See It

By DAVE VINE

WHO WANTS TO GET USED TO IT! . . . I've often heard folks say, "You can get used to anything in life." That may be true, but there are some things we don't want to get used to. Personally, I will never get used to . . . Seeing the Yankees without Babe Ruth. . . . Or the Giants without McGraw. . . .

. . . THE PALACE THEATER without vaudeville in it. . . . Shirley Temple without curls. . . . Legitimate shows without orchestras in the pits. . . . Bill collectors. . . . Women smoking cigarets on the street or standing up at bars. . . . Pictures in the newspapers showing children being slaughtered by air raids. . . . Milton Berle, Bob Hope, the Ritz Brothers, Mark Hellinger, Joe Bigelow and Eddie Sullivan so far away from Broadway. . . .

. . . YES, I CAN'T SEEM TO GET USED TO . . . Being able to see the bright side of other people's misfortunes. . . . Airplanes without Amelia Earhart. . . . Elderly women dressed up like 16-year-old girls. . . . The Duke of Windsor not being the king. . . . Seeing so many clever performers idle on account of the junking of stage shows. . . . People who walk all over you getting to their seats at the picture show and who then talk so loudly that you can't hear anything but them. . . . Those hopeless and legless cripples lying under your feet, begging on Broadway. . . .

. . . FOUR-DOLLAR SHOES marked down to \$1.60. . . . Horse thieves dressed up like agents. . . . The fact that the dollar can never sink as low as the means some people adopt to get it. . . . Child labor of grown men. . . . The necessities of yesterday being the luxuries of today. . . . Daylight being the only thing you can save nowadays. . . . A nickel being as useful as a glass eye at a keyhole. . . . Mary Pickford without Douglas Fairbanks. . . . Moving pictures without Jean Harlow, Marie Dressler and Will Rogers. . . .

. . . AND I CAN'T GET USED to any other dog since I lost my little dog Rags. I'll bet he can't get used to whoever has him either. . . . Theatrical organizations fighting one another when they should all be working hand in hand to one end—the actor's welfare. . . . Stories about what condemned men did on their last day on earth and how they went to their deaths. . . . Apartment rents being so high and no room for complaint. . . . Paul Whiteman without his double chin. . . . Bobby Clark without McCullough. . . .

. . . THOSE FEW GRAY HAIRS that showed up on my head. . . . Comedy pictures without Harry Langdon and Buster Keaton. . . . That new indoor sport that children have made a fad lately—killing their parents. . . . The thought that telephones used to be a convenience. . . . *Smile Or, Harvest Moon* without Nora Bayes singing it. . . . Passing the Hollywood Restaurant and seeing it closed. . . . Those new streamlined street cars on Broadway. . . . That your best friends make your worst enemies. . . . Those people who knew you could do it all the time. And Harry Jans without his eyesight. . . .

. . . YES, FOR SOME REASON OR OTHER I just can't seem to get used to all those things and to doubt there are many of you readers who feel the same way I do about it. . . . I also know that some smart guy will write me a letter and tell me that there are many things that he, too, can't get used to—and among them is MY BEING A COLUMNIST.

Chicago Chat

By NAT GREEN

RANDOM RAMBLES: Sunday—A swing around the suburbs disclosed the usual spring activity in readying night clubs and dance halls for the summer, the present outlook is not encouraging. . . . The Oasis, dance pavilion at Michigan City, Ind., is being revamped for the season with an "Around the World" theme. Paintings depicting Barney Castle, the Campanile of Venice and others will make it a veritable House of All Nations. . . . A stop at Phil Schmidt's in Hammond, Ind., for a delicious chicken dinner. Phil's has become a favorite rendezvous for showfolk and other discerning diners. . . . Back to the Loop for a squint at the Oriental show, one of the poorest in weeks, with Jack Major and his Southern drawl the only bright spot. . . . As an evening's finale a stop at the 606 Club, where Marne, sophisticated stripper, and Mary Grant, exotic dancer, help to justify a rap as the hottest show in town.

Monday—Chic Johnson, of the screw Green and Johnson team, in town to appear at a political rally, trying his luck with the galloping dominoes in the Sherman lobby, and out of luck. Johnny Perkins, ditto. At Showmen's League Theatrical night Big Bill Thompson, former mayor, drawing a chuckle from the audience as he lazily lumbered up to the mike.

Tuesday—Mort Singer, veteran theater operator, asserting there's little chance for a Translux theater in Chi this year, altho the Eastern Transluxers are cleaning up. . . . Alexander McQueen, "Nothing But the Truth" radio man, displaying well notice he received in the *Sprotnost*, Bohemian daily.

Wednesday—Chicago digging out of eight-inch snow. A althery, dismal day that kept folks at home and played hob with theater biz. . . . In evening to CBS for initial Edgar A. Guest show and felt sorry for announcer who momentarily forgot the show had moved to Columbia and credited it to NBC but quickly corrected himself. He was a mightily embarrassed young man the rest of the evening.

Thursday—George Jessel in from Hollywood and wishing he were back on the West Coast when he hit the Loop slush. . . . Fernand Gravel, movie notable on his way west, displaying a novel cigaret case bearing on its cover an airways map of the United States with landing fields marked by jewels. . . . Gus Howard, dancing comedian, saying good-by as he left for Detroit to do some work for Jam Handy Pictures.

Friday—A pitiful note from Ameta, mirror dancer once well known in vaudeville. She is in Ward 64, Bed 62, at county hospital, suffering from nervous breakdown and received word that her mother passed away at Deshler, Neb. Ameta would appreciate a line from friends. . . . Paul Longone, manager City Opera Co., off for Europe to scout for new talent and confer with Beniamino Gigli, noted tenor, who will make his first opera appearance in Chicago next season. . . . Janina Laboda, lovely Russian singer, leaving for California early in the summer, accompanied by Mrs. Walter (*This Week in Chicago*) West. . . . Ye Olde Cellar, on lower level of Boul Mich, is one of the newer favorite spots for showfolks. . . . The lights are twinkling again at Hoe Sal Gal's, on Randolph, recently gutted by fire. . . . Betty's, an unpretentious eating place on State street just north of the river, has become the favorite lurching place of vaude and night club performers of the near North Side sector.

Sadler Readies For Tent Trek

Troupe's eight-week circle a success—show to be trimmed for canvas

SWEETWATER, Tex., April 9.—Harley Sadler's Own Company tonight concludes an eight-week circle tour, after which it moves to the show's quarters here for a week's layoff to permit waterproofing of the big top and other preparations for the under-canvas swing. Sadler organization enjoyed highly satisfactory business on its two-month merry-go-round. Show recently played a week-stand in Municipal Auditorium, Amarillo, Tex., to splendid returns, opening night drawing 2,500 people on the basis of a lady free with each paid adult ticket.

Manager Sadler is cutting his show considerably for the canvas trek. According to present plans, cast will include Bud Nairn, Kennedy Swain, Mary Layne, Robert Siler, Jackie Phillips, Jean Siler, Roy Conlin, Jeanne Oxford and Billie and Harley Sadler. Connie Munde will be general agent; Jack Munde, billposter, and June Munde, press representative.

Vaude features will be headed by Lew Childre, the "boy from Alabama," and will include Wiley Walker and his fiddle; Munde and June, jugglers; Mary Layne, acro dancer; Jeanne Oxford, singer and dancer; Roy Conlin Jr., ventriloquist; Bob Siler, singer; Jackie Phillips, singer and dancer; the Glendale Quartet and Lew Childre and his River Revelers. An eight-piece orchestra will be led by Bob Siler.

Ed Thardo will handle the front door, with Joe Lathan in charge of the canvas with eight assistants; Fred Maxwell, electrician; Bud Nairn Jr., stage manager; Bobby Smith, property man. Show will also tote a street band. Don Cortez, trumpet soloist, and Billy Hatch, saxophone, are among those engaged for the orchestra.

Show will play thru Texas, New Mexico, Oklahoma and Southwestern Arkansas. A new light plant and two new trucks have been added to the Sadler rolling stock.

Tolbert Tattles

DELAND, Fla., April 9.—At last we have time to breathe and take our bearings. To catch up on news I want to mention our recent visitors, who include Jack and Jackie Hutchinson, Martha and Ollie Hamilton, Daisy Mae Murphy, Roe Nero, Marion and Bill Welch, Betty and Eddie Mellon, Johnny Finch, Wayne Bartlet, Jimmy Heffner, Betty and Hoxie Tucker, Mr. and Mrs. Herbert Ben Heffner, Gloria Smyly, Marg and Bob Demorest, Marie and Elmer La Zone, Elmer Allan, May Blossom and daughter and Lee Allan.

Hats off to Toby Eastman for selling the Dorey trailer ad for the season for \$1,000. Norma and Lasses White have a new cream-colored Buick sedan; Annette and Buddy Hale, a Packard convertible sedan; Dot and Toby Eastman, an Oldsmobile convertible coupe; Lillian and Honey Wilds, a Chevrolet coupe. Trailers are also with us, the possessors being Mildred and Clyde Hodges, Beatrice and Red Jenks and Lots and Erwin Behmer.

Wylie Kilpatrick needs a good alibi for getting the bus caught in the tide at New Smyrna Beach recently.

The girls had a swell get-acquainted party at St. Augustine Sunday, as did the poker fans.

There'll be a lot of fun watching from the sidelines the game of "who'll win the girl," played by the single men—Wylie Kilpatrick, Joe Kobot, Jimmy Roe, Pedro Martinez, Clyde Jewell, Slim Williams and Chet Wilson.

BEA JENKS.

WRITE FOR PRICES ON DRAMATIC-END TENTS
Fulton Bag & Cotton Mills

WANTED FOR ONE-NIGHT-STAND TENT SHOW.
Dramatic people in all lines. Those desiring B. & O. and Specialties preferred. We feed on hot Cook House. Long season and salary rates, no state work. Show opens April 20; rehearsals one week earlier. Myron Heath, I. E. Duncan, can show you. Write G. M. DE VORE, care Western Union, or Gen. Del., Hobbs, N. M.

Rep Ripples

TOBY'S COMEDIANS, who recently cracked their tent season in Texas, last week invaded Arkansas en route north for their regular summer territory. . . . MAC AND MAREE McDONALD, who spent the cold months in Arkansas, will winter the greatpoint on the M. & M. Motorized Tent Show this spring and summer. . . . CLYDE AND MINA COLE are new on the roster of the Chick Boys Players in Nebraska. . . . HARRY PAGE has been article to again blaze the trail for the Frank Smith Players this season. . . . EDDIE AND TILLY PAOLI will tour with the Madden-Shillan Players thru Iowa this season. . . . E. C. HICKFORD has signed with the same troupe. . . . EVA MAE BURNS will troupe it with the Ray and Margie Bash Players this season. . . . J. B. ROTROUR CO. will play its present loop until May 1, and a fortnight later makes its canvas bow in Wisconsin. . . . JIMMY AND EDYTH ERIKSON will spend the under-canvas period with the Frank Smith Players. . . . SONNY DEKTER has quit the biz to enter commercial lines in Forest Park, Ill. . . . JIMMY AND MARY BURKE have terminated their contract with the Orpheum Players and are now dickering with a Midwest tent opry for the outdoor swing. . . . LEON LONG pipes that he's still located in Kansas City, Mo., where he settled some eight years ago, following the death of his pal, pianist and manager. "Just an old sotte who couldn't take it," Leon says of himself. . . . FRED AND LILYAN POOLE and Frederick Lyle are vacationing in K. C., preparatory to joining up with a tent opry for the season. . . . OLEN AND SYLVIA PHILLIPS are due back in Kansas City this week, after a trip to their home in Sioux Falls, S. D. They have quit the rep game to concentrate on club dates. . . . FREDDIE FINCH, brother of Leon, has his swingsters at the State Line Tavern on Kansas City's outskirts. . . . THE FRANCILLONS, erstwhile repertorians, are settled in Salt Lake City, where they are engaged in Little Theater and radio activities. . . . OLLIE HAMILTON was in Greenville, Miss., and other Delta cities the past week contracting for sponsorship with civic bodies of the Milt Tolbert Lasses White tent show. May 10 has been set for Greenville stand.

and Hester Holderby, until recently with the Sid Kingdon circle in Northern Missouri, have joined up with the Alton Bros. Comedians. . . . BETTY ZANE has culminated an engagement with Denny's Comedians, circling in Colorado. . . . KIDDIE AND LOIS LANE formerly with the Skippy Lamore troupe, have signed with the Audger Bros. Tent Show for the new season. . . . GLEN AND DONNA MCCORD, who circled in Nebraska with their own unit the past winter, have cast their lot with the McCowen Show. . . . HAL STONE, manager of the tent opry bearing his name, has purchased a new outfit to replace the one lost in a fire last season. . . . MONTE STUCKEY, comedian, out of the biz the last two years, is making a comeback. He's signed with Glen Brunk's Comedians, now headquartered in Atchison, Kan., are slated to launch the canvas season in Minnesota May 1. . . . I. VERNIE SLOUT, veteran Michigan manager, is reported to have joined Billroy's Comedians for the season. . . . ERNEST AND VIOLA WOODS, well known in rep circles, are working in a radio skit over a Boston station. . . . DAVE COSTA is readying a dramatic med outfit to play the small towns in Eastern New England.

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

Kansas City Jottings

KANSAS CITY, Mo., April 9.—Sid Snider, formerly with Allen Bros. Comedians, was spotted on the main drag here this week.

Cecl Kenyon and Margy Montgomery were in town this week. They were formerly with Davis-Brunk Comedians. Harry and Sue Dixon left here recently to join the Roe Nero Players in the South.

Creston Wright, veteran character man, has entered commercial lines here temporarily.

Ted Edlin sojourned here briefly this week en route to a Western spot. He will trail-blaze a Western show this summer.

Melvin Harrison, formerly with Glenn Loomis' Andy Gump Players, is a recent arrival here from Omaha. He will play local night spots for several weeks before signing with a tent opry.

Mr. and Mrs. Jimmy Tubbs, formerly with the Hank Neal Players, were spotted here this week-end.

Sid Kingdon, manager of the Kingdom Players, made a flying trip to Kansas

and Hester Holderby, until recently with the Sid Kingdon circle in Northern Missouri, have joined up with the Alton Bros. Comedians. . . . BETTY ZANE has culminated an engagement with Denny's Comedians, circling in Colorado. . . . KIDDIE AND LOIS LANE formerly with the Skippy Lamore troupe, have signed with the Audger Bros. Tent Show for the new season. . . . GLEN AND DONNA MCCORD, who circled in Nebraska with their own unit the past winter, have cast their lot with the McCowen Show. . . . HAL STONE, manager of the tent opry bearing his name, has purchased a new outfit to replace the one lost in a fire last season. . . . MONTE STUCKEY, comedian, out of the biz the last two years, is making a comeback. He's signed with Glen Brunk's Comedians, now headquartered in Atchison, Kan., are slated to launch the canvas season in Minnesota May 1. . . . I. VERNIE SLOUT, veteran Michigan manager, is reported to have joined Billroy's Comedians for the season. . . . ERNEST AND VIOLA WOODS, well known in rep circles, are working in a radio skit over a Boston station. . . . DAVE COSTA is readying a dramatic med outfit to play the small towns in Eastern New England.

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

MRS. JAMES E. O'BRIEN, who underwent a major operation last August, is again confined to her bed and this time doctors have little hope for her recovery. Friends may write to her at 174 First avenue, North, Nashville, Tenn. . . . IRENE COWDREY, former repertoire character woman, is instructing in the art of make-up to women's clubs in New England, via the lecture route. . . . C. H. (SUNSHINE) SCOTTIE posts from San Angelo, Tex., that he'll be on the road in cork with a good tent opry this season, as usual. . . . ED BARKER, veteran rep and stock performer, stopped off at the rep desk during a recent visit to Cincinnati to take in the national amateur championship roller skating races. Barker, who has spent the last several years in California, has been engaged in the portable rink business for some months, but contemplates breaking back into the rep game this season. . . . JOHNNIE AND VERNIE BISHOP, of the Leonard Players, were called home to Columbia, S. C., recently due to the sudden passing of Vernie's father, J. C. Kirby. . . . JOE THAYER, erstwhile stock and rep performer, is celebrating his 46th year in the business as a member of the Federal Theater Project in Boston. . . . A RELIABLE REPORT has it that Walter X. Price, comedian, and Helen Gentry, actress-musicalian, were married in Kansas City, Mo., April 4. . . . ALICE RICHEY AND COMPANY, still touring for General Electric, pencil from Houston that they're heading westward and hope to bump into a number of trouper friends in Phoenix, Ariz.; San Diego and Hollywood. They pipe that conditions in the Houston sector are good, with things a bit weak in the Dallas neighborhood. Albert Kazl and Robert Butler, of the troupe, are managing to ring in a bit of flying at the various airports along the route. . . . JOE SULLIVAN shoots the following from Hollywood to the rep gang around Times Square: "Hey, bunch, we're wintered in California—Blanche, Joe and Honey Bun. Each day we read our *Billboard* while stretched out in the sun, but we'll soon be back in old New York."

Davis-Brunk Begin Tent Tour in Okla.

PARDIS, Ark., April 9.—Davis-Brunk Comedians opened the 1938 season at the Wiggins Theater here Monday and are scheduled to open under canvas next week at Poteau, Okla.

Roster includes Mr. and Mrs. Leonard P. Davis, managers; Mr. and Mrs. L. D. Brunk, Ray Slicker, Ted Jennings, Midge Lanham, Don Spencer, Mrs. C. O. Munsell, Ray Ogden, Slim Andrews, Jessie Slicker, Dick Lanham, Lucille Kingsley, Wade Hayes, Peggy Lanham, C. G. Munsell, Jack Driscoll and a crew of workmen.

Partners Framing New Tent Outfit

CINCINNATI, April 9.—Carl and Olive DeVere, absent from the dramatic field for the past seven seasons, will launch a one-night tent rep show this season, with opening slated late this month.

The DeVeres have entered into a partnership with Mr. and Mrs. Tom Atkinson and have purchased some equipment from the Art Mix Circus. Top is a 60 with two 30s and will seat about 1,200. Show will move on six Chevrolet trucks and will feature a 12-piece band. A special line of paper will be used, and three men will work ahead.

Cannon Shots

KILMARNOCK, Va., April 9.—Cannon's Comedians have hit a bit of cold and wet weather that has kept the natives close to their radios. There have been only two good nights since the opening—Callao and Kilmarnock, both in Virginia. A three-day stand at Tappahannock caught its flat-footed in constant rain. Picture opposition, Hurricane, didn't help any either.

Holly Holland and Eldon (Butch) Reed returned from the advance to catch the opener.

Tom Matney has embarked for home to recuperate from a sudden illness. Walter Barrett has replaced him.

Ken McIntyre's mouth flew wide open recently when accused falsely by an irate native, who was accompanied by a sheriff. He got out of it tho.

Lal Patricia is doing all right with her balloon dance in this cold weather. Her theme is *In the Chill of the Night*.

Entire gang is looking forward to scene of Mollour's spaghetti in Norfolk tomorrow.

BUDDY CANNON.

Justus-Romain Opens May 9

WICHITA, Kan., April 9.—John J. Justus, of the Justus-Romain Co., announced here this week that the show will launch its 1938 tent season at Tilden, Neb., May 9. This will be the company's 21st consecutive season in the same territory. Manager Justus states that he will inject several new ideas this season in an endeavor to maintain the high standard which has made the attraction a favorite in this section for many years.

Famous Players Preparing

STORM LAKE, Ia., April 9.—Famous Players, under the management of Vincent Dennis, are making preparations for the opening of their second season under canvas. Company will have a new top this year and will again play the Iowa territory formerly made by the late George D. Sweet.

Boyes Business Holds Up

LINCOLN, Neb., April 9.—Chick Boyes Players are playing Western Nebraska, usually just one-nighters. Biz, despite poor crops, has been better than average, with the natives going in for the amateur night feature in a big way. Billy Cornish and Billie Nash are featured.

Hugo Players in Nebraska

LINCOLN, Neb., April 9.—Hugo Players are carrying 10 people in their spring trip thru Western Nebraska, playing the larger towns. Harry Hugo, manager, is featuring Blue Ridge Hillbillies, Johnny and Connie Spaulding, formerly with Ray Bash, have joined. All dates are indoor.

AFA Nominates 8 for Council

Whitehead, Mosconi, Tiebor renominated; Rooney, Ellington, Colleano out

NEW YORK, April 11.—Nominations to the council of the American Federation of Actors were completed Friday by the nominating committee to include three incumbents, Ralph Whitehead, Charles E. Mosconi and John W. Tiebor, in addition to Jesse Noble, Peter J. Byrne, Joseph J. Brady, Jorgen M. Christensen and William (Red) Donahue. Tiebor and Christensen are from the circus field, Donahue with vaude and Miss Noble with the FTP.

This, the official slate, will be voted upon at the annual election May 10. No independent nominations have been indicated as yet.

Council members not renominated were Alan Corelli, Con Colleano, Pat Rooney and Duke Ellington.

The nominating committee comprised Frank Lynch, Guy Magley, Jesse Noble, Perry Fisher and Peter J. Byrne.

The AFA has signed AFA contracts with the Salon Royal, Village Cellar and the Bronx Boulevard Tavern, giving it 45 local night clubs operating under AFA agreements.

AFA secretary Ralph Whitehead is now working on a deal to restore the Philadelphia branch to good standing. Tom Kelly is representing the Philly entertainers' association which is to become the basis of the new branch.

BOSTON, April 9.—Boston AFA branch is dickering for an ark for its April 25 benefit dance and entertainment at the Hotel Touraine.

Padway To Handle NVA Suit for AFA

NEW YORK, April 11.—American Federation of Actors has retained Judge Joseph Padway, of Milwaukee, to handle the NVA Club's suit for \$250,000. Padway is general counsel of the American Federation of Labor and is understood interested in the suit because of the company union issue.

The NVA has served Charles Mosconi, AFA treasurer, and Harold Koenigsberg, Ralph Whitehead's secretary, with summonses in a Supreme Court suit in which the NVA claims damages because of Koenigsberg's letter to Sally Rand urging her not to play the recent NVA benefit.

NBC, CBS Balk on AFRA's Demands

NEW YORK, April 11.—Negotiations between American Federation of Radio Artists and the two networks, NBC and CBS, came to a sudden halt Friday when the chain execs balked on AFRA's demand for a uniform scale on all network commercial shows, NBC and CBS asking for cheaper scales in Chicago and Los Angeles. AFRA chiefs declined to make any concessions in this respect, claiming that this stipulation was one of the main reasons for the organization's existence.

Such a firm stand on the question caused the radio heads to become more aggressive, and their final word at the meeting Friday was that they would reconsider the problem, giving a final reaction to AFRA in another meeting called Thursday for this purpose.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 16-32-33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping The Billboard Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Now You Know

PHILADELPHIA, April 9.—Now it can be told!

Henry (Rube) Bernstein was bally-hooing the Ann Corio unit when it was at Fay's Theater here a couple of weeks ago. And although Rube was considered a top-notch press agent, it looked like Hilda Wassau, appearing at the Schubert at the same time, was getting all the space in the dailies instead of Corio.

Upon checking it was found that Rube was plugging Wassau instead of Corio, his boss. Reason? Rube is married to Wassau. Corio fired him on the spot.

Rube then formed a unit in competition to Corio, headed by Hilda.

Eddie Garr Insists He Was Clowning

NEW YORK, April 11.—Because of a surreptitious promise made in '29 to a numerologist, Eddie Garr has found himself to be somewhat in dutch. One Tala Lefuanti is suing him for \$35,000 for breach of contract.

She says she advised him, in one of his numerological seances, to change his stage name from Ed Garr II (although he was born Edward Gonnoud) to his present name, and attributes his popularity and success to her arithmetical advice.

For her psychic judgment she claims he promised her 10 per cent, but Garr says, "I was just clowning—you know how those things are."

To Systematize Film Tests

NEW YORK, April 9.—John Hutchins, dramatic coach, is supervising the new Screen Test Pre-Views, Ltd., here, with Martin H. Nemetz as president of the firm.

The office is negotiating with screen companies for official recognition so that it can systemize screen tests for performers and be able to guarantee reaching film talent scouts.

Pop Op for Bridgeport

BRIDGEPORT, Conn., April 9.—Park Theater, dark for the past year, will open for a season of popular-priced operas to be presented Sunday nights, beginning tomorrow. Fernando Alvino is the impresario and moving spirit behind the New England Opera Company, which will take over the house. Orchestra will be under the direction of Vito Mascato. Hope to continue until fall, when performances are expected to be given on Saturdays also.

BROADWAY BEAT

(Continued from page 5)

has everything it takes to reach stardom, that is if she is not kidnaped by a foreign prince. In other words "matrimony" well we won't worry about that now as Mother So-and-So has very good eyesight. I thank you very kindly." Can somebody be confusing us with one of the theatrical puff sheets?

In a recent interview Fannie Brice said she wouldn't name Eleanor Holm as co-respondent in her forthcoming divorce, but revealed the fact that she's building a house—in Holmby Hills. . . . There probably won't be any Roses growing around the door. . . . One of the Stam's middle-aged mendicants plays a musical saw, no less, and totes it around in a violin case. . . . Dave Vine says that everything comes up in the spring—except the stuff they have in hock. . . . There's now an indigestion reliever on the market called—hold your breath in more ways than one—Belchies; but even better, the manufacturer is called Belchies, Inc. . . . Champ naive: The program of a recent parent-teachers meeting of the Kew Gardens public school had a line reading, "Small children may be left in the kindergarten room during the meeting—so that parents may enjoy themselves." . . . George Lottman, the p. a., recently received a check for the plot of a yarn called "Romance in Swing" from King Features; it'll use swing terminology—but he'll write it under his and Tommy Dorsey's combined byline. . . . Add Statistical Notes: The Sabatini Army "concert" has had a solid booking of more than a year in front of Stern's on 42d street.

Recently the Hotel Piccadilly announced that if anyone wanted to know the latest news at 3 a.m. and just couldn't wait until the radio flashes came on in the morning he could telephone Circle 6-8900, and a special news operator would give a one-minute resume of up-to-the-minute events. The next day, between 3 and 4, more than 50 people called; the day after that the number jumped to 212, tying up the switchboard so completely that the innovation was discarded in self-defense.

TO KEEP THE RECORDS STRAIGHT: Dan Walker and Ed Sullivan are feuding in adjoining columns of The News. Monday (4) Walker, in a discussion of Hollywood's next major wedding, mentioned Florence Rice and Pat De Cicco, while Sullivan (same paper, same day, same page) said, "Hilona Massey switching to Pat De Cicco." Can't we get together somehow, fellers? . . . In Radio Mirror Jimmy Fidler, writing of Joan Crawford's Anna Christie broadcast, says "Joan was ailing for the first time with Franchoit." But it was Spencer Tracy, not Tone, who supported In Crawford in the Christie air shot—and even if Tone had appeared with Joan it wouldn't have been the first time. . . . The Telegraph, in a yarn that smacks of a verbatim reprint of a press release, said, "After waiting in Hollywood two years to make his motion picture debut, Sheppard Strudwick," etc. But young Mr. Strudwick only left for Hollywood this past winter, after As You Like it closed.

Billy Gilbert Proud of Burly

NEW YORK, April 9.—Billy Gilbert, RKO film comedian and product of burly in the days of the Columbia wheel circuit, last week ended a personal appearance tour which took him to seven key cities for his first stage work in 12 years.

In a reminiscence mood, Gilbert recalled the old days when burlesque was in its heyday and big names like Fannie Brice, Mae West, Clark and McCullough, Jack Pearl, Joe Penner and Jim Barton were just starting to climb.

Gilbert credits burly as the training ground where he learned the dialects which made him a film success, stating that in those days burlesque was "respectable and not unlike some of our big stage revues of today, and catered to women and children as well as to men."

Jed Harris' Feet Chill; 'Our Town' Performance Off

NEW YORK, April 9.—Jed Harris almost became an actor last night, according to reports, but got cold feet at the last moment. With Frank Craven, who plays the leading role of stage manager in Our Town at the Morosco incapacitated thru illness, Harris fooled around with the idea of taking over the role himself. At 7:30 p.m. he decided he wouldn't and there was no performance last night.

Harris' decision not to appear may have been a disappointment to those diehard members of Equity's militantly reactionary old guard who have been boosting Bill Brady for president of the actors' organization. Brady, a manager, having become a member years ago when he played a small part in one show. If Harris had gone on he would have had to join Equity too, and the old guard, if it had wanted to follow out its policy, could have nominated him for vice-president. Thus delivering the actors' organization lock, stock and barrel to the managers.

Kansas City Vaude Perks

KANSAS CITY, Mo., April 9.—Newman Theater has a stage show for the second time in three weeks, with Benny Meroff's Orchestra and Jackie Holler drawing capacity houses. Until Major Bowes' Collegiate Revue played the house recently no vaude had been presented in eight years.

Also using flesh this week in the Mainstreet, managed by William Elson, presenting Havelock Poilies for seven days. Fox Tower house, only permanent vaude house here, is offering the St. Morris Ice Carnival, which makes this the most active week for flesh the city has enjoyed in a decade.

Nat'l Labor Board Okehs Operators' Booth Seising

NEW YORK, April 11.—A far-reaching decision which gives the right to motion picture projectionists to "sit-down" in their booths to compel union recognition was handed down by the National Labor Relations Board in favor of Local 306, Motion Picture Operators' Union, and ordered the United Long Island Amusement Corp. to reinstate six operators discharged last August.

The decision is the outgrowth of an action taken by the operators in five Long Island theaters who barricaded themselves in their booths, stopped the show and exhibited a trailer on the screen to inform the public of their demands.

The theaters subsequently signed a contract with the Empire State Motion Picture Operators' Union and discharged the Local 306 members.

The order of the NLRB nullifies the contract with Empire, certifies the local as collective bargaining agents and orders the reinstatement of the six operators with full back pay.

Bingo, Giveaways Banned in Philly

PHILADELPHIA, April 9.—Bingo, bango and Bank Night and similar games, which attract thousands to motion picture houses, church benefits and other affairs, were declared illegal today by Judge Harry McDevitt in Commonwealth Pleas Court.

In a sweeping indictment against what he termed "gambling games," he declared they were forbidden by the Commonwealth in that they violate the gambling and lottery ordinances.

Motion picture operators and others immediately went into a huddle with their attorneys to plan further action. Police said they intended no immediate action until they studied the judge's 15-page opinion.

The decision dismissed a bill in equity filed by the attorneys for Morris Bomerson, operator of the Palm Theater, against the mayor, director of public safety and the superintendent of police asking that they be halted from interfering with the games. Judge McDevitt's decision came almost a year after the case was first argued. It is expected to affect 150 theaters in Philadelphia as well as nearly 100 churches and fraternal institutions.

"Modern Minstrels" Adds Dates

RICHMOND, Va., April 9.—Modern Minstrels in Suspense, piloted by Bob Kerr, of New York, and starring Joan Brooks, warbler, has just been given four more weeks of theater bookings, making eight weeks in all for the unit to date. Others in the company include Cliff Crans, the Deweys, the Richmond Sisters, the Hometowners, Suzanne 'n' Christine and Jolly Coburn's Ork. Troupe is operating on a commonwealth basis.

Alhambra, Milwaukee, to Flesh

CHICAGO, April 9.—Great Lakes Theater chain has acquired the Alhambra Theater, Milwaukee, and will reopen it with a combo policy Friday, using a stage band and five acts weekly. House will be booked by Boyle Woolfolk here.

Wittered Show for Marseilles

MARSEILLE, France, March 28.—Jim Wittered, American producer, is here with an all-European presentation, Glamour, showing at the Paibe-Palace, ace movie house. Show features Lulu Gould among other acts and has a girl line and a 16-piece pit band.

LEW HENDERSON WANTS

Jarvis and Jarville Lead. Must double Orchestra. He ready to join in wire. Long season guaranteed to right party. Answer with full details to Fergus Falls, Minn.

WANTED FOR THE GOLDEN ROD

World's Greatest Show Boat. Leading Man to join on wire. Other useful people write. State ages and descriptions. Those doing recitations given preference. CAN USE Novelty Acts passing thru St. Louis. Address J. W. MENKE, Foot of Locust, St. Louis, Mo.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

A MEDEO, who has just returned to New York from a South American tour, sails for England May 15 for a series of European engagements which will run up to December. . . . **BRANDINO**, kid magician with Owen Bennett's *We're Got Everything*, was a visitor at the magic desk during the show's engagement at the Bialto, Cincinnati, early last week. He does a sweet little turn. . . . **R. A. NELSON**, of the Nelson Enterprises, Columbus, O., messed up in a minor auto accident a month ago, is back in there pitching after being practically off his feet for several weeks. . . . **OTIS MANNING** is in his third week of an indefinite engagement in the Blue Grass Room of the Brown Hotel, Louisville. He moves from there to the Windy City, L. L. Ireland, Chi magic dealer, has just released a new mental test known as *Jo-Ei*, of which Manning is the author. . . . **BILL BAIRD**, after a lengthy stay at the Bismarck Hotel, Chicago, has switched his activities to the Cocktail Grill of Webster Hall, Detroit. . . . **WILFRED BECKMAN**, Montreal magish, has just concluded a six-day stand at the Sherwood Hotel, Burlington, Vt. . . . **MAURICE**, formerly billed as Prof. Nickola, hypnotist, is now presenting a mental turn with a sex angle in Cincinnati neighborhood houses. He was a magic desk visitor early last week. . . . **CHARLES N. SMITH** is the new prez of the Seattle Magic Ring. Other officers chosen at the recent meeting include Harry Miller, vice-president; W. L. Stroud, secretary; E. E. Wicker, treasurer, and R. E. Swanson, sergeant-at-arms. . . . **MAL LIPPINCOTT**, magician, current this week at the police indoor circus and expo in Danville, Va., has just finished 30 one-night stands in the Great Smoky Mountains thru North Carolina and Tennessee. . . . **ZUDELLA**, mentalist, piloted by George L. J. Cole, is working as a theater attraction in Iowa with Robert Wadlow, world's tallest man. . . . **SYL REILLY**, Columbus, O., magic and mental trixter, recently did his mental turn in the Pen and Pencil Club show in that city. He found it no picnic holding down a spot following the models a la natural. . . . **CHARLES MILLER**, of Toledo, is launching a new ghost-show attraction. Louise Shiebold (formerly Mrs. Greystocke) will have the advance.

JACK GWYNNE and Company opened April 7 in the Empire Room of the Palmer House, Chicago, for four weeks with options, with Cincinnati slated as the next stop. . . . **N. P. PATTON** (Selwyn the Magician) typewrites to let us know



NEWER FUNNIER Minstrels

America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wig, Bones, Tambourines—everything to get his head down into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
203 N. Wabash Ave.
Dept. 150, Chicago, Ill.

WANTED

ELMER MORRIS

You have been recommended to me. Have job for you and soon. Answer by wire

CHARLEY MEADE

1304 Carew Tower Bldg., Cincinnati, O.

that "magic is still alive in South Carolina. We have seen several magi in the Palmetto State this season," writes Patton, "and business has been good for all. Birch show played more than two weeks in the State's best towns and drew capacity audiences. We had the pleasure of seeing the Birch performance. Act is tops and leaves the customers in love with the art of magic." . . . **GEORGE AND MADELINE MARQUIS** postal from Deadwood; S. D., en route to the Coast: "Wild Bill Hickok got here first, but we're doing all right." . . . **CARLTON SHARPE**, wizard of the pasteboards, informs from Houston that he has given up night club work to make Texas towns with his own magic unit, featuring card work. . . . **PAUL STADELMAN** (Sandu), magician and vent artist, introduced his dummy, Windy Higgins, to the 25,000 people who took in the recent Maury County Mule Day at Columbia, Tenn. Stadelman shoots us a clipping telling of a Lancaster (Pa.) lad who swallowed a "vent gadget." "What'nell is a vent gadget?" asks Paul. . . . **WOMEN'S COMMITTEE** of the W. W. Durbin Ring No. 71, IBM, staged a magic show in the Italian Room of the Hotel Gibson, Cincinnati, Friday night, April 1, the proceeds going toward the fund to entertain the femme visitors to the IBM conclave in Cincinnati in June. Harold Rice emceed the show in which the following participated: Walter Labermaier, Jesse Berner, Roy Galloway, Frank Schopfer Jr., John Snyder Jr., Charles Brooks, Benny Binderman and E. L. Dedson. . . . **GEORGE C. W. NEWMANN**, Minneapolis mystifier, is readying his tent outfit for an early spring opening. He has added new talking picture equipment and films for the forthcoming tour. . . . **JOSEPH MERCEDES** and wife, Helene Stantone, who for many years toured the major circuits here and abroad with their mental turn, are now on a good-will tour for the Heart o' the Lakes Association, of Rhineland, Wis., of which Joe is president. They are traveling in a de luxe trailer modeled as a log cabin, advertising Wisconsin as a summer resort. Joe and Helene recently stopped off in Marshalltown, Ia., for a visit with T. Nelson Downs, "King of Coins." Latter is reported to be recovering from a long siege of illness.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Pughe Derbyshow Nearing Wind-Up

BOSSIER CITY, La., April 9.—George W. Pughe's Derbyshow, which got under way here five weeks ago, has 12 teams and two solos still in the running. The "zombie march" is now on, with the speed sprints slated to start soon.

The Pughe contest, sponsored by the local Lions Club, is being held under a circus top with accommodations for 5,100 people. Since the second week the average nightly attendance has been around the 3,500 mark. Emcees Itajah Bergman, Dud Nelson, Archie Gayer and Jimmie Bittner continue to keep the crowd entertained, amused and keyed to a high pitch.

Manager Pughe has been playing host to the members of the Hennies Bros. Shows since the opening and the carnival company is represented each night with some 100 showfolks. On Monday night of last week a Carnival Night was staged, with Orville W. and Harry W. Hennies furnishing the acts for a special midnight jamboree which drew good attendance.

Among the teams still in the parade are such well-known names as Mary and Joe Rock, Rona Terry and Johnny Russo, Porky Jacobs and Kitty Ellis, Marge Perry and Bobby Bower, Lou Melahn and Blackie Latteen, Hilda Ludwig and Larry DeCorrado and Pat Lowery and Mickey Britton.

Ross Winds Up In Port Arthur

PORT ARTHUR, Tex., April 9.—Hal J. Ross' Port Arthur show closed last night after a run of 51 days, with Rella Finney and Joe Van Raam and Helen Tyne and Harry Hamby battling it out to the finish. Opal Ferdig and Joe McNulty

ROUTES

(Continued from page 16)

- Thornton, Bill: (Club Parrakeel) Uppet Darby, Pa., Pa.
Tinsley, Ted: (Parrish) Phila, Pa.
Toibest, Steve: (Black Cat), NYC, Pa.
Torney, Bob: (Dixie Grove) South Bend, Ind., Pa.
Tosze, Loren: (Club Joy) Lexington, Ky., Pa.
Tracy, Jack: (Chez Paree) New Orleans, La.
Tatro, Bill: (Bridgeway) Springfield, Mass., Pa.
Trent, Jack: (Colombo), Reno, Nev., Pa.
Tucker, Orrin: (Roosevelt) NYC, Pa.
Two Shades of Blue: (Mayflower), Akron, O., Pa.
- U**
- Ulrich, Roberto: (Lobby Cafe) Juarez, Mex., Pa.
- V**
- Van Gelder, Leon: (Old Algiers), NYC, Pa.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vanderhill, Arlie: (El Padel) Albuquerque, N. M., Pa.
Vardis, Eddie: (Bismarck), Chi, Pa.
Vell, Tubby: (Bruna) Chi, Pa.
Vernon, Joe: (Gray Wolf Tavern) Youngstown, O., Pa.
Versatiano: (Grier-Lincoln) Danville, Ill., Pa.
Voyten, Wale: (Coo Rouge) NYC, Pa.
Vorden, Vivian: (Twin Palms) San Antonio, Pa.
- W**
- Wade, Johnny: (Romance Inn) Angola, N. Y., Pa.
Wadkins, Jimmie: (Harlem Casino), Pittsburgh, Pa.
Walden, Herman: (Spinning Wheel) Kansas City, Mo., Pa.
Waldron, Bob: (Murray's Woonder Bar), New Market, N. J., Pa.
Wallace, Anne: (Coois) Glavia, N. M., Pa.
Apr. 13, Pa.
Walsh, Jimmy: (Sweet's Oakland) Calif., Pa.
Warren, Harry: (Stacy-Trent) Trenton, Pa.
Waskins, Sammy: (Hollenden Vogue Room) Cleveland, Pa.
Wick, Lawrence: (Wm. Penn) Pittsburgh, Pa.
Weldon: (Armado's) NYC, Pa.
Weiner, Michael: (Old Roumanian) NYC, Pa.
Weiser, Leo: (Michigan Tavern) Niles, Mich., Pa.
- X**
- White, Bob: (Moetsch), Meadclair, N. J., Pa.
Whitely, Palmer: (Baker) St. Charles, Ill., Pa.
Wilde, Sam: (Roosevelt) New Orleans, Pa.
Williams, Pers: (Rosebud), Brooklyn, Pa.
Williams, Claiborne: (Cedar Grove) Baton Rouge, La., Pa.
Williams, Joe: (Mark Twain) Hannibal, Mo., Pa.
Woodfield, Harry: (Embassy), Canton, O., Pa.
Woods, Howard: (Laurel-in-the-Pines) Lakewood, N. J., Pa.
Worth, Ray: (Geez Ami) Buffalo, Pa.
- Y**
- Young, Glen: (Showboat) St. Louis, Pa.
- Z**
- Ziemer, Cy: (Edgewater) Lafayette, La., Pa.
Zoehler, Carl: (Paddock) Louisville, Pa.
Zello, Leo: (Franklin) Phila, Pa.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

GOODYEAR PRIARS, Akron, O., will present their 1938 minstrel revue at Goodyear Theater there May 14. Rehearsals are in progress under the direction of Russ Hankins. Cast will number 75, including several standard vaude turns.

HARRY FREEMAN, veteran of the Al G. Field Minstrels, has been engaged to emcee the Saturday night variety bills at the Main Theater, Columbus, O. He was a featured tenor soloist with the Field show for several seasons.

"DO YOU REMEMBER," queries Prof. Walter Brown Leonard, "when Sig Sautele and Milt Boyer took out the Boyd Minstrels and Sig headed the 11:45? When Hi Henry headed his parade with one of the first benzine buggies, and the terrible smell it emitted? When Billy Cleveland managed the McNish, Johnson & Slavin Minstrels, which rehearsed and opened in Erie, Pa.? When Jack Haverly died in Salt Lake City and George D. Pyper, local theater manager, raised \$1,000 to defray funeral expenses? When Carroll Johnson did a single in vaudeville depicting the evolution of minstrelsy?"

"NOTED JOHN S. FOX'S article saying he is tired of Tint and Meachum and revealing the fact is called a dramatic minstrel and that he has purchased two cans of cork," postcards Al Tint from the Windy City. "Anybody can buy cork," opines Al, but how funny are you behind the cork? Anyone can buy a sphiron, but to know how to blow it is another thing."

DAN HOLT, who trouped with the old Al G. Field Minstrels for many years, will take over the duties of custodian of the municipal auditorium, Macon, Ga., April 16. Dan returned recently to Macon from Alabama, where he had been managing a hotel.

HAL J. ROSS
ANNOUNCES THE OPENING OF HIS 50TH SUCCESSFUL EUROPEAN TYPE
WALKASHOW
OPENS
THURSDAY, APRIL 21st
CORPUS CHRISTI, TEX.

"WHERE TEXAS MEETS THE SEA"

Corpus Christi is one of the most beautiful summer resorts in the South, with a population of 60,000 people and a big tourist population. Its 33 oil fields, producing 100,000 barrels of oil per day, make it one of the most prosperous cities in the U. S. A. The city has increased 60% in the last 5 years.

ENTERTAINING CONTESTANTS
Write Air Mail, Special Delivery letters. Can use Ten Good Couples also Ten Good Comedians, Pee Wee Collins, Bob Turner, Mickey Britton, Porky Jacobs if you are not in a show at the present time write me at once.

HAL J. ROSS
Breakers Hotel, Corpus Christi, Tex.

LEINEN & SHELDON'S
WALKATHON
OPENS APRIL 28, EXPOSITION PARK
AURORA, ILL.

WANT M. Co., Contestants and Help in all branches. Write. No collect telegrams. List Call.

EXPOSITION PARK HOTEL, Aurora, Ill.

DANCERS--LAST CALL
RAY "POP" DUNLAP
Announces opening of his first Walkathon (2 others follow), Savannah, Ga., April 21. Virgin spot. \$2,000 prize money. Wire or write
RAY (POP) DUNLAP, Savannah Hotel, Savannah, Ga.

The Final Curtain

ALDRICH—Everett, 55, for the past 15 years doorman at various Pay theaters in Providence, April 2 in that city following an illness of several months. Years ago he worked in the ticket wagon of the Pawnee Bill Show and also appeared with the Buffington Stock Company. Aldrich appeared with the Modern Stock Company, Providence, in 1928 and 1929 and during his career appeared with various tab shows. Survived by his widow and mother.

BOYLE—Mrs. Verna Melville, 46, well known to the outdoor show world as one of the Melville Sisters and wife of John W. Boyle, formerly connected with Elmer and Curtis Velare and for the past 12 years identified with Columbia Pictures Corp., Hollywood, March 14 at her home in that city of pneumonia. She was a native of Ohio and had resided in Hollywood for the past 19 years. Survived by her husband; three sisters, Mrs. J. George Roy, Mrs. Alice Melville Strout and Mrs. Kittie Smith, Alliance, O., and a brother, Bert, Miami. Services and burial in Hollywood Cemetery, Hollywood.

BRETH—Edward, 66, old-time circus acrobat and billposter, April 6 at his home in Chillicothe, O. Survived by his widow; two sisters, Mrs. William McKinney, Chillicothe, and Mrs. William Bodenstein, Herkimer, N. Y., and two brothers, Henry C. and Otto F., both of Chillicothe. Services April 7.

BUTLER—Mrs. Adèle Belgrado, 71, former actress and mother of David Butler, director, at her home in Hollywood March 30. She was the leading woman of the Alcazar Stock Company for many years and the widow of the late Fred J. Butler, former proprietor of the Belasco Theater, Hollywood. Mrs. Butler has lived in Hollywood for many years and was a member of the Dominice Club. Interment in Forest Lawn Cemetery, that city.

CALDWELL—Shepherd Bell, 63, veteran carnival concessioner, April 5 in Pulaski, Tenn. He was born in Somerset, Ky., and trouped with circuses years ago. During his career Caldwell toured with the Blue Ribbon, World of Birth and Gold Medal Shows. In 1937 he was concessioner with the J. F. Sparks Shows and was again connected with that organization this year. Prior to 1937 Caldwell spent 10 years with the J. J. Page Shows. He was a member of Lodge No. 641, F. and A. M., Cincinnati. Services April 6 in Pulaski. Body was sent to Somerset for burial and Masonic rites.

CAREW—James, 62, for 40 years a prominent actor and third husband of the late Dame Ellen Terry, April 4 in London. Born in Goshen, Ind., he was first seen on the stage of the Irving Theater, Chicago, in 1897, in *Dawson and Pyrrhus*. In 1905 Carew went to England to appear in *Her Own Way* and remained two years. Returning in 1907, the year he married Miss Terry, he appeared in *Captain Brassbound's Conversion* and *The Good Hope*. Later he was seen here and abroad in *Madame X*, *Where the Rainbow Ends*, *The Jew*, *Savtri*, *Treasure Island*, *The Apple Cart*, *Appearances*, *Snooky Cell*, *Doctor Pygmalion*, *Never Come Back*, *Lady of Quality*, *The Climbers*, *Sweet Kitty Belairs* and *Two Little Sailor Boys*. In 1915 he made his film debut with the Pathe Co. Carew, as Alexander, and Billy Bennett, as Mose, created the radio sketch *Alexander and Mose*, presented to London audiences in Negro dialect in 1931. Act later played English variety theaters. He retired in 1936.

CATES—Jack, 57, showman, known professionally as Tulsa Jack for 20 years, March 31 in St. Paul of a cerebral hemorrhage. Survived by his mother and a brother, Robert. Body was sent to Tulsa, Okla., for services and burial.

CHAQUETTE—Emile, 44, violinist and orchestra leader in Kansas City, Mo., for more than 20 years, April 3 at his home in that city of diabetes. At the time of his death Chaquette was leader of the orchestra at Chaquette Tavern, Kansas City. He started his musical career by playing mandolin duets with a brother, the late Neely C. Chaquette, and later was featured in the early days of Station WDAF, Kansas City. He was a member of Musicians' Local No. 34. Survived by the widow, Mrs. Emma Chaquette; a daughter, Dorothy Chaquette, Chicago radio singer and announcer, formerly with KXBY, Kansas City, and his mother, Mrs. Carrie Chaquette, Kansas City. Services April 6 and burial in Forest Hill Cemetery, Kansas City.

DAVIES—Reline, former New York stage actress and sister of Marlon Davies, film actress, April 3 at her home in Beverly Hills, Calif., after a two weeks' illness. For a number of years she appeared in vaudeville and later was seen

in *The Girl Resister* and *Canary Cottage*, musical comedies. Miss Davies was the former wife of George W. Lederer, New York producer, retiring from the stage, she became a screen writers' representative and in recent years was a newspaper columnist. Survived by a son, Charles Lederer, film writer, and three sisters, Marion, Ethel and Rose Davies.

DENNISON—Hubert A., 77, singer, designer, artist and illustrator of Watertown, Mass., in Boston April 7. For the past 50 years he was a member of the Apollo Club, Boston, and was active in musical circles, being a member of the old Tremont Glee Club and Weber Quartet. Survived by widow and two sons. Burial in Boston April 10.

DUDLEY—Charles Edwin, 83, retired actor of the legitimate stage, April 1 in St. Luke's Hospital, New Bedford, Mass., as reported in *The Billboard* last week. Dudley, who made his first stage appearance at the age of 20 in *Uncle Tom's Cabin* and continued his theatrical career for 80 years, played with such noted personages of the stage as William Gillette, Joseph Kilgore, Emmett Corrigan, Ann Sutherland, Henrietta Crossman and Ida Adair, mother of John Gilbert. His widow, Jeanne C. Gastonguay, known to the stage as Jeanette Cass, appeared with him in theatrical productions for 22 years. Their last play together was *George Bernard Shaw's Arms and the Man*, in which they toured in 1926. He also appeared in *Way Down East* from 1920 to 1922 and in *Unraptured Child* in 1924. Two sisters, Mrs. Charles A. Gifford, New Bedford, and Mrs. Walter C. Macy, South Dartmouth, Mass., also survive.

DUNN—John J., 32, featured comedian and emcee with *Hollywood Vaudeville*, April 2 in Bluefield (W. Va.) hospital of pneumonia. For the past five years he appeared with *Hollywood Review* and the *Hollywood Holiday* unit. Dunn broke into vaudeville with C. E. Maddock and Fanchon & Marco productions and also appeared with Lucille Page and Mabel Todd. During his career he was seen in films and with Frank Fay, Paul Whitehead and Paul Ash. At one time he was heard on *Morey Amsterdam's Night Club of the Air* over NBC. Survived by a sister, Mrs. Jack Kearns, Binghamton, N. Y. Body was sent to Binghamton for services and burial.

EDWARDS—Irving, 36, vaudevillian, April 4 at his home in Elmhurst, L. I., of a heart ailment. His real name was Irving Grasso. He had spent 22 years on the stage as comedian and emcee and also appeared with Marie Dressler in *Tillie's Nightmare*, Earl Carroll's *Vaudeville* of 1928 and with Anatole Friedland's *20th Century Revue*. On April 16 he was to have married Renee La Marr, of the La Marr Trio. Services April 8 in Elmhurst, L. I., and burial in Gate of Heaven Cemetery, Mt. Kisco, N. Y. He was a former member of the Priests' Club and is survived by his mother, Mrs. Angela Grasso; three brothers, William, Edward and Elmer, and two sisters, Mrs. Louise Williams and Mrs. Gloria Stevenson.

HEISER—George, 83, veteran showman and one of the originators of the Columbia Burlesque Circuit, at his home in Cleveland April 5 after an illness of several weeks. Born in Brooklyn, he started on the stage at the age of 20 with his brother, Fred. Fred Heiser was Fred Irwin of burlesque fame. The brothers made the rounds of the cities in music halls and variety, then purchased a circus which they operated under name of Irwin Brothers. The circus sold, the two were instrumental in forming the Columbia Wheel. Fifteen years ago Heiser went to Cleveland and took over the refreshment concession at Puritas Springs Park. With advanced years he suffered from heart disease, which caused his death. Survived by two sons, Charles and Jacob; a daughter, Margaret, and a stepdaughter, Ruth Robbins. Serv-

ices April 7, with interment in Alger Cemetery, Cleveland.

HENSHAW—Roger, 42, film writer and former director, April 3 at his home in Los Angeles of carbon monoxide poisoning.

HENSHAW—Dale, actress, April 3 at her home in Los Angeles of carbon monoxide poisoning.

HOLLIDAY—Blanche Higgins, 27, wife of Charles Holliday, connected with the World of Mirth Shows and formerly identified with the Royal American and J. L. Landes shows, March 19 in a McPherson, Kan., hospital from injuries sustained in an automobile accident. Survived by her husband, mother, two brothers and a sister. Burial in Greenwood Cemetery, Newton, Kan.

HOWARD—Harry, 65, showman, March 21 at his home in Dyersburg, Tenn. Survived by his widow, Mrs. Kathleen Howard. Services and burial in Halls, Tenn.

HURT—Dillon (Peanuts), 46, veteran cookhouse operator, since 1933 connected with the Royal American Shows, recently in Cook Hospital, Tampa, Fla., after a long illness. He operated cookhouses with Dodson's World's Fair, D. D. Murphy and Con T. Kennedy shows during his 22-year career. Survived by his widow, Mrs. Kittie Hurt. Services, held in Tampa, were attended by many show-folk, and body, accompanied by Mrs. Hurt, was sent to Lamar, Mo., for final rites and burial.

KORPE—Warner W., 40, veteran musician, April 1 in Berkeley, Calif., from injuries sustained when his automobile left the road.

LEE—Jane, of the team of Lit and Lee, night club entertainers, April 4 in Baltimore. She recently appeared at Club Rival, that city.

LEWIS—E. S., 60, former secretary of Crawford County Fair, Bucyrus, O., April 5 in that city after an illness of several months. In recent years he was secretary of Ohio Outdoor Advertising Co. and head of the Lewis Poster Service, Bucyrus. Survived by his widow. Services and burial in Bucyrus.

LONG—Robert W., 40, actor, April 1 in New York after a short illness. He had played for many years for the Shuberts in *What Price Glory?*, *Swing Your Lady*, *The Student Prince* and *The Fool* and also appeared with Irene Dunne in *Blossom Time*. Services from Cook's Funeral Home, New York, and interment in Actors' Cemetery (Evergreen), Brooklyn. Survived by his widow, Catherine, and his mother, Mrs. Gertrude Long.

MELVILLE—Frederick, 63, stage producer, manager, playwright and lessee of the Lyceum Theater, London, known as England's home of melodrama, April 5 in Shoreham, Sussex, England, of a heart attack. His brothers, Andrew and Walter, died within the past year. Like his brother Walter, Frederick began his career as office boy for his father, who managed the Grand Theater, Birmingham, England. Both sons became actors in later years. In 1909 the brothers took over the management of the Lyceum and it subsequently became the scene of triumphs for some of Britain's greatest stage people. Many of Frederick's plays were written and produced before the World War and included *Her Forbidden Marriage*, *The Monk and the Woman*, *Married to the Wrong Man*, *The Beast and the Beauty* and *The Sad Girl of the Family*. In 1911 the brothers built the New Prince's Theater, London.

MONAGHAN—E. J. (Eddie), 59, veteran Omaha theater manager, April 4 in an Omaha hospital following seven weeks' illness. He began his career with the Creighton Theater, Omaha, in 1897. In his 16 years at Boyd Theater he worked his way up from usher to manager, and for the past 12 years was associated with Ralph Goldberg in managing the Avenue and Arbor theaters. His widow survives. Burial in Holy Sepulchre Cemetery, Omaha.

MOORE—Elizabeth Pelham, 69, actress, April 3 in New York after a long illness. Known for many years on the stage as June Burbank, she retired following her marriage to Albert Moore in 1908. Prior to that time she appeared in *Tarot American Beauties* and with Mrs. Leslie Carter in *Zaza*. Survived by a brother, Captain E. M. Pelham, Alhambra, Fla.

MURNEY—Raymond C., 71, manager of the new Bond Theater, Cincinnati, April 3 at his home in Cincinnati after an illness of two weeks. Born in Chicago, Murney went to Cincinnati 22 years ago to manage Giffis Theater, later taking over the management of Highland Theater, Fort Thomas, Ky. Survived by his widow and mother. Services April 6 and burial in Spring Grove Cemetery, Cincinnati.

ROCKWELL—Clara Davenport, dramatic actress, recently in St. Louis. She was the wife of the late J. C. Rockwell and for many years directed her husband's company, Rockwell's Sunny South Productions.

STIEGLER—William G., 57, for many years dramatic critic for the *Cincinnati Times-Star*, April 6 in Good Samaritan Hospital, Cincinnati, of a cerebral hemorrhage. He had been in poor health for a year. A graduate of University of Cincinnati, Stiegler spent 35 years in the newspaper business, beginning his career with the old *Cincinnati Commercial Tribune* in 1903. In 1907 he joined the staff of *The Cincinnati Post* and, except for a brief interval in 1912 and 1913, when he was secretary to Mayor Henry T. Hunt, remained with *The Post* until 1919, when he began work for *The Times-Star*. For a time Stiegler served that paper as legislative correspondent in Columbus, O. Upon his return to Cincinnati he was made dramatic editor and served in that capacity until death. Survived by an aunt, Mrs. Ella Voight, with whom he had made his home. Services April 8 and burial in Spring Grove Cemetery, Cincinnati.

TAYLOR—Colin Campbell, 74, retired actor, director and playwright, March 31 at his home in Santa Monica, Calif., of pneumonia. He began his career before he was 15 years old and was well known on the stage in the '70s and '80s. Campbell wrote more than 100 plays, most famous of which was *Hello, Bill*, staged for the first time in Minneapolis in 1890 at the Elks' convention and which is said to have been the origin of the popular greeting of the Elks.

THOMAS—John Henry, 69, former operatic tenor, April 5 at his home in East Orange, N. J., after a short illness. Born in Cardigan, Wales, Thomas launched an opera career at the age of 15, appearing with the San Carlo Opera Company in London and subsequently with the Tivoli Opera Company in San Francisco. When 20 he returned to England and gave a command performance for Queen Victoria. Until the age of 29 he sang leading roles with the Chicago Opera Co. In 1901 he gave up his opera career and entered business.

VOGEL—Mrs. Louis, 59, wife of Louis Vogel, owner and manager of Natatorium Amusement Park, Spokane, Wash., April 3 at her home in that city. She had been ill five years. She was born in Brooklyn and was the daughter of Charles Looff, Merry-Go-Round manufacturer. Survived by husband; two sons, Harold, Los Angeles, and Lloyd, assistant manager of the park; a sister, Mrs. Charles A. Stmons, Riverside, R. I., and a brother, Arthur Looff, Long Beach, Calif. Burial in Fairmount Cemetery, Spokane.

WADINOFF—Emil, 39, character actor and night club entertainer, suddenly April 5 at his hotel in Washington.

WHITMAN—Herman, 41, manager of the Earle Theater, Philadelphia, April 4 in Sylvania Hotel, that city, of a cerebral hemorrhage. He had been ill only two weeks, following a collapse at the theater. Widely known and beloved by friends and associates, Whitman was manager of Radio City Music Hall, Palace Theater, New York, and the Grempoint and Albee theaters, Brooklyn, before going to Philadelphia for Warner Bros. three years ago. Prior to that he was a division manager for RKO for 15 years. Services April 6 from Park Memorial Funeral Parlors, Brooklyn. Survived by his mother, five brothers and two sisters.

Marriages

HOLCOMB-PARKE—Homer Holcomb, rodeo clown, and Janet Parke, nonpro, in Ogden, Utah, April 2.

HUBER-BARCLAY—Henry Huber, manager, (See MARRIAGES on page 70)

In Loving Memory of Our Dear Husband and Father

CHARLES C. FOLTZ

Who Passed Away One Year Ago April 12, 1937.

Our loved one is sleeping so free from all pain,
Oh wake him not, sweet spirit, to suffer again.
He slumbers so soundly, oh let him sleep on,
His sickness is ended, his troubles are gone.
Just think how he suffered and moaned with pain
In the long night hours—we soothed him in vain,
Till God in His Mercy sent down from above
An Angel that whispered a message of love.

MRS. CHARLES C. FOLTZ AND FAMILY.

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, no. Abbott Dancers (Palace) Chi, t. Adams, Don (International Casino) NYC, no. Adrian, Jill (Philadelphia) Phila, no. Adrian, Iris (Leon & Eddie's) NYC, no. Alan & Anise (Cotton Club) NYC, no. Alexander, Toddy (1-11 Club) NYC, no. Alexander & Sandra (Rosa State) NYC, t. Alvi, Celeste (Bob Taborin) NYC, no. Alvarez, Pansio (El Chico) NYC, no. Amato, Don (11-11) Chi, no. Ambrose, Oella (Greenwich Village Nat) NYC, no. Andrews, Ruth & Billy (Gibson) Cincinnati, h. Arslan, Soopy & Elizabeth (International Casino) NYC, no. Athos, Percy, Pauline (Dorchester) London, h. Audson & Kilpatrick (Village Brewery) NYC, no.

B

Bader, Gene (Long Island Hofbrauhaus) Flushing, N. Y., no. Baines, Pearl (Kit Kat) NYC, no. Bailey, Mildred (Commadore) NYC, h. Bailey Sisters (Roosevelt) NYC, h. Baker, Belle (Walton) Phila, h. Baker, Bonnie (Roosevelt) NYC, h. Baldwin & Bristol (Bess) Casper, Wyo., t. Ballard & Rae (Becher Club) Pittsburgh, no. Banna, Sade (Old Romanian) NYC, re. Barrell, Ethel (Hend Box, Kenmore) Albany, N. Y., h. Bass & Hickson (Chateau Moderne) NYC, no. Bass, Paul (Chateau Moderne) NYC, no. Bates, Peg-Leg (Cotton) NYC, no. Bates, Lady (Billy Rose's Casa Manana) NYC, no. Beauvel & Tova (Ambassador) NYC, h. Becker, Denny (Grey Wolf Tavern) Sharon, Pa., no. Bell & Grey (Miller) Albany, N. Y., h. Bell, Joan & Jerry (Nut Club) New Orleans, La., no. Belts Hawaiian Polles (HKO Mainstreet) Kansas City, Mo., 14 (Piana, Great Bell, Kan., 15-16; Sherman) Goodland 17-18, t. Bennett, Ethel (Old Romanian) NYC, no. Benn, Ben; Russellville, Ky. Bergen, Edgar, & Charlie McCarthy (Ambassador) Hollywood, no. Berk, Bruce (Houmanian Village) NYC, no. Bernhardt, Bobbie Jeanne, & Co. (Palomar) Los Angeles, no. Bernis, Al (Ches Parer) Chi, no. Bestner, Frank & Jerry White (Radio Franks) NYC, no. Biglow & Lee (Chateau Moderne) NYC, no. Billetti Troupe (Marine Circus) Indianapolis, Ind. Bina Girls (Memorial) Boston, t. Birch, Magellan; Smithport, Pa., 14; (Main Street) Galien 18, t. Bird, Dan; (Russian) Ketchikan NYC, re. Bishop, Freddie (Radio Franks) NYC, no. Blanche & Elliott (Monte Carlo) NYC, no. Blue, Thel, Notes (Edison) NYC, h. Boehmer, Carl & Lessee (El. Royal) Montclair, N. J., 2-15. Bogart, Arthur (Arcola Inn) Arcola, N. J., 2-15. Borg, Inez (Jimmy Kelly's Village Rendezvous) NYC, no. Bower & Ravel (Grosvenor House) London, h. Bowles, Major; Collegiate Revue (Palace) Cleveland, t. Bowers, Major, Jamboree (Stanley) Pittsburgh, t. Brandt, Eddie (New Yorker) NYC, h. Brand, Harry (Cavalier) NYC, no. Brand, Charles (Black Cat) NYC, no. Brodillard, Francois (Greenwich Village Nat) NYC, no. Brown, Botwell Girls (Cavalier) NYC, no. Bruce, Carol (New Yorker) NYC, h. Bruck & Bessie (Herald) NYC, no. Burdand, Margot (Castholm) NYC, re. Burns, Teddy, & Pat (Radio Franks) NYC, no. Burns, Jimmy (Radio Franks) NYC, no. Burns, Moriarty & Dell (Michigan) Detroit, t. Burton, Effie (Club Akant) Chi, no.

C

Calgary Bros. (International Casino) NYC, no. California Yule Puppets (College Inn) Chi, no. Calloway, Cab, & Orch. (Earle) Washington, D. C., t. Camps (Palace) Chi, t. Campus Scamps (Edison) NYC, h. Cardillo & Neri (El Chico) NYC, no. Caspo, Joey (Village Casino) NYC, no. Cassion & Juliette (Shorsham) Washington, D. C., h. Carlos & Carito (Havana-Madrid) NYC, no. Carney, Alan (Paradise) NYC, re. Carot, Nita (Buffalo) Buffalo, t. Carr, Billy (800 Club) Chi, no. Carroll & Kane (Troveville) NYC, t. Carroll, Janet (Memorial) Boston, t. Carroll, James (Berlotti's) NYC, re. Carroll & Brooks (Pied Piper) London, h. Carter & Schaub (Jimmy Kelly's) NYC, no. Carter, Frank, & Arthur Bowie (Billy Rose's Casa Manana) NYC, no. Cassandra (White) NYC, h. Castillo, Carmen (Waldorf-Astoria) NYC, h. Chastelain (Kit Kat) NYC, no. Chester, Irlie (Little Old New York) NYC, no. Chinese Polles (Riverside) Milwaukee, t. Chocolaters (Cotton Club) NYC, no. Clark & Hanna Sisters (Earle) Washington, D. C., no. Clark & Dunn (Barrel of Fun) NYC, no. Clavel, Joe V. (St. George's) Brooklyn, N. Y., h. Cobey, Lew (White) NYC, h. Cole, Kid (Jama of France) NYC, re. Cole, Joyce (St. Regis) NYC, h. Collins, Eddie (Rhineand Gardens) Armonk, N. Y., no.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. 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; n-night club; p-amusement park; re-road house; r-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Condon Bros. (Earle) Phila, t. Conzolo & Melba (Stratos) Chi, h. Constant, Connie (International Casino) NYC, no. Cook, Aileen (Greenwich Village Casino) NYC, no. Cooper, John (Kit Kat) NYC, no. Cooper, Jackie (Stanley) Pittsburgh, t. Cortello, George, & Hollywood Musics (Pan-lages) Birmingham, Ala., 15-17; (RKO) Boston 21-23, t. Cortes, Arturo (Lindler's Gaucho) NYC, no. Coster, Rosita (Lennox) Wilkes-Barre, Pa., no. Cotter, Tanya (Avalon Club) La Fayette, Ind., no. Corvino & Ardella (German House) Chi, re. Covara, Nice (Edison) NYC, h. Coy, Johnny (Paradise) NYC, re. Crane, Thurston (Belmont-Plaza) NYC, h.

D

D'Arcy, Jean (McAlpin) NYC, h. D'Artega (Buffalo) Buffalo, t. Dagnart, Bert (Howdy) NYC, no. Dale, Marjory (Le Mirage) NYC, no. Dalton, Jackie & Three Serenaders (Colost-mora) Chi, no. Dantela, Jean (Plantation) NYC, no. Dantela, Marlon (Paramount) NYC, t. Dantela, Putney (Parance) NYC, no. Darr, Virginia (Half Moon) Coney Island, N. Y., h. Davis, Diane (Walton) Phila, h. Darlton, Jean (Swing) NYC, no. Datsko, Yasha (Russian Art) NYC, t. Davis-Davis (Harlem Casino) Pittsburgh, no. Davis, Benny, & Star Dust Revue (Orph.) Memphis, t. Dawn & Darlow (Royale Frolics) Chi, no. Dawn, Alice (Beverly Hills) Newport, Ky., no. Dawn, Dolly (Tati) NYC, h. DeCosta, Vincent (Place Elegante) NYC, no. De La Grange, Chrysis (International Casino) NYC, no. DePron, Louis (Memorial) Boston, t. DeRonda & Barry (Royal York) Toronto, h. DeVant, Burton (Leon & Eddie's) NYC, no. Deane, Laura (Berlotti's) NYC, re. Del Rio, Anita (Troadero) NYC, no.

Finch, Bob (Paramount) Newark, N. J., t. Flawton, Constance (Walton) Phila, h. Flying Whirls (Village Barn) NYC, no. Fong, Joe (Southwestern Expo & Fat Stock Show) Ft. Worth, Tex., a. Foote, Herbert (Edgewater Beach Hotel) Chi, h. Forde, Hal (Fifth Ave.) NYC, h. Fortez, Irene (808 Club) Chi, no. Fox, Dave (Butler's Eye Old Tap) NYC, c. Francis, Leo (Ches Parer) Indianapolis, Ind., no. Francis, Dixie (Ches Parer) Omaha, no. Francisco, Don (Mayflower) Akron, O., h. Frank, Eddie (Place Elegante) NYC, no. Frank & Freddy (Broadway Hofbrau) NYC, c. Frank, Walter (Broadway Hofbrau) NYC, c. Franklin, Murray (Zerk's) NYC, re. Fraser, John (Radio City Rainbow Grill) NYC, no. Frazee Sisters (Billy Rose's Casa Manana) NYC, no. Freed, Rhoda (Old Nash Tavern) NYC, c. Fuller, Howard, & Sister (McVana's Club) Buffalo, no. Furman, Ed (Hills Gay '90s) NYC, no. Furney, Frank (Peanut Grill) East Rochester, N. Y., no.

C

Gala, Eddie (Inwood) NYC, no. Gamble, Izee (Club Akant) Chi, no. Gardner, Guy & Eileen (Moonlight Gardens) Franklin, Mich., no. Garner, Nancy (Maxine) Brooklyn, no. Carr, Eddie (Palace) Chi, t. Gastons (Races) Omaha, no. Gates, Connie (New Yorker) NYC, h. Gault, Al (Mersey's New House) Pittsburgh, c. Gay Boy Revue (High Hat) Peoria, Ill., no. Gayle, Jackie (Rudy's) NYC, no. Gaynor, Marilyn (Barney Gallant's) NYC, no. Geonetti, Tony (Ches Ann) Buffalo, no. Georges & Nannette (Rio Rita Club) Mexico City, no. Gerrits, Paul (Chicago) Chi, t. Gibson, Virginia (El-Hat) Chi, no. Gilbert, Ethel (Bill's Gay '90s) NYC, no. Gilmore, Patricia (La Congo) NYC, no. Givens & Carol (Hollywood) Phila, no.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Diak & Diana (Herk) Kansas City, Mo., no. Dias & Nedra (Flamingo) Orlando, Fla., no. Dimitri & Helen Virgil (El Gaucho) NYC, no. Dimkina, Frank (Ringside) Ft. Worth, Tex., no. Diores (Le Mirage) NYC, no. Don & Doris (Marion Inn) Manass, Pa., no. Donahue, Walter (Park Central) NYC, h. Dowling, The (Governor Gilton) NYC, h. Downey, Morton (Billy Rose's Casa Manana) NYC, no. Draper, Paul (Piaza) NYC, h. Drayton, Charles (Lombardy) Bari NYC, re. Drayton Sisters & Jack (Greystone Club) Mansfield, O., no; (Food Shop) Post Wayne, Ind., 18-23. Dupont, Valerie (Village Casino) NYC, no. Duffy's, Kathryn, All-American Revue (South-western Expo, & Fat Stock Show) Ft. Worth, Tex., a. Durkin, Nellie (Cavalier) NYC, no. Dural (Oriental) Chi, t. Dwyer, Gertrude (Barrel of Fun) NYC, no.

E

Eberle, Bob (New Yorker) NYC, h. Egan, EIGHT (Radio Franks) NYC, no. Edle & Amy (Carlton Club) Pittsburgh, no. Edwards, Joan (Edison Royal) NYC, no. Edwards, Bobby (El-Hat) Chi, no. Eigna, Five (State) NYC, t. Elman, Lois (Kit Kat) NYC, h. Ellis, Lily (Long Island Hofbrauhaus) Flushing, N. Y., no. Emerson's, Tom, Mountaineers (Village Barn) NYC, no. Emsen & Norville (Roosevelt) New Orleans, h. Emsen, Theres (Village Nat Club) NYC, no. Emsen & Conway (Hatchlers Club) Pittsburgh, no.

F

Fagan, Jack "Nutsy" (1-11 Club) NYC, no. Fanchon & Fanchon (Colostomo's) Chi, no. Farrington, Red (Billmore) NYC, h. Fawn & Jordan (St. Moritz) NYC, h. Feeley, Mickey (Garbo) NYC, re. Felckamp, Emsen (Ritz-Carlton) NYC, h. Felicia & Delray (Alpine Village) Cleveland, no. Felix, Claire & Tonita (Ivan Frank's) NYC, a. Fellow, Happy, & Orch. (Earle) Phila, t. Ferguson, Bobby (Old Bar) Cincinnati, no. Ferrell, Ed (Caf & Pidge) Cincinnati, no. Fenwick & Cook (State-Lake) Chi, t. Fields, Jackie (Tap House) Elmsra, N. Y., c. Fine, Jack, Playgirls of 1938 (Colonial) Dayton, O. Fine, Harry (Box Bar) St. Louis, o. Finckel & Herbert (Black Cat) NYC, no. Fiske, Delight (Savoy-Paer) NYC, h. Fitzpatrick, James (Statler) Boston, h. Flash & Dash (Kit Kat) NYC, no.

Gydenkron, Ebb (Garbo) NYC, re. Goldfarb, Phil (Old Romanian) NYC, no. Gomez, Vicente (Havana-Madrid) NYC, no. Gonzales, August (McAlpin) NYC, h. Gooding, Gladys (Broadway Hofbrau) NYC, c. Goodman, Charles (Billmore) NYC, h. Got-Jane, Sonia (International Casino) NYC, no. Gould, George (Harlem Casino) Pittsburgh, no. Gramados, Anselon (El Chico) NYC, no. Grand, Gertrude (Edison) NYC, re. Gray, Jack (Park Lane) NYC, h. Gray, Hec Ho (Michigan) Detroit, t. Green, Al (Pioneer Nat) NYC, no. Green, Bennett (Barrel of Fun) NYC, no. Green, Harry (Old Nash Tavern) NYC, c. Gregory, Don (Rudy's) NYC, no. Grey, Margaret (Jimmy Kelly's) NYC, no. Gwynne, Jack (Palmer House) Chi, h. Gyldenkron, Baron Ebb (Garbo) NYC, re.

H

Haskon, Paul (Waldorf-Astoria) NYC, h. Hask, Teddy (Kit Kat) NYC, no. Hatt, Virginia (Chateau Moderne) NYC, no. Hall, Stan (Lennox) Wilkes-Barre, Pa., no. Hall, William (Roxy) NYC, t. Hammond, Earl P., Eskimo Troupe (Ice Peiltes of 1937) Atlantic City. Hansford, George, Family (Shrine Circus) Buffalo 18-23. Hanson, Joe, & Accordionists (Rudd's Beach) Schenectady, N. Y., no. Harris & Yvonne (Village Barn) NYC, no. Harrison, Spike (Gay '90s) NYC, no. Hart, Art (Old Hat) NYC, c. Hartman, Marie (Over Twist) NYC, no. Hartman, Paul & Grace (Dorchester) London, h. Harvards, Three (State-Lake) Chi, t. Haskell (808 Club) Chi, no. Hayes, Hec & How (Grandford) Boston, h. Hayward & Allen (Furnace) NYC, no. Hayworth, Seabee, Revue (Carolina) Burlington, N. C., 14; (Carolina) Asheville 15-16, t. Hazen, Ruth (Village Casino) NYC, no. Henning, Pat, & Co. (Tower) Kansas City, Mo., no. Hewitt & Neale (Gibson) Cincinnati, h. Heyman, Murray (The Oog House) NYC, re. Hickory Nuts, Three (Brau-Haus) Baldwin, L. L. N. Y., re. Hickory, Joe (Radio Franks) NYC, no. Hickman, Stanley (Palmer House) Chi, h. Higgins, Peter (Lookout House) Covington, Ky., no. Hightower, Phoebe (Little Old New York) NYC, no. Hilda & Herbert (Black Cat) NYC, no. Hibbard, Jack (Royale Frolics) Chi, no. Hoiland & Hard (Memorial) Boston, t. Holt, Billy (Half Moon) Coney Island, N. Y., h.

Honore & Gladice (Blue Moon) Milwaukee, no. Howard, Joseph (Hills Gay '90s) NYC, no. Howard, Eugene & Willie (Versailles) NYC, no. Howard & Daniels (Mamma's Chicken Parlor) NYC, no. Hoyradi, John (Over Firehouse) NYC, no. Hughes, Lyseth (Billmore) NYC, h.

Hunter, Julia (Harlem Casino) Pittsburgh, no. Ice Ballet (Boston) Boston. Jack & Jill (Kit Kat) NYC, no. Internationals (Jack Dempsey's Broadway Bar) NYC, no. International Ice Revue (Music Hall) Cincinnati 17-19.

Jackson, Jack (Dorchester) London, h. Jacqueline, Mignac (International Casino) NYC, no. Jakob, Anita (Royale Frolics) Chi, no. James, Hal (Shanghai Inn) Cincinnati, no. Janet of France (Janet of France) NYC, re. Jason, Jay (Blue Moon) Milwaukee, no. Jay & Turk (Ches Parer) Omaha, no. Jinky, Manny (Radio Franks) NYC, no. Johnson, Bill (Radio City Rainbow Grill) NYC, no. Johnston, Mae (Cotton) NYC, no. Jones, Ray (Queen Mary) NYC, re. Jost, Allan (State) NYC, no. Joyce Bros. & Dean (State-Lake) Chi, t.

K

Kamm, Professor (Le Mirage) NYC, no. Kane, Alben, & Boys (Monte Carlo Bar) Chi, h. Kai, Momi (Lexington) NYC, h. Kanakas, The Three (Mon Par) NYC, no. Karson, Marie (Wolferd) Danville, Ill., h. Kavanaugh, Stan (Billy Rose's Casa Manana) NYC, no. Kay, Johnny, & Playboys (Wagon Wheel) Houston, no. Keating, Fred (Walton) Phila, h. Keeney, Jane (Royal Palm) Miami, no. Kelly & Margie (Black Cat) NYC, no. Kelly, Pauline (Radio Franks) NYC, no. Kelso, Princess (Cat & Fiddle) Cincinnati, no. Keller Sisters (Silver Moon Bunk) Auburn, Ind., 13-14; (Shubman's Bunk) Pittsburgh 21-23. Kennedy, Ann (Cavalier) NYC, no. Kenney, Billy (Cortez) East Rock, Tex., h. Keyes & Ross (Sportsman's Show) Minneapolis 10-24. Karris (Michigan) Detroit, t. King, Dorothy (Palmer House) Chi, h. King, Four (Empire) NYC, h. Kinko (Cocktown Tavern) Detroit, c. Koberlitz Kids, 14 (Village Barn) NYC, no. Koppel, Teddy (Rudy's) NYC, no. Koster, Charles A. (Royal Alexandra) Toronto, O., Chi, t. Kough, Lisa (Radio Franks) NYC, no. Kramer, Leon (Zerk's) NYC, re.

L

LaMar, Frank (Peanut Grill) East Rochester, N. Y., no. LaMar, Barbara (Zimmerman's Budapest) NYC, re. LaMar, Henry (Gay '90s) NYC, no. LaMar, Seale (Hollywood) NYC, no. La Tempio (Co. (Colonial) Dayton, O., t. Lagell, Vincent (Bossert) Brooklyn, N. Y., h. Laible, Alfred (Riverside) Milwaukee, t. Lane, Kathleen (Lincoln) NYC, no. Lane, Mary (Jimmy Kelly's) NYC, no. Lane, Tree & Edwards (Vocal Club) Chi, no. Lane & Harper (Colonial) Dayton, O., t. Lang & Lee (Fairmount Club) Hull, Que., Can.; (Francis) Montreal 18-22, t. Laurie, Jack (Little Old New York) NYC, no. Law, Jackie (Cigarette Club) Atlantic City, no. Lawry, Terry (Royal Palm) Miami, no. Lawhurst, Vee (Essex House) NYC, h. Leah, Virginia; Richmond, Va.; Charlottesville 18-23. Let, Bob (Wivel) NYC, re. Let, Eric (La Merquise) NYC, no. Let, Donald (Shrine) Chi, h. Lee, Virginia (75 Club) Omaha, no. Leif, Lorraine (Billmore) NYC, h. Lengel, Maxie (Little Old New York) NYC, no. Leonard, Luke (Broadway Hofbrau) NYC, c. Leonard, Eddie (Shore Boat) Bronx, N. Y., no.

Leonce (International Casino) NYC, no. Leslie, Lee (Jimmy Kelly's) NYC, no. Lester & Imajane (Washington-Youree) Shreveport, La., h. Lewis, HCP (Cristal) NYC, no. Lewis, Ralph (Greenwich Village Nat) NYC, no. Lewis, Ted, Revue (Fox) St. Louis, t. Liberto & Owens (Paradise) NYC, re. Lissac, Frank & Co. (State) NYC, h. Lili, Bernice (Club Rival) Baltimore, no. Liffony, Leslie (American Music Hall) NYC, no. Little Sachs, Three (Berlotti's) NYC, re. Lloyd, Shirley (Pamona Door) NYC, no. Logan, Ella (Paradise) NYC, t. Lombardo, Guy, & Orch. (Paramount) NYC, t. Lonas, John (Variety Hall) Portland, Ore. Lorraine, June (18) NYC, no. Lons, Iltis & Stanley (Michigan) Detroit, t. Louy, Louis (No. Kenmore) Syracuse, N. Y., h. Loun, Ada (Old Romanian) NYC, no. Lubling, Tod, Co. (Michigan) Detroit 15-21; (Riverside) Milwaukee 22-28, t. Lytell, Jean (75 Club) Omaha, no.

M

McClelland, Reed (Weylin) NYC, h. McCoy, Bob (Billmore) NYC, h. McCoubren, Gene (1800 Club) Chi. McDermott, Bill (Trinon) Seattle, t. McDermott, Charles (El Tabarney) NYC, no. McKenzie, Red (Nick's Rendezvous) NYC, c. McLean, Ross (New Yorker) NYC, h. McMahon, Larry (Village Barn) NYC, no. McMillan Sisters, Pour (Paradise) NYC, no. McManara, Joe (Savoy-Paer) NYC, h. MacNishion, Virginia (Le Mirage) NYC, no. Macias, Manuel (Cocktown Tavern) Detroit, c. Madison, Rudy (Gay '90s) NYC, no. Madoff, Ed (Stork) Kansas City, Mo., no. Major, Hal (Piccadilly) Montreal, Can., no. Major, Colonel Jack (Oriental) Chi, t. Major, Earl (El-Hat) NYC, no. Malberg, Mickey (Little Old New York) NYC, no. Manish, Sid (Queen Mary) NYC, re. Mann, Peggy (Village Barn) NYC, no. Mann, George (Michigan) Detroit, t. Manners, Marjorie (Chi) no. Manning, Orls (Brown) Louisville, h. Manolita (Russian Art) NYC, re.

TRUNKS GOOD STRONG FIBER SAMPLE TRUNKS. Only \$6 Each, with Brass Locks, Keys. Size: 42x24x28", No. C. O. D. W.M. LESSER 517 W. Monroe Street, Chicago.

Manon, Sylvia, & Co. (Roxy) NYC, t.
 Mars, Vanda (St. Regis) NYC, h.
 Margo (Plantation) NYC, nc.
 Martin, Paul (Bradford) Boston, h.
 Martin, Esther (Little Old New York) NYC, nc.
 Maudie, Florida (Wivel) NYC, re.
 Marino, Leo (Trocadero) NYC, nc.
 Mark & Marquette (Club Chalfonte) Pinehurst, N. C., nc.
 Marie & Florin (St. Regis) NYC, h.
 Martin, Michael (Radio City Rainbow Grill) NYC, nc.
 Marquis, Three (La Marquette) NYC, nc.
 Marsh, Billy (Wagon Wheel) Houston, Tex., nc.
 Mason, Jack (Little Old New York) NYC, c.
 Massey, Tommy, & Joanna Miller (Ches Fountains) NYC, nc.
 Mathey, Nicholas (Russian Kretchma) NYC, re.
 Mathis, Bob (Mon Paris) NYC, nc.
 Maurice & Cordova (Palmer House) Chi, h.
 May, Hobby (International Casino) NYC, nc.
 Mayfield, Kathryn (Queen Mary) NYC, re.
 McLean, Lou (Madison) NYC, h.
 McLean, Bill (Hitz-Carlton) NYC, h.
 McNeidera (Victoria) NYC, h.
 Menden, George (McAlpin) NYC, h.
 Metcalf, Peggy (Queens Terrace) Woodside, L. I., nc.
 Michel, Michel (Russian Kretchma) NYC, re.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, Frank (Manoa Inn) Manoa, Pa., nc.
 Minute Men, Three (Lexington) NYC, h.
 Mirth & Mack (Drake) Chi, h.
 Mollie & Lemank (Lookout House) Covington, Ky., nc.
 Morduka & Michael (Rainbow Inn) NYC, re.
 Morrett, Adelaide (Ambassador) NYC, h.
 Monroe & Grant (Colonial) Dayton, O., t.
 Moore, Nena (Dimitri's Gaucho) NYC, nc.
 Most, Moll (St. Regis) NYC, h.
 Moore, Lela (State-Lake) Gd., t.
 Moore, Gail (Winnipeg Brewery) NYC, nc.
 Morales Bros. & Little Daisy (Elm Grove Palace) Kalamazoo, Mich., nc.
 Morgan, Stuart, Dancers (Billy Rose's Casa Manana) NYC, nc.
 Morgan, Grace (Radio Franks) NYC, nc.
 Morlock & Teresita (Trocadero) NYC, nc.
 Morrison, Alex (St. Regis) NYC, h.
 Muro Trio (El Chico) NYC, nc.
 Murray, Sammy (Old Roumanian) NYC, c.
 Morris & Alvirga (Bowery Music Hall) St. Louis, Mo.
 Merton, Wintra (Club Minnet) Chi, nc.
 Merton, Gerry, The (Savoy-Plaza) NYC, h.
 Miley, Jim & Mildred (Colonial) Dayton, O., h.
 Mira, Corinna (Chicago) Chi, t.
 Murphy, Jimmy (Travelers) Chico, Calif., h.
 Murray, Wynne (Earle) Phila., t.
 Musical Menagerie, Three (Greenwich Village Casino) NYC, nc.
 Myrus (College Inn) Chi, nc.
 Myrtle & Paacud (International Casino) NYC, nc.

N

N. T. G. Nevee (Congress Casino) Chi, h.
 Nels, Claudia (Radio City Rainbow Room) NYC, nc.
 Nenaroko (St. Regis) NYC, h.
 Ne Vel, Laurene (Harry's New York Cabaret) Chi, nc.
 Nelson's Elephants (Palace) Chi, t.
 Nena & Candido (El Chico) NYC, nc.
 Nero, Alexander (Wivel) NYC, nc.
 Nemi, Evelyn (Butler's Ye Old Tap) NYC, c.
 Nesley & Norman (Ches Ami) Buffalo, re.
 Nerreta, Bernice Anita (Mayflower) Akron, O., h.
 Newland, Doug (Stater) Boston, h.
 Newton, Peggy (Hickory House) NYC, nc.
 Nichols, Howard (Grosvonor House) London, h.
 Nissau, Gertrude (Cafe de Paris) London, re.
 Nissau, Helen & Tommy (Greenwich Village Casino) NYC, nc.
 Nischalania, The (Gibson) Cincinnati, h.
 Norman, Karyl (Olive Twist) NYC, nc.
 Norrita (El Chico) NYC, nc.
 North, Harriet (Ches Alabama) Chi, nc.
 Novak, Wilma (Butler's Ye Old Tap) NYC, c.
 Novello Bros. (College Inn) Chi, nc.
 Nohl (Park Central) NYC, h.
 Noma, Lillian (Greenwich Village Nut) NYC, nc.

O

O'Dare, Barney (High Hat) Peoria, Ill., nc.
 O'Hara, Eileen (Oasis Seattle) Wash., nc.
 O'Hara, Grace (Hollywood) Phila., nc.
 O'Neill, Percy (Cavalier) NYC, nc.
 O'Neills, The (Food Show) Enid, Okla., 18-23.
 Omer, Millie (Cocktown Tavern) Detroit, c.
 Omer, Susan Virginia (Wivel) NYC, re.
 Omar (St. George) Brooklyn, h.
 Oriole Sisters & Ried (Manoa Inn) Manoa, Pa., nc.
 Oshorn, Irma (Swing) NYC, nc.
 Oshins & Leszy (Famous Door) NYC, nc.

P

Pige, Ken & Roy (Paradise) NYC, re.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
 Palmer, Jack (Little Old New York) NYC, nc.
 Parth, Frank (Savoy-Plaza) NYC, h.
 Park & Clifford (Memorial) Boston, t.
 Parker, LaRosa (Northwood Inn) Detroit, nc.
 Parks, Barbara (Paradise) NYC, re.
 Parraga, Graciella (La Roa) NYC, re.
 Patricia, Tom (Billy Rose's Casa Manana) NYC, nc.
 Patrick (New Yorker) NYC, h.
 Pedro & Luis (Lassus White Minstrel) Barrow, Fla.
 Pepper, Mack (Ringside) Ft. Worth, Tex., nc.
 Peppers, Three (Hickory House) NYC, nc.
 Perry, Milla (Wivel) NYC, re.
 Perzade & Jittan (Madrid) Buffalo, c.
 Peters Sisters (Cotton) NYC, nc.
 Petty, Ruth (Walton Road) Phila., h.
 Pickins, Jane (Memorial) Boston, t.
 Pick, Sebastian (Long Island Hofbrauhaus) Flushing, N. Y., nc.
 Plank, Texas (Fitch Club) Cleveland, nc.
 Platt, Betty (1-11 Club) NYC, nc.
 Pons, Jack (Ringside) Ft. Worth, Tex., nc.
 Powell, Ethel (Swing) NYC, nc.
 Powers & Joyce (Hollywood) Phila., nc.
 Pringle, George (Blato) NYC, t.
 Pritchard, Eucema (1-11 Club) Omaha, nc.
 Prudis's Tierra (Billy Rose's Casa Manana) NYC, nc.
 Purdy, Lee (885 Club) Chi, nc.

R

Radio Troubadours (Place Elegante) NYC, nc.

Ral, Jean (Dorchester) London, h.
 Ralph, Wynne (Le Mirage) NYC, nc.
 Ramon & Le Moyne (Irish Village) Cleveland, c.
 Ramona (Cavalier) NYC, nc.
 Ramos, Rilda (Havana-Madrid) NYC, nc.
 Rand, Bally (Billy Rose's Casa Manana) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raquel & Tarrisa (Havana-Madrid) NYC, nc.
 Ray & Trent (Chicago) Chi, t.
 Ray, Francis (Variety Hall) Portland, Ore.
 Raye, Iris (Monte Carlo) NYC, nc.
 Raye & Naldi (Radio City Rainbow Room) NYC, nc.
 Reading Twins (Walton) Phila., h.
 Reed, Doris (Le Mirage) NYC, nc.
 Regan Girls (Old Mill) NYC, c.
 Reid, Ruth (Ringside) Ft. Worth, Tex., nc.
 Renault, Francis (Navarre) Toledo, h.
 Renzie, Guy (Swing) Hollywood, nc.
 Reyes, Lucha (Havana-Madrid) NYC, nc.
 Rhodes, Dorothy (Kil Kat) NYC, nc.
 Rhodes, Dale (Savoy) Chi, h.
 Rhythm Pals (Harlem Casino) Pittsburgh, Pa., nc.
 Rice, Margie (75 Club) Omaha, nc.
 Riddle, Herb (75 Club) Omaha, nc.
 Richards, Toos & Jackie (Castle Farm) Cincinnati, re.
 Richards & Adrienne Dancers (Oriental) Chi, t.
 Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.
 Robbins, Pat (Terrace Gardens) Rochester, N. Y., nc.
 Roberts & Farley (New Yorker) NYC, h.
 Rockefeller, Doctor (Billy Rose's Casa Manana) NYC, nc.
 Roe, Chuck (Braun-Haus) Baldwin, L. I., N. Y., re.
 Rogers, Eddie, & Bert Haley (1-11 Club) NYC, nc.
 Rogers, Rod (Rainbow Inn) NYC, re.
 Rogers, Helen (Swing) NYC, nc.
 Rogra, Buddy, & Band (Shubert) Cincinnati, t.
 Rolickers, The (Bar-Grill & Coffee Shop) NYC, re.
 Rolickers Trio (Seelbach) Louisville, h.
 Rolling Cloud, Chas. & Dog Town Follies (State) Napoleon, O., 12-15; (Madrid) Port Clinton, O., 18-21, t.
 Roltner, Bob (Adelphi) Phila., h.
 Romain & Catherine (Manoa Inn) Manoa, Pa., re.
 Ross, Jean & Seville (Manhewach) Kansas City, Mo., h.
 Rose, Dorice (Greenwich Village Nut) NYC, nc.
 Rose, Jack (Place Elegante) NYC, nc.
 Rose, Jay, Strollers (Andrew) Minneapolis, h.
 Rosebud, Five (Billy Rose's Casa Manana) NYC, nc.

Rosen, Tiny & Virginia (Blue Moon) Milwaukee, nc.
 Ross, Tommy (Cocktown Tavern) Detroit, c.
 Rossi & Dolores (Greenwich Village Nut) NYC, nc.
 Roth & Shay (Ambassadeur Cabaret) Copenhagen, Denmark.
 Rubey, Jane (606 Club) Chi, nc.
 Rubenstein, Erna (Zimmerman's) NYC, re.
 Rudolph, Theresa (Yacht Club) Chi, nc.
 Ruzal, Yvette (Colosimo's) Chi, nc.
 Russell, Mabel (52d St.) NYC, nc.
 Russell, Sunny (Nick's Rendezvous) NYC, c.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Rustin, Sunny (Radio Franks) NYC, re.
 Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
 Ryan, Jerry (Gay '90s) NYC, nc.
 Ryan, Bob (Greenwich Village Nut) NYC, nc.
 Ryck & Kay (Stork) Kansas City, Mo., nc.

S

St. Clair, Larry (Bowery) Detroit, nc.
 St. Clair, Irene (Mayfair) Boston, h.
 St. Moritz Ice Carnival (Tower) Kansas City, Mo., t.
 St. George, Joe & Co. (Roosevelt) Oakland, Calif., t.
 Sallie, Jane (Lookout House) Covington, Ky., re.
 Samuels, Three, & Harriet Hays (Colonial) Dayton, O., t.
 Sanant & Michel (Billy Rose's Casa Manana) NYC, nc.
 Sanloro & Lorraine (Drake) Chi, h.
 Satz, Ludwig (Roumanian Village) NYC, re.
 Saubiers, Dorothy (Kil Kat) NYC, nc.
 Savoy Steppers (Lennox) Wilkes-Barre, Pa., re.
 Sava, Marzusa (Russian Kretchma) NYC, re.
 Scott, Jean (Leon & Eddie's) NYC, nc.
 Seal, Peggy (Trocadero) London, re.
 Sedley, Roy (Congress Casino) Chi, h.
 Seel, Dave & Co. (Lyric) Indianapolis, t.
 Shador (Buckingham) NYC, h.
 Shastin, Anna (Roumanian Village) NYC, re.
 Sharlan & Aldyth (State) Columbus, O., re.
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, nc.
 Shaw, Alpha (Shore Boat) NYC, nc.
 Shaw, Helen (Old Roumanian) NYC, c.
 Shay & Rose (Woodward) NYC, h.
 Sheldon, Gene (Memorial) Boston, t.
 Sherman Bros. & Tessie (Harriet Club) Rochester, N. Y., nc.
 Sherman, John (Tampa Terrace) Tampa, Fla., h.
 Shore, Willie (Hi-Hat) Chi, nc.
 Shullis, Ethel (Roosevelt) New Orleans, h.
 Silverman, Jack (Old Roumanian) NYC, re.
 Simmons, Lee (Plantation) NYC, nc.
 Simpson, Carl & Faith (St. Paul) St. Paul, h.
 Sims, Lee & Homay Bailey (Belmont-Plaza) NYC, h.
 Smith, Bill (Rudy's) NYC, nc.
 Smith, Earle (Harvort) Chi, h.
 Smith, Rudy (Black Cat) NYC, nc.

Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
 Spallas, Four (Piccadilly) London, h.
 Spark Plug, George (Harlem Casino) Pittsburgh, nc.
 Spencer & Coleman (Levanti) Boston, c.
 Spencer, Elaine (Swing) NYC, nc.
 Spitzer, Capt. (Bob Morton's Circus) Buffalo NYC, nc.
 Stanley, Irene (Radio Franks) NYC, nc.
 Stauffer, Daphne (Greenwich Village Nut) NYC, nc.
 Steele, Larry (Harlem Casino) Pittsburgh, nc.
 Steining, Ella (Piccadilly) London, h.
 Stephany, Karen (Preddie's) Cleveland, nc.
 Stephenson, Gail (Herrig's Village) Columbus, O., nc.
 Stephenson, Martha (Salon Royal) NYC, nc.
 Sterling, Wynne (Roumanian Village) NYC, re.
 Stewart & Lane (Beverly Hills) Newport, Ky., re.
 Stewart, Larry (Half Moon) Coney Island, N. Y., h.
 Stewart, Justice (Half Tabarin) NYC, nc.
 Stone, Harvey (Bowery) Detroit, nc.
 Stora, Allan (Commodore) NYC, h.
 Sull, Anita (885 Club) Chi, nc.
 Sullivan, Maxine (Onyx) NYC, nc.
 Sweeney, Brad (Washington-Yorser) Shreveport, La., h.
 Sydel, Paul (Walton) Phila., h.
 Symington, Eve (Waldorf-Astoria) NYC, h.
 Szila & Anis (Perc Marquette) Peoria, Ill., h.

T

Tarrant & Duella (Garbo) NYC, re.
 Taylor, Irene (Hi-Hat) Chi, nc.
 Taylor, Smiling Lou (Cavalier) NYC, nc.
 Tella, Agnes (Walton) Phila., h.
 Thomas, Alex (Ambassador) Hollywood, nc.
 Terrace Trio (Barney Gallant's) NYC, re.
 Theodora (Gloria) Columbus, O., nc.
 Therrien, Henri (Club Chalfonte) Pinehurst, N. C., nc.
 Thomas, Audrey (Kil Kat) NYC, nc.
 Thomas, Eddie (Palumbo's) Phila., nc.
 Thomascheky, Boris (Rainbow Inn) NYC, re.
 Three Cheers for Rhythm (Lyric) Indianapolis, t.
 Tison, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.

THE TITANS

"RHYTHM IN SLOW MOTION"

Dir.: MILES INGALLS & JACK DAVIES.

15 CENTS APRIL 9 1938

The Billboard

MAILED ANYWHERE
15c EACH

The Billboard,
25 Opera Place,
Cincinnati, O.

Please mail a copy of the BIG Spring Special, for which I inclose 15 cents each.

Name _____
Address _____
City _____ State _____

Write additional names and addresses on separate paper.

Tisdale Trio (Le Mirage) NYC, nc.
 Tomack, Ed (Royal) Proctor, Chi, nc.
 Torrence, John & Edna (Cres Parc) Chi, nc.
 Townly, Evelyn (Club Roxy) Columbus, O., nc.
 Tor & Wing (Riverdale) Milwaukee, t.
 Travis, Jimmie (Club Wonder) New Orleans, nc.
 Trojans, Three (Royale Prolice) Chi, nc.
 Trojaky, Vera (International Casino) NYC, nc.
 Trocadero, Three (Dimitri's El Gaucho) NYC, nc.
 Terry, Dorothy (Chateau Moderne) NYC, nc.

V

Vaccaro (El Gaucho) NYC, nc.
 Valda, Countess (New Broadway) Baltimore, h.
 Valdez, Vern (Wagon Wheel) Houston, nc.
 Valley & Lee (Half Moon) Steubenville, O., nc.
 Van, Gae (Colosimo's) Chi, nc.
 Vanity Girls, Six (Hi-Hat) Chi, nc.
 Varela, Adelita (Havana-Madrid) NYC, nc.
 Vaughn, Alberta (Circus Club) Bloomington, Ill., nc.
 Varone, Joe, & Sparkettes (Cogan's Grill) Erie, Pa.
 Veeha, Ardis (Barney Gallant's) NYC, re.
 Vickers, Jean (2 o'Clock) Baltimore, nc.
 Vilson, Renee (Colosimo's) Chi, nc.
 Vincent & Anita (Rhineand Gardens) Armstrong, N. Y., nc.
 Viole, Valerie (Billmore) NYC, h.
 Vodery's Jubilees (Gotton Club) NYC, nc.
 Voella, Binda (Russian Art) NYC, re.

W

Wade, Dick (Kil Kat) NYC, nc.
 Wahl, Walter (Roxy) NYC, t.
 Wait, Eric (New Yorker) NYC, h.
 Waldman, Ted & Al (Tower) Kansas City, Mo., t.
 Walker, Betty (Black Cat) NYC, nc.
 Wallace, Joe (College Inn) Chi, nc.
 Walsh, Sammy (Mayflower) Akron, O., h.
 Ward, Will (Hitz's Gay Times) NYC, nc.
 Ward & Milford (Oriental) Chi, t.
 Ward, Sid (Blue Moon) Milwaukee, nc.
 Warner, Fred, Pennsylvanians (Capitol) Washington, D. C., t.
 Watson, Dolores (Little Old New York) NYC, nc.
 Wayne, Naunton (Dorchester) London, h.
 Weber, Rex (Beverly Hills) Newport, Ky., re.
 Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Welch, Mary (Roca) Omaha, nc.
 Wellington, Marcella (Garbo) NYC, nc.
 Welch, Roy (Paus Club) Peoria, Ill., nc.
 West, Art (Chateau) Cleveland, nc.
 West, Willie & McKinley (Billy Rose's Casa Manana) NYC, nc.
 White, Jack (1-11) NYC, nc.
 White, Belya (Rose Bowl) Chi, nc.
 White, Ann (Queen Mary) NYC, re.
 White, Gus "Poppy" (Radio Franks) NYC, nc.
 Willie & Ray (Savoy) London, h.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Wilson, Jackie & Honey (King Edward) Toronto, Ont., Can., h.
 Wilson, Edna Marie (Chesterfield Club) Kansas City, Mo., nc.
 Winston, Walter (Brittwood) NYC, nc.
 Woland (Carnival) Charlotte, S. C.
 Wolfe, Lorna (Brown) Louisville, h.
 Woods, Lorraine (International Casino) NYC, nc.
 Wostka, Eugene (Long Island Hofbrauhaus) Flushing, N. Y., nc.
 Wyse Jr., Ross (Cobocorn's) Chi, nc.

(See ROUTES on page 71)

Art Mix Show Comes to End

Had two days' business in four weeks — equipment sold to Carl Devere

CINCINNATI, April 9.—Joe B. Webb, manager of the Art Mix Circus, wired from Hobbs, N. M., April 6 that the show folded due to lack of business and agitation and disorganization.

Show was out four weeks and had two days' business. Equipment was sold to Carl Devere.

Ohio Industrial Cities Get Plenty

CANTON, O., April 9.—The major rail circuses already have contracted every worth-while industrial city in Ohio, some of which have two and three shows booked within a period of six weeks.

Ringling-Barnum circus moves into Ohio June 13-14 at Cleveland, plays Akron June 15 and then heads back east for its usual early summer territory.

Robbins Bros. Circus, after its opening stand at Kokomo, Ind., April 30, moves to Minster, O., for its first Ohio stop. It will spend more than half of May in the Buckeye State. No motorized shows so far have negotiated for dates in Ohio.

Heller Again To Direct Band on Seils-Sterling

SPRINGFIELD, Mo., April 9.—Mack Heller, who has been with Seils-Sterling Circus for 18 years, will again have the band, consisting of 16 men. Will also handle *The Billboard* and mail. Heller and wife, Albert Lindemann and wife and William Lindemann arrived from Sheboygan, Wis.

Thirty men are busy at quarters here and all equipment is being repainted and placed in first-class condition. Trailers are being built, one for the band.

Will Wickett, who did not troupe seasons of 1934-'37, will again be with show with bareback riding act. Wickett doing "black-face" comic. Act was featured with Lindemanns in 1934-'35. WHI have special paper.



ONE OF THE FIRST published pictures of Col. Tim McCoy's Wild West, taken at winter quarters at Springfield, Ill. Silver Tip Baker, picturesque veteran of the Old West, and one of the beautiful rubber-tired, ball-bearing wagons, painted in an attractive white and blue color scheme. Photo by Nat Green.

H-W Cancels Sunday Shows At Indianapolis

INDIANAPOLIS, April 9.—In face of a threatened city ordinance ban, Hagenbeck-Wallace Circus canceled two scheduled performances for Easter Sunday, April 17, here and decided to play on April 16 and the 18th instead. Widespread opposition on part of local churches was the reason for changing dates.

The Indianapolis Ministers' Association and the Church Federation of Indianapolis led the protests, which culminated in proposal of a city ordinance banning an Easter Sunday circus performance. Harry Cuthbertson, attorney for the circus, announced at a council meeting, which was to vote on the ordinance, that the circus had decided to cancel the Sunday performances. The ordinance then was dropped.

So far no attempt has been made to change bills around city which announce the circus for April 17 and 18.

The various protests raised, spokesman said, will not be made against a circus showing on any other Sunday.

First Sunday Show At Dennison in Years

DENNISON, O., April 9.—First Sunday circus performances here in more than a decade will be offered by Robbins Bros. Circus May 8.

Fred C. Kilgore, contracting agent, obtained permit for date, which will be under auspices of the fire department, which will receive a flat guarantee. Parade will be eliminated.

Complete Hospital Unit for Col. Tim McCoy's Wild West

CHICAGO, April 9.—Col. Tim McCoy's Real Wild West will have what probably will be the finest field hospital on any show when it leaves Chicago and goes under canvas. Housed under a 216-square-foot spread of canvas, hospital will have screened-in operating and examining rooms and will be provided over by faculty members of the University of Michigan's medical school.

Back of this hospital there is an interesting story. Dr. A. C. Furstenberg, dean of medicine at Ann Arbor, is a close friend of Colonel McCoy. Last year he visited him on the Ringling-Barnum show and naturally was especially interested in the hospital facilities. When he learned that Colonel McCoy was planning a show of his own he told the Colonel: "There's one thing I'd like

Robbins' Train To Leave for Kokomo April 27

ROCHESTER, Ind., April 9.—The show trains bearing Robbins Bros. Circus will leave quarters here via the Nickel-Plate Railroad for Kokomo, Ind., opening stand, at 7 p.m., April 27. Final rehearsals will take place in Kokomo Thursday and Friday preceding the opening Saturday, April 30.

The equipment is the latest. All baggage wagons were constructed past winter in quarters. Baggage wagons are rubber tired and wheels are equipped with Timken ball bearings.

John Smith, principal horse trainer, is rehearsing 70 head of ring stock. M. Malman, superintendent of concessions, is in quarters lining up his department. J. D. Jacobson, in charge of novelties, arrived from New Orleans.

Leonard Woodruff, Colorado Springs, Colo., celebrated painter of still life subjects, spent several days in quarters, the guest of Mr. and Mrs. Jess Adkins.

Hamiter Unit To Join Dodson's World's Fair

CINCINNATI, April 9.—Fred K. Leonard and wife, with Hamiter unit of Dallas, Tex., state that unit will be a feature with Dodson's World's Fair Shows and will open after St. Louis Police Circus date. Jimmy O'Dell joined as ring stock boss. Fred Leonard has a novelty in his Liberty act. Howard King and wife and Doctor Talbee were recent visitors at Hamiter quarters.

Denny and Ruth Helms left Dallas for the McCoy show. Wallace Helms joined Barnes show on tickets. Ralph Ward, formerly with Seils-Sterling Circus, is at Veterans' Hospital, Wadsworth, Kan. Arthur Leonard Cesty will join Cole Bros. Circus. Eva and Spencer Huntley will play St. Louis Police Circus.

Gardens' Sale In Toronto Big

London, Ont., will be last indoor date—big and side show tops received

TORONTO, April 9.—Advance promotion for engagement of Garden Bros. Circus under Toronto Fire Fighters' Association auspices is proceeding satisfactorily, according to Merrick R. Nutting, show's general manager. He reports a heavy advance sale of patrons' tickets, with active committees from the 750 members of the fire department working hard under leadership of A. Johnson, chairman. Norma E. Nutting is having considerable success with her popularity contest.

H. B. Moran and assistants, on snipe crew, have completed billing Toronto and environs with over 4,000 sheets of paper. Forty 24-sheet boards are being covered by A. L. Buddy Co. Ken Good, local musician, will direct a 20-piece union band, and Stuart Bird will be in charge of public-address system. Hal J. Miller is press agent.

The Kitchener date, under Lions' Club auspices, looks promising, Nutting reports. General Agent H. M. Knight has doubled back to take charge. Promotion for the London date, also under Lions' Club sponsorship, is being handled by Harry Stearns, and advance press there is in charge of Art Woods, recently of *The Detroit Times*.

London will be the last indoor date for the show, after which the advance staff will start work on route and promotions for under-canvas dates. Big and side-show tops have been delivered, and Garden Brothers announce they are starting to build grand stand and reserve seats and acquiring other equipment. Two 15 k. w. light plants will be delivered early in May to quarters that are being opened in London.

Brooklyn Date Most Successful for WPA

BROOKLYN, April 9.—The WPA Federal Theater Project's circus closed the most successful of its winter dates at the 245th Coast Artillery Armory here April 3.

Hamed Mohamed's troupe of pyramid builders has added several new routines to act. "Shot" O'Brien's tumbling continues to draw rounds of applause.

Show moved to Jersey City, N. J., for a three-day stay, and from there will go to Newark, where indoor season will close. Managing Director Burns O'Sullivan conferred with John Brennan, head of technical department of Federal Theater, on new wardrobe for show, reports Wendell J. Goodwin.

Licenses Boosted In the Bean City

BOSTON, April 9.—Ringling-Barnum Circus will pay \$500 for its license fee at Boston Garden when it opens a six-day stay May 2, where heretofore license fee has been \$250. This boost is net result of the city's mayor, Maurice J. Tobin, to hype the purses of the city.

Fees for the circus, the rodeo and wrestling bouts have been doubled. Increases have been effected in cost of permits to conduct carnivals and beano games. Circuses under canvas will pay \$1,000. When the rodeo hits here this fall sponsors will have to plant down \$300 instead of the former \$150.

Beano tickets have been upped from \$2 to \$5. Churches, charitable, civic, educational, fraternal and religious organizations which hold weekly beano parties come under this set-up.

A new fee of \$50 per day has been set for all carnivals held within the city's confines, plus the payment by carnival promoters of \$5 a day for each Merry-Go-Round, Ferris Wheel and similar rides.

Auto and other commercial shows are required to pay license of \$25 a week instead of the former \$10. Charge of permits for a single day has been increased from \$2 to \$5.



ANTOINETTE CONCELLO is sporting a new dress, given to her by Tunis (Eddie) Stinson, general chairman of Detroit Shrines Circus for accomplishing a triple somersault. She did it to a hand catch on second day before closing of recent show there. Stinson promised it to her if she did the feat.



With the Circus Fans

By THE RINGMASTER
CFA

President: MELVIN D. HILBRETH, W. M. BUCKINGHAM
116 Zeans Bldg.,
Washington, D. C.
Secretary: THOMAS RANK, Norwich, Conn.
Consulting Editor: WALTER HOHNADL, Editor
"The White Top," (Schmiedel) Printing
Company, Rochelle, Ill.

ROCHELLE, Ill., April 9.—Members of Circus Fans' Association attending Showmen's League Theatrical Night at Hotel Sherman, Chicago, April 4 were Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Morris I. Kaplan, Mr. and Mrs. N. Harry Canete, Mr. and Mrs. Burt L. Wilson, Col. William S. Sneed, George Webster, Mr. and Mrs. George Freeman, Dr. Roosevelt T. Pettit, Mr. and Mrs. W. H. Hohnadel and Mr. and Tom Tormey.

The legal committee of the CFA is calling attention of circus managements to the decision of the Supreme Court of the United States in the case of *Loyell vs. City of Griffin (Ala.)*. This case involved the distribution of circulars and the court holds that the liberty of the press is not confined to newspapers and periodicals and necessarily implies pamphlets and leaflets. The broad nature of the decision undoubtedly will cover the distribution of circus heralds.

Dr. David E. Reid, Lebanon, Ore., attended Polack Bros.' Circus in Portland and renewed acquaintances with friends on show. In Reid's opinion the show is much stronger than the one presented last year.

Walter M. Buckingham and Bugs Raymond, of Norwich, Conn., spent night of April 2 in Waterbury at Grotto Circus, then went to Hartford with show for over Sunday. Elmer Lindquist, CFA, also a member of the Shrine, clowning with Shrine Circus during the Hartford engagement.

W. L. Montague, of West Hartford, Conn., attended Hobby show of the Acta Life Club held in Buckeley Me-

morial Auditorium. One of the 96 interesting exhibits was a display by C. E. (Elephant) Davis of his only known collection of elephant hairs in the United States. He also had several elephant photos on display.

Ed M. Hillery, of Baltimore, Md., recently returned from an auto trip thru 12 States. At New Orleans was guest of James Armstrong Leighton. Stopped over night at Houston and met for first time Rev. James W. E. Atrey. In San Antonio called on Harry Hertzberg, who got together a gang of members for an old-fashioned fanning bee. At Sarasota, Fla., visited quarters of the Big One. Stopping over night at Macon, Ga., met Eddie Jackson, of Ringling-Barnum show; Roy Leonhart and Bob Speers, of Downie show. Next morning visited Downie quarters and had a chat with Charles Sparks. Hillery states that all equipment there looked spick and span. Home by the way of Washington. Called on President M. D. Hildreth.

Gainesville Show In Ninth Season

GAINESVILLE, Tex., April 9.—Nearly everything is in readiness for opening here April 27 of Gainesville Community Circus, inaugurating its ninth season with a three-day engagement at Fair Park under canvas. Superintendent Alex Murrell is putting finishing touches on last spec wagon. Wardrobe and harness have been completed, and only the painting of rigging and seats remains to be done in workshops.

The Conner Trio (Albert, Bertha and Jimmy) completed their training of performers here and left for Emporia, Kan., to join Parker & Watts Circus. Acts have been nicely routine and much new rigging is being used. Verne Brewer and Portia Sims are putting finishing touches on animal acts.

Last Sunday the official 1938 photograph of entire personnel was taken at Fair Park. At same time Truman Pouncey, picture editor of *The Dallas (Tex.) News*, made a number of pictures for a rotogravure page to appear in April 24 issue of that paper.

Skinny Dawson and Happy Johnson were here recently. Mr. and Mrs. Stewart Nock visited friends here en route to Kansas after spending winter L. Mason, Tex. Mrs. Nock is the former Ethel Livingston, who was instructor for the community circus in 1934.

Billy Bshinger has disposed of his cafe interests here and may be with a big top this year. He has been a product clown with the local circus several years.

Art Lanford sends word from Dallas he has had several offers to clown but has decided to remain with Butler Brothers and will make several engagements with the Gainesville show with his high stilts.

Pick-Ups From Peru

PERU, Ind., April 9.—Hagenbeck-Wallace Circus preview April 14 is said to be due to efforts of Mickey McMinn, former American Circus Corp. candy butcher and now city's youngest leading business man. Tie-up of McMinn and Howard Y. Bary will prove beneficial to both and lessen number of Annie Oakleys, which caused ACC units to always pick some other city for road opening.

Mr. and Mrs. James Cole arrived from winter hibernation in New York State. Mrs. Louis Benadone was removed from hospital to home. Stated right side is paralyzed and condition still critical.

Dukie Redd, head kid worker, and Arthur Ford arrived. Ford will be with French Duquette, head porter, as will James Brogsdale. Another baby camel arrived. An orang-utan arrived from New York and will be featured by Biaca-man. With daily arrival of punks—three new lion cubs this week—total is now over 40.

Charles Brown, seal trainer and worker with Ringling-Barnum, and Stanley Wacht back from gilly trip to Evansville with three trained seals. Stated Mrs. Anthony Dunn will not tour 1938. Dunn's twin daughters, Thelma and Doris, albino, contracted by Peter Korlas for Beckmann & Gerety Shows.

Al Martin here to renew acquaintances with Lou Baer and others. Mrs. Louise Finn is seriously ill with throat ailment. Underwent major operation and is on road to recovery. Paul Delaney, who underwent appendicitis operation in Cleveland, is here.

Klauders With Show
Capt. Ervin Klauder, animal trainer-worker, in 1937 with Seils-Sterling, here

Baker Canvas

FROM

Candy Stands to Big Top

ON THE

Hagenbeck-Wallace Circus

AND IS

Howard Y. Bary

Well Pleased With His Canvas Spread!

Just ask him—and then, if you are needing anything from Candy Stands to Cook Houses, or Banners to Big Tops

WRITE — WIRE — PHONE

BAKER - LOCKWOOD

17th and Central, Kansas City, Mo.
America's Big Tent House
Eastern Representative—A. E. CAMPFIELD
152 W. 42d St. New York City, N. Y.

WANTED - WILD ANIMAL TRAINER

To Break and Work Lions for Pedestal Act in Motordrome. Entire season in Chicago. Good proposition to the right man. Can also place capable Talkers.

S. W. THOMSON
4713 Beacon Street, Chicago, Ill.

TENTS

OF ALL KINDS SALE OR RENT. BALLY CLOTHS, SHOW BANNERS, SIDE WALLS, FLAGS, ROPE, DUCK, STAKES.

Repairs Shipped Same Day Received.

Write, Phone, Write

A. MAMAUX & SON

120 Second Avenue, Pittsburgh, Pa.
Pennsylvania's Largest Tent House.

WPA FEDERAL THEATRE

Presents Its

3 RING CIRCUS

Featuring **JAPINO**
Sacred Black Elephant

100-1 sheets 15
14 x 22 FLASHY
WINDOW
CARDS
HEAVY CARBORED
\$3
50 PER 100

POSTERS OF EVERY DESCRIPTION CARDS

Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.

METROPOLITAN PRINTING COMPANY
1215 NINE ST. - PHILA. - PA.

ROSE'S MIDGETS

AVAILABLE FOR PARKS AND FAIRS

Biggest Little Show on Earth.
MRS. IKE ROSE, Manager,
481 Audubon Ave., New York City.

NEWTON BROS. CIRCUS

WANTS IMMEDIATELY
Big Top Box Caravanman, Riders for Advance, Colored Musicians for Side Show, Horse, G., April 14; Cateville, 14; Dakinosa, 16; Franklin, N. C., 18.

with wife, Vivienne. Stated Klauders will be active in many departments of H-W. Boots Sallee here from North Carolina. Other arrivals are Bobbie Peck and Mac McDougall, of New York City. Stated Mac will be on tickets with H-W.

J. C. Tyrell has completed rebuilding Mack truck for H-W. Tractor has 120 horsepower motor, weighs seven and a half tons, has eight-wheel drive in back and equipped with Pullman car railroad springs. Carries 2,000-gallon water tank with fire hose protection of 70 pounds water a minute. Powered by special motor, designed by Tyrell. Three other big trucks were equipped with large tanks by Tyrell, assisted by Curley Thompson. Stated that equipment will be stationed around lot and train in positions to meet any emergency.

The Kamakau's Hawaiian Music Conservatory closed this week. Stated Duke and Pauline will be with Colo Bros.' Circus.

IABP&B Local No. 44 Elects

SAN FRANCISCO, April 9.—At recent meeting of Billers' Alliance, Local No. 44, following were elected: Lawrence Grant, president; H. Dabo, vice-president; H. Lane, treasurer; R. Johnson, financial secretary; Loyal H. Gilmour, recording secretary; Al Hart, business agent; T. Hague, Oakland business agent. A banquet was given for retiring officers—G. Lea Phillips, B. A. Brundage and S. W. Maherty—and gold wrist watches presented to them. C. C. Garnett, assistant international president, of Los Angeles, and Anthony Noriega, secretary of California Theatrical Federation, were principal speakers.

Lewis Bros.' Acts At Colonial, Detroit

DETROIT, April 9. — Acts of Lewis Bros.' Circus come out of quarters at Jackson, Mich., to open tomorrow at Colonial Theater here for a week stand. Harold Berg, engaged by Jack Broder, manager of the Colonial, to handle special publicity for the engagement. An elephant and lions will be spotted in front of theater.

Among acts will be Mae Lewis and her pony, Derby; Blinkey Hoffman, Pete Ellis, clowns; Ken Poley's goats; Joe Traynor, juggler; Captain Poley's trained sheep; Billie Oswald's wrestling bear; Prince Suzuki, hand balancer; Jerry, high-diving dog; a pony trio, and Lady Lou, elephant.

BERTHA BERT, of Mighty Haag show, was a recent guest of Ray-Rayette. Latter will be with Sol's Liberty Shows.

PHOTO POST CARDS

Quality Reproductions

Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Glass "Mirror" finish only.

100, \$2.25; 250, \$4.65; 500, \$7.00; 1,000, \$14.25.

Send 50¢ Cash with Order, Bal. C. O. D. Originals returned unaltered. SATISFACTION GUARANTEED.

8x10 Lobby Photos, Special, Now 12 for \$2.25, D. W. Stock. Get our prices on any size from Miniatures up to 40x60 Showings.

SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

CHICAGO PHOTO ART, 301 PULASKI ST., CHICAGO, ILL.

TENTS-BANNERS

Three Banners, Wild Girl or Geek Show Front, Brand-new.

CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

SHO-KANVAS TENTS

By MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

TIGHTS

OPERA HOSE
KOHAN MFG. CO., 290 Taaffe Pl., Brooklyn, N. Y.

WANTED CIRCUS ACT

Lead or Trio, doing two or three numbers. Circus agent in Midway of Houston's Show, contracted for season. Week stands. No time to lose. Open May 9. Action needed, so state all. Address P. O. BOX 1822, Dallas, Tex.

SPANGLES

JEWELS, TRIMMINGS, ACCESSORIES

Most Complete Write for Samples
Assortment of COSTUME FABRICS.

DAZIAN'S, Inc.
121 W. 41st St. New York, N.Y.

Under the Marquee

By CIRCUS SOLLY

ROLAND SHERBUNDY will be drummer in band of McCoy show.

FOUR CYCLING GREGORYS joined Haag Bros.' Circus at Morehead, Ky., April 11.

RAY DEAN, announcer on Cole Bros.' Circus, has been playing club and theater gates.

H. A. ATWELL was recently in Springfield, Ill., shooting pictures at the McCoy quarters.

E. DEACON ALBRIGHT writes that he is not with Harris Bros.' Circus but at his home in Evansville, Ind.

BUCK LEAHY, comedy contortionist, last two seasons with Kay Bros.' Circus, has signed with Murphy Bros.' Circus.

ONE MAKES one's own happiness only by taking care of the happiness of others.

MARY DALVINE cards that Hagenbeck-Wallace is billed for La Fayette, Ind., April 27 and Cole Bros., May 9.

THE HENRYS (Arthur and Marie), who recently closed 24 weeks' engagement with Polack Bros.' Circus, joined Parker & Watts Circus.

FLIP THE FROG BOY (Louis R. Scharrer), last year with Barnes show, will be in side show of Hagenbeck-Wallace.

ELMER A. KEMP advises that Eddy Bros.' Circus will have a spring engagement of eight days at 60th and Market streets, Upper Darby, Pa.

THE VALENTINES were recently visited in Texas by Blondin-Rellim high-wire act, which was on its way to Buffalo for Bob Morton.

EDDIE KECK, of Downie show, visited Mrs. Keck and Tudor Sisters and Avery of World Bros.' Circus. Attended opening performance and reports very good program. Show handled by Rip Winkle.

J. W. (BILL) LLOYD, who has been off road past four years, being employed in New York City as mail information clerk at a hotel, is with Ringling-Barnum show.

B. L. HILL'S favorite performer is Dorothy Herbert; Richard C. Ferrer's, Clyde Beatty; T. S. Crosby's, Famous Nelson Family of acrobats. Who is yours?

TOM SLACK, circus musician, out of Columbus, O., now night clerk at Hotel Warner, Chillicothe, O., says: "My feet are itching. I'll no doubt be with one of the big ones."

TWO NEW circuses—Straaburger and Bronnet Bros.—will play Swedish territory this year. Both are former German firms. The Billers will join Mjares-Schreiber Circus in Sweden.

PROF. CANDLER, European clown, is playing at Ritz Cafe, Mt. Clemens, Mich., also doing advertising in make-up. States that he will be with a circus this season.

BARNEY O'DARE (impersonator, has signed with Russell Bros.' Circus to work track and do specialty numbers. Has had a successful winter season playing night clubs in Illinois and Missouri.

C. M. HIBBARD is at home in Sturgis, Mich., slowly recovering from a fractured hip received in Albany, N. Y., in 1936 while with Ringling-Barnum in canvas department. Word from acquaintances will be appreciated.

BELL TROUPE of acrobats joined Polack Bros.' Circus March 27 in Portland, Ore., and will remain all season as one of the features. Bells do a four-people trampoline act in addition to their teeterboard turn.

PRESIDENT LEO ABERNATHY of Billers' Alliance was in Harrisburg at a meeting of Pennsylvania American Federation of Labor unions, his first attendance as recently elected president of the Pittsburgh Central Labor Union.

GEORGE (HUNT) COSTELLO, with Cole Bros.' Circus last year as bull man, was stricken with acute appendicitis and is getting along nicely after an operation. In Ward #200, General Hospital, Los Angeles, Calif. Letters will be appreciated.

THE PERSON who endeavors to operate all departments and look after all details that are usually handled by department heads usually winds up behind the eight ball.

KARL ANNON has returned to quarters of Silver Bros.' Circus, Petersburg, Va. Show will be about same size as last year. "More than 150 replies were received from recent ad in *The Billboard* and it is impossible to answer all," says Annon.

THE J. C. GOSS CO., tent manufacturer, recently was the subject of a full page of pictures in *Pix*, pictorial supplement of *The Detroit Times*. Attention was devoted especially to process of sewing and making sails as well as other canvas products.

IN A RECENT issue it was stated that George Hanneford had lost two horses. He writes that he lost only one, that which died on stage of Michigan Theater, Detroit. He now has five equines. He will not be with a big top, but will play indoor circuses and then Steel Pier, Atlantic City, for summer.

MARION WALLICK closed his dance school at Dover, O., and left for Emporia, Kan., to join Parker & Watts Circus. Was accompanied by Jean Sullivan, Ruth Ripley and Emerson Farrell. All will take part in big-show performance and concert.

NICK MACHEDON, who produced two bar acts for Dennie Curtis' Shrine shows at Minneapolis and St. Paul, had acts at Omaha Shrine show for Rink Wright last week. Will open with Cole Bros.' Circus at Chicago Stadium with Harold Voise, aerial bar turn.

EMMETT KELLY, after a round of hand-shaking with friends on Ringling-Barnum in the Garden, sailed April 6 on the Queen Mary for England, where he will be with Bertram Mills Circus on tour; this summer and play a return engagement at Olympia, London, in fall and winter.

JOE GOULD, clown, entertained Knights of Columbus at Chillicothe, O., April 7. Is en route to join clown alley on Downie show, opening at Macon, Ga., April 18, stopping at Portsmouth, Mayville, Lexington, Knoxville and Atlanta to entertain clubs, legions and conventions.

R. D. NEELY writes that his Dugger Bros.' Circus will furnish free attractions at Fifth Annual West Tennessee Strawberry Festival, Humboldt, Tenn. Will have Fred and Marie Guthrie and Flo Irwin's animals with it. This will be fourth year that show has played event.

ALTHO REGARDED as one of hardest hit of Midwestern cities by the business recession, agents of three railroad circuses have contracted Akron, O. Robbins Bros. will be there May 8; Tim McCoy, May 26, and Ringling-Barnum, June 15. Robbins Bros. will be in Salem, O., May 7.

SOME THINGS to remember: The value of time; the success of perseverance; the pleasure of working; the dignity of simplicity; the worth of character; the power of kindness; the influence of example; the obligation of duty; the wisdom of economy; the virtue of patience; the improvement of talent; the joy of originating.—**GEORGE D. SMITH.**

DOC WADDELL pens that James Beach, with Downie Bros.' Circus, contracted Chillicothe, O., for May 4 and Marietta the 5th. Show comes from Huntington, W. Va., Portsmouth, O., canceled account opening of baseball season. George Conner, who has political job in Courthouse, Chillicothe, will not troupe this year. With Waddell, who goes with Dick O'Brien-Fred Cullum show, and his son, Parson, who is in restaurant business, Conner staged a week-end party for Beach. Also honored Glynden Burns, slack-wire performer, of Ft. Worth, Tex. Was on bill at Majestic

in Chillicothe. His wife is not in act—called to Ft. Worth owing to illness of her husband's father.

MILLS FAMILY (high-wire performers, Harvey Mills manager) is constructing paraphernalia and has purchased two new trucks and house trailers. Columbus, Portsmouth, Circleville and Chillicothe (O.) showfolk gave them a surprise party April 3. Act is contracted to appear at St. Louis Police Circus, and will make about 15 of the largest fairs under Ernie Young.

HARRY K. CUTHBERTSON, legal representative for Hagenbeck-Wallace Circus, informed Howard Y. Bary that his wishes for a religious service under big top Easter Sunday at Indianapolis would be planned, and that an effort would be made to get Rev. Kenneth E. Thorne, formerly of Peru, Ind., and known nationally to troupers as "the Circus Parson."

J. A. E. OAKMAN will be director usher with Robbins Bros.' Circus. Says that Charles Land will be head usher, Erwin Branning will have charge of usher top and that following will be ushers: Arthur Headley, George Vrabie, John Kubarski, Louis Branning, Bud Williams, Earle Greene and Vic Bowen. All but Louis Branning were ushers on Cole show last year.

LEE NORRIS, of Ainsworth, Ia., with leading circuses for 20 years, has retired from the amusement field and accepted agency for a life insurance company in his home territory. He recently was elected assessor in his home town for two years. Lee says that having retired, it doesn't mean that he won't be on the lots looking them over and greeting friends.

BIG TOP performers who winter in Bloomington, Ill., gathered for last time March 28 before opening of season. The occasion was a dinner given in their honor at the Hotel Tilden-Hall by "Happy" Hunt, hotel clerk. He gives a party every spring. In attendance were Arthur and Antoinette Concello and Eddie Ward, of Flying Concellos, with Ringling-Barnum; Harold Voise and Eileen Lary, of Flying Harolds, Cole Bros.; Bob Porter, Marian Smith, Oscar Jordan, Wayne Lary and Duke Rhodus, of Flying Comets; Ringling-Barnum; William Krause, Tuffy and Grace Genders and Carl Durbin, of Flying Handalls; Virginia and Vivian Ward, with R-B; Elaine Malloy, Billetti Troupe, Bert Fleming and wife, Mickey, Rose Sullivan, Clayton Behe, Joe and Orda Masker, Lester and Grace Owens, Edna Sullivan, Juanita Delaler.

Season On in Scandinavia

STOCKHOLM, April 4.—Circus Schumann, which opened its road season at Gothenberg last month, playing a long stand at Stockholm. Program is exceptionally good. Among acts are Albert Schumann, high-school and Liberty horses; Reinsch Brothers, jockeys; Oscar's elephants; Albert Sahistrom, equestrian; Two Salangars, aerial; Five Hestells, trampolining; Five Novellas, bike act; Five Vikingarnas, acrobats; Little Charlie's dogs; Marion and Irma, contortionists; Eileen and Kett, trained cats; Rudy Graal, musical novelty; Gus Erpap, paper teater, and Chocolats, clowns.

On bill at National Seals in Copenhagen are Three Franklins, trampolining; Westhall Brothers, bar act; Seven Menoras, acrobats; Fred Morell, juggler; Boba and Malja Saposchin, musical novelty; Inge, Eddie and Willie, hoofers, and Floriane and Ipsen, acrobats.

Among circus acts at the Hansa in Hamburg are Two Bromleys, trapeze; Five Wilkes, bar act; Two Rollwinds, roller skaters; Gordon and Lester, comedy trampolining; Herald's sea lions; Perocillys, equilibrista; Miss Beatrice, wire walker; E. and W. Blacker, comedy dance; Three Houcs, jugglers; Edith and Aldino, barrel jumpers; Lusehka Kobold, musical novelty; Rico and Alex, clowns.

Shows Ready in France

PARIS, March 31.—The Amar Freres, wintering in North Africa, have returned to France and will pitch their tent in Marseille for their opener. Buroati's, Lamy's Pinder's and Poutlier's, all big time, open in the larger centers in various parts of France, while Boulogne Freres are getting tuned for a jump into Belgium and Holland. This leaves Medrano alone with his indoor circus in Paris. He has announced his retirement from the outdoor field.

Pagel's Finishes Another 52-Week Season in Africa

ROUXVILLE, Orange Free State, South Africa, March 2.—Africa's perennial circus, Pagel's, continues to dodge the elements and has just finished another season (52 weeks) of continuous showing without losing a performance on account of weather. The season's end here is marked only by the addition of two extra cars on the circus train and the employment of two additional painters. With these the matter of repainting wagons and equipment is carried on with no loss of time. One extra open wagon (trailer) and one extra cage wagon are brought from training farm and used while others are being renovated. By arifal and studied routing, Pagel's is able to operate in almost perpetual spring weather—going south for summer and north for winter. This is easily possible in Africa.

Mr. Pagel, manager of show, has recently found himself in great demand as a lecturer on subject of wild animals since he made an address on the subject at a meeting of the Theosophical Society of South Africa. He has since that time been requested in nearly every town to address school children and in that way continues to win many friends for the circus. The name Pagel is a household word and the Pagel Circus an institution in South Africa.

Departure of Acts

The American contingency with the show has been made smaller with recent departure of the Silverlake Trio (Archie, Jonnie Mae and Bille) and Danny Mitchell, clown, whose contracts had expired with the Dutton unit. The remaining Americans, Nellie Dutton, Evelyn Stephens and W. McK. Bausman, together with the Australian family engaged by Mrs. Dutton while in Australia, are carrying on until middle of May, when present contract closes. A further extension has been offered the Duttons, but at present has not been accepted.

Herman Goerner, billed as the World's Strongest Man, continues to be an attraction here, for the strong man act has been synonymous with Pagel's Circus ever since the days when Pagel himself was known as the strongest man. In some sections the natives only know the circus by the name "Strong Man" and make holiday with coming of show, calling it "Lahpa Strong Man" (meaning Strong Man (circus) arrive).

Martinetts Have Several Acts

Martinetts family (eight people) offer unique Risley act, comedy acrobatics and comedy riding acts, single trapeze and clowning. Alfons Steffin presents high school and Liberty horse acts. Pagel himself offers two wild animal acts and, assisted by Nellie Dutton, does a clever elephant number (two elephants). Williams and Martinetts do clown numbers. Show runs two hours and 45 minutes. Pagel is presenting what is considered a world's record for elephants with a beast walking the tight rope (steel tubing) 11 feet above the ground. He intends to continue raising the rope until he has it 20 feet.

The show is at present playing the extreme southern coast, but will head north again with coming of winter (July, August and September). Business continues in its same even tenor with Mr. Pagel almost able to predict takings in each town before show arrives. However, with the country growing at the pace it is, his figures have recently been short of the actual receipts. Prices are elastic, ranging from 2 to 5 shillings in the cities to from 3 to 7 shillings in the country. Show moves on 14 cars (equal to about 10 American cars) and the advance is motorized (two cars).

Graf Has Display in Peru

PERU, Ind., April 9.—A downtown pharmacy with a circus display of miniature models by George H. (Duke) Graf is featured in center by a life-size painting of Professor Blacman, of Hagenbeck-Wallace Circus, the work of Robert Weaver, Peru artist and 1937 Chaloner prize winner. Display by Graf is two props—hipp pageant wagon with an eight-up and a polar bear cage which are perfect in every detail. Surrounding are scores of photos of leading circus stars and troupes of the world circle to be featured H-W. Guests of Graf were John Shepherd and John Bennett, CFA, and Lefty Brothers, veteran troupers, of Detroit, still active in circus world.

The Corral

By ROWDY WADDY

SHORTY MYETIE and Miss Tex Marks are presenting their Western musical act over Station KXYZ, Houston, where they have been wintering.

THE CONTEST rodeo to be held this summer in Visalia, Calif., will present two night and two day shows instead of just the usual two-day show, according to Frank Keefe, secretary.

REPLY TO QUERY: Jimmy Kinney died June 8, 1937, and was buried in Forest Lawn Cemetery, Los Angeles. Kinney and his widow, Mrs. Nellie Kinney, were associated with Pawnee Bill's Wild West show for many years.

THE O'NEILL BROS., who have been playing theater dates thru Nebraska, Kansas and Colorado with their mule, Skim Milk, for Fox Theater Corp. this winter, have begun their string of rodeo appearances.

TED AND DOT COLE, formerly with the Milt Hibkie Texas Rangers Rodeo, have been wintering on a dude ranch in New Jersey, where Dot has been trying to master the ropes for the coming season.

HAVEN'T HEARD from Charlie Tompkins, Tex Cooper, Charlie Aldridge and others who were cowboys with the Klaw & Erlanger stage production of *The Brand-Up* several years back for some time. Come on, fellows, get the writin' stick to working and tell Rowdy what's doin' in your diggin'.

DON AND GENE McLAUGHLIN, juvenile ropers, joined the JE Ranch Rodeo for the season at Wilkes-Barre, Pa., last week after an engagement at the Housen Rodeo and Pat Stock Show. They were accompanied by their parents, Mr. and Mrs. Bob McLaughlin, and 2-year-old brother, Pepper.

ED DAVIS, rodeo contestant, who appeared with the JE Ranch Rodeo in Wilkes-Barre, Pa., last week, is somewhat puzzled over the reported implication of one Ed Davis in the assault and robbery of Dave Nimmo, purchasing agent for Col. Tim McCoy, which occurred in Fort Worth, Tex., recently. Davis says he calls Fort Worth his home but has been living in Chicago since the close of the rodeo there last fall and asks *The Billboard* to inform his friends that he is not the Ed Davis in question.

THE 4-B RANCH RODEO, after a successful engagement at Bartow, Fla., is now located in Loughman, Fla., according to Major G. Watson Scott, who is handling the booking, press and publicity chores for the organization. Arizona Dave Little, ranch boss, has purchased another bronk, Black Night, from Lee Smith, of Bartow. Organization, according to Scott, will play a three-day stand at Winter Haven, Fla., late this month under 116th Field Artillery, Florida National Guard, auspices.

ALMOST 100 contestants have already signified their intention of participating in the 10-day contest rodeo to be held at Dequense Garden, Pittsburgh, according to George Tyson, publicity director of Harris Amusement Co., sponsor. Show will present 10 night and three matinee performances. In addition to regular contests, events will include Billy Keen and his auto-jumping horse, Roscoe Armstrong, juvenile ropers Jean and Dan McLaughlin, Monte Reger riders, and Ted Allen, champion horseshoe pitcher.

RICHARD (SHORTY) RICKER and Henry (Heavy) Hanson are the first two registrants for the contest rodeo to be held in New Orleans late this month under Knights of Columbus auspices for benefit of its Christmas Tree Fund. Milt Hinkle, whose Texas Rangers will present the exhibition features, will furnish the stock in addition to directing the arena and show. Event, which is being heavily publicized by Jack Knight, is expected to be held annually and sponsors have obtained a five-year option on Loyola College Stadium. Active committee is headed by Mayor Maestri.

JOHN A. GUTHRIE, president and director of the New Frontier Days, sponsored by the Mounted Troops of America, and who was Tom Mix's guest at his

circus opening stand in Muskogee, Okla.: April 2, writes from Muskogee, Okla.: "Tom's show, with all equipment freshly painted and the new menagerie tent, with red and white striped sidewall, up for the first time, played to good business. Mix was sponsor of the first patrol organized in Baxter Springs, Kan., by the Mounted Troops of America and I certainly enjoyed my visit with him. I also visited Herman Nowlin, Tom's ranch foreman, who is assistant equestrian director, and Hank and Ella Linton, who were with the 101 Ranch Show. Hank is chief of cowboys. Show is fast, colorful and was well received."

COWBOY STANDINGS for the 1038 Grand Champion Cowboy title as announced recently by Fred S. McCargar, secretary of the Rodeo Association of America: Vic Schwartz, 751; Juan Salinas, 698; Buckshot Sorrells, 693; Everett Bowman, 688; Gene Ross, 683; Burel Mulkey, 683; Jess Goodspeed, 658; Joe Bassett, 654; Fritz Truan, 648; John Rhodes, 611; Tom Rhodes, 610; Charles Jones, 595; Tony Altamarino, 586; Maynard Gaylor, 585; Clyde Burke, 584; Harry Knight, 563; Cecil Henley, 459; Paul Carney, 454; Hoyt Heffner, 447; Roland Curry, 433; John Bowman, 424; Jim Whiteman, 411; Eddie Curtis, 392; Hugh Bennett, 372; Arthur Belmont, 348; Darwin Parks, 340; Lee Barkdoll, 339; Jake McClure, 329; Clay Carr, 301; Lee Parris, 287; Ken Hargis, 278; Breezy Cox, 274; Jim Judson, 264; Tex Doyle, 258; Smoky Snyder, 251; Rusty McGinty, 245; Toots Mansfield, 228; Hugh Clitgman, 210; Mickey McCrorey, 205; Lawrence Conley, 202; Nick Knight, 201; Jonas DeArman, 198; Bill McMackin, 197; John Schneider, 183; Bud Spillbury, 178; Ike Rude, 170; Kid Fletcher, 169; Duward Ryan, 159; Doff Aber, 150; Joe Kane, 147; Dick Robbins, 137; Stub Bartelmay, 137; Ward Watkins, 135; Bob Estes, 132; Jim Brister, 124; Vic Rogers, 122; Dick Griffith, 122; Hank Mills, 120; Buck Goodspeed, 119; Turk Greenshow, 113; Sharty Hill, 111; Bud Parker, 110; Bronk Riding—Vic Schwartz, Burel Mulkey, Fritz Truan, Harry Knight, Bull or Steer Riding—Jim Whiteman, Hoyt Heffner, Ken Hargis, Jonas De Arman, Bareback Riding—Smoky Snyder, Hoyt Heffner, Kid Fletcher, Paul Carney, Pete Grubb, Leo Ferris, Larry Finlay, Calf Roping—Jess Goodspeed, Juan Salinas, Maynard Gaylor, John Bowman, Steer Wrestling—Gene Ross, Everett Bowman, Tex Doyle, Rusty McGinty, Team Roping—John Rhodes, Tom Rhodes, Tony Altamarino, Buckshot Sorrells.

Performers' Club

By CHRIS CORNALLA

CHICAGO, April 9.—The Grlton Girls visited the club this week on route to the West Coast to join a unit.

Hans and Rosita Claire and Primo Velley, who have been a Harry Clark unit for past six months, write that they will close in two weeks and will be at club practicing new tricks for outdoor dates.

Bertie Hodgkin, flying act, will be with Russell Bros.' Circus.

Ernie Young, revue producer, has reserved the large auditorium at the club for rehearsals. All of his revues will be produced and staged at the club prior to opening on Canadian fairs in June.

Oscar Hans, formerly of the Three Cheers, is located in Sedalia, Mo., and is a member of the fair board in charge of grand-stand attractions.

A crew of men has taken possession of the club this week. Carpenters are remodeling the large auditorium and painters are repainting club building. The two large rehearsal halls will be air conditioned. The office and greenroom will take on a new color scheme. It will be resplendent in circus colors of red and white with a dash of blue.

Jack and Judy Sherman arrived here after playing in New York for past six months.

Mann Brothers have closed their winter home in Tampa and are now at the club enlarging their rigging and bounding rope acts for fairs in the Middle West.

The trailer parking lot back of Performers' Club is well filled with outdoor showfolks from all parts of the country. This lot is a show world all by itself.

Raymond Duke, clown cop, has joined Tom Mix Circus.

Brownie Silverlake, rodeo producer, returned from a booking trip.

Alex Acevedo Troupe, combination wire and juggling act, has been signed by Howard Y. Barry.

Barnes Departments

CINCINNATI, April 9.—The following matter (the staff, working departments, etc.) of the Al C. Barnes-Sells-Floto Circus, was crowded out of last week's issue, the Spring Special.

The Staff

J. Ben Austin, acting manager; Paul Eagles, assistant and legal adjuster; I. W. Robertson, treasurer; Theo Forstall, auditor; J. C. Rhodes, lot superintendent; Eddie Delevan, superintendent front door; Fred M. Smythe, inside tickets; Don Cooke, head usher; W. M. Matlock, superintendent ticket takers; Art Wendecker, manager side show; Chester Pelky, superintendent concessions; M. T. Cook, sleeping and dining cars; Sam Thomason, timekeeper; Leonard Wakefield, commissary wagon; Billy Parks, cashier candy stands; Jimmy Lieberman, candy stands buyer; Bob Stevens, banner solicitor; Ralph Carson, chief officer; R. P. Burns, backyard officer; Dr. H. W. Dasse, medical director; Mark T. Kirkendall, white ticket wagon; Bill Lennett, Kenneth Hull, tax boxes; Eddie Woockener, musical director; Herbert Marshall, director side show band; Robert Thornton, equestrian director; Jack Joyce, assistant; Jack Austin, manager car No. 1; R. P. Ruth, car No. 2; Don Hanna, contracting press; Jack Grimes, Sam Stratton, press representatives; Ed P. Maxwell, contracting agent; J. W. Peterson, Karl Knudson, 24-hour men; Nick Wagner, checker-up; Joe Brown, banner puller; Jack Blakop, chauffeur staff car; George Tipton, steward; John Hanley, trainmaster; Capt. W. H. Curtis, general superintendent; Jersey Schanck, side show canvas; Mike Tachudy, boss hostler and tractor; Merle Ritsour, ring stock; Walter McChain, elephant; Eddie Trees, menagerie; George Scott, dogs and monks; Ed Miller, lead stock; Blackie Williamson, props; Edw. Versteeg, chief electrician; Jack Forbes, chief mechanic; Peter Ebert, farrier; E. B. Mullins, harness maker; Gabriel Costello, head cat shifter; Margaret Graham, superintendent wardrobe; Nels Lawton, side show door; Sam Della, forage agent.

On front door, Eddie Delevan, superintendent; Peanut Robinson, John Glover, Jack Bishop, Tommy Macklin, ticket takers. Ticket Department, Fred Smythe, superintendent; Dan Parker, Charles Cunningham, Eddie Donaldson, Bob Crawford, Wallace Helms, Fred Hutchinson, ticket sellers. Downtown ticket sale, James Edgar. Ushers—Don Cooke, superintendent; Norman Daniels, assistant; Terrence Moran, James Hickman, Joe Hickman, John Miller, William Rogers, Dick Burson, Wayne Gurne, Ted Stephenson, Frank Cason, Clyde Bouldrey, Jim Keane, Charles La Joy, Ralph Miller, Jack O'Brien, N. J. Hazard, Steve Farmer, Joe Huntley, Anthony Riviera, Ray Clow, Dave Phillips, Eddie Mousigan, John Reynolds, Walter Moon.

Stands—Chester Pelky, superintendent; Billy Parks, cashier; novelty salesmen, Denver Kleinle, Charles Johnson. Outside Stands—Hamburger, Harry Youden; No. 1 candy stand, Ed Callahan; No. 2, Jimmie Bear; pop corn, Joe Balbridge, Seat salesmen, Fred Williams, Pete Croupe, Ernie Bergman, John Barry, Pat O'Rourke, Jerry Abbet, Ben Kalsbaugh, Larry Voight, John Pollack, Abe Ettin, Louie Braunsweiger, Robert Morton, Dominic Ginsaukis, Raymond Eberch, Jack Williams, Charles Woods, programs; Jim Johnson, ice house.

Cookhouse—George Tipton, steward; Ralph Ritchey, assistant; Herman Walther, chef; W. L. Stetzer, assistant; George Shellhammer, Don Crouch, Elvina Centofanti, fry cooks; Bennie Lopez, steam wagon; Tommy Thomas, pastry cook; Scotty Douglas, Connie Blacken, steam tables; Jerry McCoy, Ike Shoupe, pantrymen; John Wardner, meat department; John McGinty, fireman on boiler; Nelson Shavis, potman; John Sarnfin, campfire man. Walters on short side, Ralph Ritchey, head waiter; Carl Janish, assistant; Leonard Radle, Paul Henley, staff table; Rodney Eakins, ballet table; Otis Radcliffe, feature act table; Moreno Baltozer, Yom Kam table; Clifford Deible, Reiffenbach table; George Hunt, married couple table; Mike Pilch, Russell Walker, ushers' table; Jo Karpas, side-show table; Pat Dougherty, band; Dell Cromwell, ticket sellers and clowns' table; Charles Sellers, stands department table; Will Spafford, bosses' table; Phil Campbell, Frank Richards, assistant bosses' table; Edmund Flynn, front door table. Long side waiters, Curly Mead, Herman Nero, Melvin Brown, Lewis Thompson, John Cairns, Claude McCoy, Alex Casey, Fred Fairley, Fred Tracy, Charles Land, Leonard Pennell, Joe Harris, Hugh Brown, Archie Hiller, Michael

15 Years Ago

(From The Billboard Dated April 14, 1923)

Sells-Floto Circus opened a 15-day engagement in the Coliseum, Chicago, April 7 to a packed house. . . . Walter L. Main Circus opened its 45th season at Charlottesville, Va., April 7. . . . R. M. Harvey was appointed general agent of Sells-Floto Circus, succeeding the late Ed C. Warner. . . . Sparks Circus opened at Macon, Ga., April 5. . . . John R. Fuller was seriously ill in Portland, Ore. . . . Shipp & Pettus Circus closed a 2½-year tour of South America in Kingston, Jamaica, April 7. . . . Tom Atkinson, general manager of the Great Western Dog and Pony Show, changed the organization's name to Daly Bros.' Circus.

Fritz Brunner joined Fred Buchanan's show as menagerie superintendent. . . . Ruth Orman and J. B. McMahon signed with John Robinson Circus. . . . Aerial Cowdens closed their vaude tour and joined Walter L. Main Circus. . . . Ray Vaught and his clowns had just finished their vaude dates. . . . Jack Pfeifferberger joined John Robinson Circus at Peru, Ind., as boss canvas man. . . . Carl A. Meyer signed to clown with John Robinson Circus. . . . J. J. Van Housen signed with Leonard Players. . . . Sid Kridelio, of Rose Killan Show, broke his collar bone when the guy line to the rigging broke while he was doing a turn on the wire.

Edward Charles Warner, one of circusdom's greatest general agents, died suddenly April 3 in his room at the Palmer House, Chicago, of acute indigestion.

W. B. Naylor discontinued his connection with Sells-Floto Circus and accepted a position with the Interstate Fair and Exposition at Norfolk, Va. . . . Dan M. Spayd closed as steward on the Chris Smith and Lincoln Bros.' Circus and joined Sparks Circus No. 1 car as chef. . . . C. G. Snowhill was in charge as advertising crew with Ringling-Barnum Circus.

O'Brien, Jack Allen, John Harris, Carl Neilson, Cookhouse count, persons being fed, 589.

Working Department
Canvas—Capt. W. H. Curtis, general superintendent; Harvey Beach, Coffee Joe, Joe Sumrall, pushers and 60 men. Electrical department, six units, Edw. Versteeg, superintendent; Fred Foster, assistant; Roy Blake, chief engineer; Henry Cranberry, assistant; George Tackos, sound; Ray Schleane, spot lights; Ed Wheeler, color wheels.
Baggage Stock—Mike Tachudy, superintendent stock and tractors; Nelson Benn, assistant; Jack Malone, second assistant; Vern Ennis, feed pile; traffic. (See BARNES DEPARTMENTS page 73)

WANTED
116TH FIELD ARTILLERY, NATIONAL GUARD
R. O. WINTER HAVEN, FLA., APRIL 21-29, 1938
Cowboys, Cowboys, Cowboys, Cowboys (Florida Riders Only). Month Money and Prizes. Come in, bring your Stock if have any. Opening 4-B Ranch country, 32 Weeks to follow. Never close. Carry 40 Hards. Write or wire; pay over, no per cent. Cook House (Prizes in Tickets), Newell's. Ev. ev. Knox contact. Man or Woman for Business. Chief Yellow Thunder, Backs, Marie write, Spide Phley write. Open; Pop Corn, Peanuts, Candy Apples. Any suitable Connection. Everybody contact. M. G. WATSON SCOTT, or ARIZ. DAVE LITTLE, Rodeo Headquarters, Winter Haven, Fla.

FULTON, MO.
PORT PECK RODEO CO.
New Booking Fairs and Celebrations for the Season. Have ideally of Booking Horses, Steers and calves, and some of the best Cowboys and Cowgirls in the business. Can furnish the best of reference as to ability and square dealing. Show opens May 14 at Fulton, Mo.
O. A. RISTOW, Mgr., Fulton, Mo.

1938 Official Group Picture
GAINESVILLE COMMUNITY CIRCUS
110 persons, 11514, \$1.25 each postpaid. 1938 souvenir 24-page program 15 cents each, 10 for \$1.00 postpaid. P. O. BOX 100, Gainesville, Tex.

BEERS-BARNES CIRCUS
WANTS
Man, handle Side Show, make bookings; Man and Wife doing Acts preferred. Also Cook. FORT SALLER, CINCINNATI—70 N. To. Three 30 Minutes and 15 Minute. Savannah, Ga.

ADVERTISE IN THE BILLBOARD
— YOU'LL BE SATISFIED WITH RESULTS

RISK PLAN BROKERS BUSY

Queries Treble Record of 1937

Applications in drive of NAAFPB piling in—Alexander sees big increase

CHICAGO, April 9.—Offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, report that word has come from all brokers that inquiries regarding the public liability insurance plan sponsored by NAAFPB have just about trebled last year's record. Already most of last year's policyholders have made commitments for 1938 coverage, it is said. All questionnaires are forwarded thru offices of Mr. Hodge, executive secretary, Suite 295, Hotel Sherman, Chicago. To expedite inspection previous to opening all operators of amusement parks, piers, pools and beaches and concessioners therein are urged to forward without further delay questionnaires previously sent by Mr. Hodge, he said.

"The 10 per cent discount available to all members of the association from bureau rates," he said, "except where minimum rates are fixed by State law, with the same experience credits previously enjoyed by individual operators allowed, together with a liberal savings on excess limits and the substantial dividend enjoyed by 1936 policyholders, has created much interest and, in fact, great enthusiasm among all amusement men, as the association, thru its latest achievement, has solved a problem which has worried hundreds of operators during the past few years when gross receipts were on the downgrade and yet minimum premiums and bureau rates moved forward by leaps and bounds with no apparent justification, because losses were in proportion to the decrease in gross receipts so far as operators were able to ascertain.

Manual Rates Are Up

"The manual rates for 1938 have just been released and show many increases which have stirred the industry in all (See RISK PLAN on page 43)

Neptune's Opening Is Mecca for 20,000

ALAMEDA, Calif., April 9.—Neptune Beach Amusement Park registered 20,000 on opening day, April 2, considered excellent by Manager B. C. Strehlow, who has improved the spot with new features. Two big outdoor pools are popular, with dancing to music of Jimmy Russo's Orchestra also drawing big.

Park has been redecorated at considerable expense, new equipment being put into the midgeot auto stadium and space added to picnic grounds.

As has been the custom several years, opening day was sponsored by Oakland and Alameda Chambers of Commerce, with free rides for children. Neptune's season closes in late October.

Vogel Opens 30th Season For Natatorium, Spokane

SPOKANE, Wash., April 9.—An Octopus ride and Spill-the-Milk concession have been added by Owner Louis Vogel in Natatorium Amusement Park, making nine rides and 19 concessions. H. O. Graves, Grants Pass, Ore., is bringing in the new ride.

In celebration of his 30th season in the park, Mr. Vogel has had all buildings, including dance hall, restaurant and plunge, remodeled and redecorated. It opened today to music of Eddy Duchin, but will operate Sundays only until May 11 when it goes on daily basis until after Labor Day. MCA bands will be booked.

PITTSBURGH.—Kennywood Park will open on Easter Sunday for rides, will begin dance season on April 23 and launch community picnics on May 17, said Manager A. Brady McSwigan.

Sister P. A.

PITTSBURGH, April 9.—Marie McSwigan, sister of Kennywood Park's general manager, A. Brady McSwigan, returns to the p.-s. field as shouter for her brother's playground and is reputedly the only woman publicist in the amusement park world. Her book on John Kane, late Pittsburgh painter, is due for October printing.

Hanover's Forest Greatly Improved

HANOVER, Pa., April 9.—In Forest Park here, which will have informal opening last week-end in April, all buildings and rides have been repainted and overhauled, including Greyhound Roller Coaster. Tilt-a-Whirl has been taken out and another ride will replace it. About 25,000 free tickets have been distributed to school children in four (See HANOVER'S FOREST on page 45)

Reconstructing in Nebraska

LINCOLN, Neb., April 9.—Lloyd Hall, Columbus, Neb., leased Alma Park from G. C. Baitin and immediately closed dance hall and swimming pool for reconstruction.

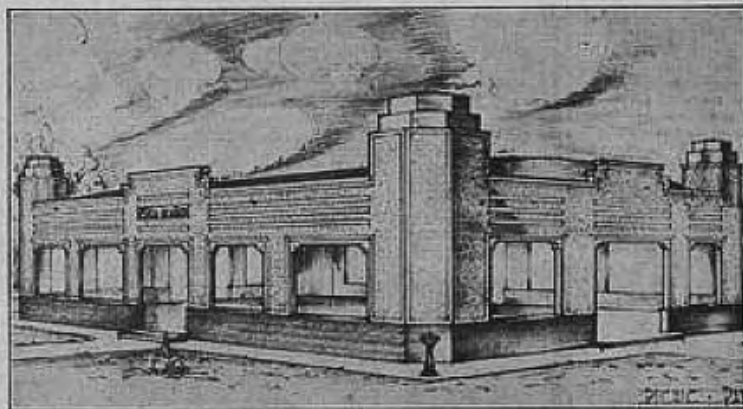
Capitol Is To Be Reopened in Hartford, Conn.

HARTFORD, Conn., April 9.—Capitol Park, eight-acre amusement spot here, will reopen this season. Francis C. McCarthy, representing a New York syndicate, has leased the property and contemplates many changes, including conversion of the Merry-Go-Round house into a roller rink and installation of a new Merry-Go-Round and several other rides.

Roller Coaster, damaged in a flood in 1935, is to be repaired and the 2,000,000 gallon pool, first of its kind built in this vicinity, will be reopened. Closed sev- (See CAPITOL IS TO on page 45)

Clair To Open Totem Pole

AUBURNDALE, Mass., April 9.—Norumbega Park's Totem Pole Ballroom will open on April 16, said Manager Arch E. Clair, after having been renovated and decorated and lighting vastly improved. Polky will be dancing on Fridays and Saturdays until park opening on May 27. Booking will be thru Interstate Orchestras, Inc., and Manager Clair sees indications of a good dance year.



CASA MANANA, ultra-modern picnic pavilion under construction in Lakeside Amusement Park, Denver. The \$15,000 structure, designed to accommodate large organization picnics, will have two fully equipped kitchens. Its streamlines will be brought out at night by floodlighting.

Denver's Lakeside Is Augmented For Its 30th Anniversary Season

DENVER, April 9.—Lakeside Amusement Park here will celebrate its 30th anniversary this year. Benjamin Krasner, who took over management in 1935, believes anniversary attractions in form of new buildings, rides and landscaping will make this a jubilee season, opening probably late in May. An ultra-modern picnic pavilion, Casa Manana, being built at cost of \$15,000 to accommodate large organization picnics, will have two fully equipped kitchens, free gas ranges and giant coffee urns. Beauty of its streamlining will be enhanced at night by floodlighting. Picnic grounds, in which the pavilion will be and which are being relandscaped, have outdoor opens and free wood.

Lakeside will continue booking name bands in El Patio Ballroom at edge of the lake. Striking new decorative effects will increase its attractiveness. Two new rides have been added to the lineup. Crews have reconditioned the Derby and Funhouse and new Chris-Craft speedboats will be added to the large Dodge fleet. Under construction is a new boat dock, with nautical-style ticket booth and huge lighthouse. Engine and cars of the Little Train have been overhauled, and new ties replace old on the track, which encircles the lake.

Al Driscoll will again manage the Class A pool, where last year tile showers were installed in women's dressing rooms and (See DENVER'S LAKESIDE on page 45)

Galveston Beach Readied For Expected Big Season

GALVESTON, Tex., April 9.—Concessionaires are sprucing up Galveston beach in preparation for a record season, week-end crowds already climbing rapidly with good weather. Bigger splash of illumination and brighter colors will be emphasized, beach officials say.

Cystal Palace pool is being renovated and Rose Macco is installing new rides and amusement features in Cystal Palace Park. Racing Derby, large beach ride, is being repaired.

Operators base optimism on better business in the Deep South; increasing travel via the Gulf area to Mexico and California and a long line of conventions booked.

MILFORD, Conn.—Board of selectmen renewed lease for 1938 of Gulf Beach refreshment stands and comfort station to Edwin D. Joy, who has operated here several years.

Eel Hatchery

RIIS PARK, L. I., N. Y., April 9.—No little inconvenience was wrought at start of spring activities here, because of eels. When workmen turned on the water supply they found pressure either very low or that no water would come from outlets. Investigation disclosed that eels were clogging the whole system. It seems that last fall eels' eggs found their way into pipes and had developed into fairly large-sized eels during winter.

Olentangy To Make Way for Realty Project

COLUMBUS, O., April 9.—After 45 years' operation, Olentangy Amusement Park here is being razed and site will be converted into a 400-unit apartment project by Olentangy Village Housing Corp., of which L. L. Le Veque is president. Its passing will leave Columbus without a major amusement park. Buckeye Lake Park, O., being closest to the capital.

In 1896 the grounds were purchased by Columbus Railway, Power and Light Co. and operated for picnics and boating until Dusenbury brothers, Will J. and (See OLENTANGY TO on page 45)

Goodman Rides Helping Zoo

LITTLE ROCK, Ark., April 9.—Rides of the Goodman Wonder Show wintering in Fair Park here have been loaned to officials of Municipal Zoo to raise money for zoo operation. Young Men's Business Club is joining in rallying the rides, kiddie cars, Whip and Ferris Wheel. Trained ponies recently bought by the zoo from another carnival company are also helping to defray zoo expenses.

Spangler Building in Pa.

SUNBURY, Pa., April 9.—E. M. Spangler, owner-manager of Rolling Green Park here, reports that three new buildings to house five concessions and a bingo building are being erected and that park will open on May 14. Swimming pool and buildings are being overhauled and repainted and a Tilt-a-Whirl has been bought.

Eastwood Starts April 16

DETROIT, April 9.—Season's opening of Eastwood Park is set for April 16, weather permitting, with a preview scheduled for Palm Sunday. On nights of April 16 and 17 Don Redman's Band will be in the ballroom, with Orlando Robeson and Louise McCarroll, vocalists. There will be dancing in the ballroom every night except Tuesday until latter part of May when Eastwood Gardens will open with name bands. Gardens have been enlarged to 3,000 seating capacity. For the second consecutive year Phil Skillman's Band will be at opening of Coconut Palms, where two musical revues will be presented each night and Sunday afternoons.

S. F. Playland Dolling Up

SAN FRANCISCO, April 9.—Cliff House and mile-long frontage of Playland-at-the-Beach is being rehabilitated and painted. George Whitney, of Whitney Brothers, owners, said he would beautify beach holdings in response to the "Fix Up for the Fair" campaign. More than \$5,000 will be spent on the job, he said.

CANTON, O.—Ray Ehart, vet concessioner here, will go to Chippewa Lake Park, near Medina, O., soon to ready his concessions for opening of the season there. For several years he has operated two large pop corn and confection stands in Chippewa Lake Park and three games on the midway. Each fall he makes several Ohio fairs with a large dining concession. He and Mrs. Ehart recently returned from a vacation in the South.

American Recreational Equipment Association

By R. S. UZZELL

Operators and owners at Rockaway Beach, N. Y., are all at the crossroads for this year's business. They have official notice from the city of New York that title to the water front with all encumbrances will be taken on May 12 and that no operation thereafter will be permitted. On the other hand, all interests at the beach are organized to obtain an extension thru this season so as to have one more summer of operation. Of one thing there is no doubt. The city can order all personal property removed immediately that title vests with the city. At any rate, the dream of a revived and augmented business at Rockaway during the 1939 World's Fair is only another dream that will not materialize.

A large contingent of our fraternity may take this closing out of their interests as a signal to retire and a number of them are going to be in a financial position to live a life of ease. They may follow the footsteps of many who thought they wanted to retire until they took a try at it. Our friend Sam Gumpertz announced a retirement but he just cannot do it. At all events we shall have a number of men with amusement-park experience and a good supply of money.

Billings to Montreal

David Stone, of Paragon Park, Nantasket Beach, Boston, is making the grade and feels years younger. He is encouraged now in his efforts to put his park back to old-time results. He was always sold on the American Museum of Public Recreation and has now taken a membership. They only have to visit it once to appreciate its worth. Can't more of you take time out when in New York to see this really great institution?

April 6 and snowing in New York as on a midwinter day. Rex D. Billings was in the office. No, he did not bring the snow from Canada. He was returning from Miami with his wife and youngster and stopped for a day in New York. He may run into some deep snow before reaching Montreal and give his car some heavy work to do. Harry Illions has signed for two rides, which he will operate in Belmont Park with the rest of us. This just about completes the available space on the midway. The bingo game building becomes a funhouse for 1938.

Better in Canada

Prognostications for 1938 season that appeared in the Spring Special Number of *The Billboard* are from so many sections of this country and Canada that they afford a subject for serious contemplation. The opinion that Canada

will be better than the States is, it would seem, a conservative statement. They have much more certainty up there and very few experiments. At present their business barometer is off only 6 per cent of the corresponding time last year, with prospects for an early pick-up. The snow had all disappeared, and the ice jam at the bridge near the park had been dynamited, obviating the possibility of flood damage to the village of which the park is a part. At no time in its history has Belmont Park been submerged by a flood.

New York World's Fair, by holding to stiff terms, has aided the San Francisco Exposition in getting applicants who had first applied here. Nevertheless New York City will, we think, get under way and produce a great show. We are all glad that Easter Sunday did not come early this year.

Long Island

By ALFRED FRIEDMAN

Pro-Fair Visitors

Tho it will be a year before the New York World's Fair at Flushing will be ready, thousands make their way daily via motor to the vicinity to peek at the goings on. Saturdays, Sundays and holidays find roads to the grounds clogged with motorists. In its skeleton make-up the fair constitutes an impressive sight.

By middle of next summer many structures will have taken definite form. Then with more to see there will be many more visitors. Between Decoration Day and Labor Day there should be several million motorists visiting the fair vicinity.

Folks around the grounds testify to arrival of visitors from all over the country, and even from foreign nations, at this relatively early date. This continual stream of visitors is considered a healthy harbinger for the fair and Prexy Grover Whalen is highly conscious of this fact.

Rockaway Beach civic leaders have received tentative assurance that bus service between there and World's Fair grounds, Flushing, will be sanctioned next summer. Amusement people figure that since this resort is nearest seashore point to the grounds, there will be thousands each day visiting the fair who will want to make the trip to Rockaway.

Previews for Cincy Coney

CINCINNATI, April 9.—Coney Island here for the first time in its 53 years will open its gates in advance of the regular season. Preview Days will be Saturdays and Sundays, May 7 and 8, and May 14 and 15. Many amusement devices will be in operation. Moonlight Gardens will have name orchestras. Coney's regular season will open on May 21, first week to feature a flower show, sponsored by Federated Garden Clubs of Greater Cincinnati. Moonlight dance excursion season of the Coney Island steamer *Island Queen* is well under way, operating nightly on the Ohio River from its wharboat, with dancing from 8 to 12. Clyde Trask and his orchestra provide music and Betty Trollan is featured vocalist.

Chi's Giant Panda Dies

CHICAGO, April 9.—Su Lin, giant baby panda, one of the only two in captivity, died in Brookfield Zoo on April 1. Captured in foothills of Tibet, she was brought here in February by Mrs. Richard Harkness. A twig caught in the animal's throat on March 27 was not noticed by its keeper, Sam Parrot, until the following day, when it was extracted by Mary Bean, nurse. Assistant zoo director Robert Bean said the body would be given to Field Museum for mounting after a post-mortem.

Thomson in at Riverview

CHICAGO, April 9.—S. W. Thomson and crew returned after a successful season with Art Lewis Shows in Florida and he is planning attractions in Riverview Park here, which opens on May 19. He will have a new lion motordrome similar to the one he operated at A Century of Progress and another known as Death Valley. He is also considering a third.

DETROIT—Earlier opening is planned this year than last for Edgewater Park on Seven Mile road. Warm weather has hastened readying for the season.

WANTED

AT HIGHLAND PARK, AVON, MASS. (Near Brockton)
A Few Select Concessionaires for
RIDES—GAMES—RODEO—SHOWS
BEANO—BOXING—ROLLER SKATING
A GOOD PARK—AN EXCELLENT OPPORTUNITY
Address All Communications to

PARK & BEACH SUPPLY CO., Inc., Agents, 205 E. 42nd St., New York, N. Y.



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, cornice and head shields. Indirect illumination. We couldn't improve mechanical. As we improved the appearance! More than 100 satisfied owners. 10-Car De-Luxe Model loads on 12-ft. Truck Body. Weighs 2 1/2 tons, 24 ft. in diameter.
Price: \$7,350.00 Cash, F.O.B. Factory. Terms if desired.

The Outstanding Choice of Men Who Know.

ALLAN HERSCHELL COMPANY, INC.

NORTH TONAWANDA, N. Y.

RIDES IN FINE CONDITION FOR SALE

Tumble Bug, Modern Fine Carousell, 60-ft. Ferris Wheel, 21 Dodgem Cars, Rifle Range, Circle Swing, 10 Skee-Ball Alleys, Miniature Railroad, Water Cycles, Fine Young Elephant.

OLENTANGY PARK, Columbus, Ohio

CONCESSIONS AVAILABLE CEDAR POINT-ON-LAKE ERIE

1938 SEASON—JUNE 11 TO SEPTEMBER 5

OUTLOOK VERY GOOD

Now contracting for new, up-to-date Concessions, also Bridle Path Concession for sale.

Address THE G. A. BOECKLING CO., Cedar Point, Sandusky, O.



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.,

AUTO SKOOTER 2800 N. Fairhill St., Phila., Pa., U. S. A.

LUSSE BROS., LTD., Central House, 48 Kingsway, London W. C. 1, England.



WATER SKOOTER.

Hellkvists Play Extended Buenos Aires Engagement

BUENOS AIRES, Argentina, S. A., April 2.—The Hellkvists, diving act of Nils Regnell and his wife, Sofie, featuring a double-fire dive, are playing at Balneario Municipal Boardwalk here, third time they have been in South America, having previously played in Parque Japonés and Palermo here and a season in Republic of Columbia.

With probable exception of their friend, Peefay Ringens, they say, they are the most traveled diving act in the world, having visited nearly every country. Booked here by Charles L. Sasse for 12 weeks, engagement was extended after the first week to 18 weeks.

Act has been working continually since April, 1937, and will return to the States about May 1 for the summer season.

Third Orchid Prom Is Set

ASBURY PARK, N. J., April 9.—On Easter Sunday at the third annual Orchid Promenade judges from newspaper, radio and fashion fields will award corsages of orchids to 100 women in the boardwalk throng chosen as most smartly attired. As since the event was first sponsored in 1935, winners will be awarded honorary membership in the Order of the Blue Orchid, composed of 1936-37 winners. A separate showing will be made by leading stylists, presenting mannequins in their newest creations. Under auspices of city officials, the event will draw many newsworthy cameras and fashion scouts. Awards will be solely on basis of smartness of attire.

LOOPIT FOR SALE CHEAP

10 UNITS

In perfect condition, used very little.

BISON NOVELTY CO.

628 Montgomery St. Syracuse, N. Y.

RENT CONCESSIONS

ON BOARDWALK

KEANSBURG, N. J.

Opening for all kinds of Concessions.

Address

KEANSBURG AMUSEMENT CO.

Keansburg, N. J.

WANTED

FOR 1938-1939 SEASONS.

Rides of all descriptions. Also Dodges and Tent Shows of all types. For Penny Arcade we have a large building, definitely a money getter. All Midway Concession stands are perfect. Just name DEEMER BEACH AMUSEMENT PARK, New Castle, Del.

Send your correspondence to advertisers by mentioning *The Billboard*.

THE 4 AERIAL MONARCHS

150 Ft. High AVAILABLE FOR PARKS SIDNEY BELMONT, Feltner Bldg., ST. LOUIS, MO.

PARK WANTED

If you have a Park that you want to lease, write full details as to number of Amusements, length of lease, etc., to P. O. BOX 423, Wilkes-Barre, Pa.

WANTED SENSATIONAL ACTS

Of Merit for Outdoor Attraction. Also one, two or three-ring Circus. GWYNN OAK PARK, INC. Baltimore, Md.

SEASIDE HEIGHTS POOL AND CASINO EXHIBITION

ON THE BOARDWALK. New Pier Under Construction. CAN USE One or four Rides, also legitimate Concessions and Attractions. Big crowds every day. Free \$1,000,000 in draw from. Largest and Best POOL on Jersey Coast. Write or wire C. M. HEPELFINGER, Mgr., Seaside Heights, N. J.

NEW ORG IN WASH.

Olympia Meet Draws Leaders

First association aims at better attractions — committee to boost gates

SEATTLE, April 9.—Co-ordinating fair activities and entertainment in the State is aim of the new Washington Fairs Association organized at a meeting last Saturday in Olympia. Representatives of largest fairs of the Pacific Northwest were represented at the conclave, called by Lewis County Fair Association, Chehalis, and well attended.

First president is Chapin D. Foster, Chehalis; vice-president, Henry Walker, Chehalis; secretary-treasurer, Waldo Carlson, Chehalis. Annual meeting is to be held in Olympia early next year. Directors, from leading fairs, are A. E. Bartlett, head of Western Washington Fair, Puyallup; M. R. Loney, Walla Walla; E. A. Knapp, Lynden; A. Melson, Langley; P. V. Hinman, Yakima.

Amusements were reviewed and discussed and information exchanged on value of acts and entertainment offered. The executives feel that by acting in a body a better type of attractions can be brought to the State, which they hope may be known in future for the high quality of acts which play its district and regional fairs.

A date-fixing committee was named to eliminate conflicts in dates and to boost attendance. It will decide upon best dates for forthcoming fall fairs. Other common problems will be tackled, directors and planners of the State to take a leading part in co-ordination of all fair activities.

B.-C. and T.-D. Awarded Contracts For Minn. State

MINNEAPOLIS, April 9.—Barnes-Carruthers Fair Booking Association, represented by M. H. Barnes, Chicago, was awarded a contract for revue and all grand-stand attractions for the 1938 Minnesota State Fair here at a meeting of the fair board amusement committee on April 8. Also present were Ernie Young, Chicago, representing Ernie Young's revues, and Charles Miller, representing Music Corporation of America.

Theatre-Duffield Fireworks Co., represented by Frank P. Duffield, Chicago, was given the fireworks contract, George Porter said to have been another bidder.

No contract was awarded for Thrill Day attractions, it being deferred until a future meeting of the committee. In attendance were representatives of Jimmie Lynch and his Death Dodgers, Capt. F. P. Prakes, F. Robinson Winkley's Suicide Club, Hinc's Dare-Devils, Doyle & Fowle and Krauser Thrills.

Memphis Starts Exposition Move

MEMPHIS, April 9.—About 800 civic leaders were urged this week to begin plans for a big exposition here in 1941 to celebrate 400th anniversary of De Soto's discovery of the Mississippi River.

Chamber of Commerce officials said Senator McKellar was prepared to introduce a bill in Congress providing federal funds for an exposition, provided the Mississippi River Discovery Association is well established to aid and that a tract is set aside for the purpose.

Young Has More Contracts

CHICAGO, April 9.—Ernie Young, of Young Production and Management Co. here, announced that most recent grand-stand show contracts closed with his office are with fairs in Jackson, Tenn.; Toronto, Can.; Watseon and Napoleon, O., and McConnellsburg, Pa.

Precedent Seen In Expo Figures

SAN FRANCISCO, April 9.—Declaring the data "what every exposition-minded showman should know," officials of Golden Gate Exposition of 1939 have given out attendance figures of Panama-Pacific International Exposition held (See PRECEDENT SEEN opposite page)

Voters Reject Board Offer

MADISON, Wis., April 9.—Dane County citizens, 16,446 to 18,938, voted on April 5 to reject an offer of Dane County Agricultural Society to turn the fairgrounds over to the county provided it assumed all debts against the property and agreed to operate a fair for at least five years. As a result it is doubtful that the county board will assume operation of the fair.

Night Air Specs of N. Y. World's Fair Promise Extravagant Shows

NEW YORK, April 9.—Evening air-spectacle phase of New York World's Fair will be divided into two parts and will offer the most extravagant show of its kind ever witnessed, say fair officials. Fireworks, gas-flame, water, color and sound will be used in gigantic proportions according to plans being developed by fair engineers and technicians.

One of the specs will feature play of super-fountains and flames, synchronized with color effects and special music, and sound will be in the 800-foot lagoon along Central Mall of the 890-acre exhibit area. Other unit, more expensive, will feature fireworks with water, fire

Rebuilt Fargo Annual Is Aim Of New Group

FARGO, N. D., April 9.—Steps to rebuild North Dakota State Fair for Fargo, which has been considered languishing several years and lost money the last two years, were taken after 50 business men met in favor of continuing the fair as a means of interesting and entertaining people in the Fargo trade area.

E. A. Tallberg, Fargo, was elected president of Fargo Fair Association, the board being enlarged from 7 to 11 members, five of whom are engaged in farming.

Walter Kreiselmaier, farm manager, was named first vice-president, and E. P. Alford, Fargo dairyman, second. Aea Sheritt, Blanchard; Frank McKenzie, (See REBUILT FARGO on opposite page)

and color used extensively, and will be in Meadow Lake off the amusement zone.

Present plans call for different shows nightly at both spots. Procedure of presentation has not been worked out, although it is expected that each will reach tremendous proportions. Lagoon presentation is slated to have its own director and probably a musical director. Show will be operated from a control room on roof of a near-by exhibit building. Amusement zone unit will originate from barges on the lake and probably will be under direction of a fireworks authority. Is expected to take about six months to (See NIGHT AIR SPECS opposite page)

G. G. Grounds Opened to Public Following Squabble Over Safety

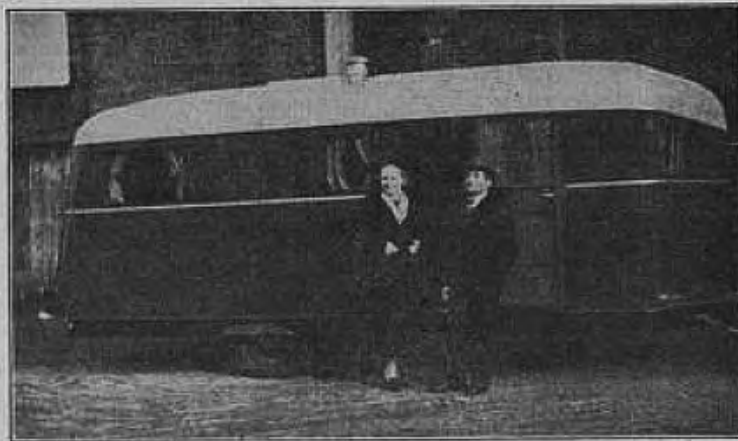
SAN FRANCISCO, April 9.—Opening gates of Golden Gate International Exposition last Sunday probably marked end of a controversy as to whether the public should be excluded as a safety measure. Protest from Timothy Riordan, chairman of the Industrial Accident Commission, presaged the squabble.

"These exposition guys are too hungry for two-bit pieces," he declared. "Danger of accident is too great. It makes workmen nervous to have visitors gawking about."

He had threatened to have law officers authorized by the commission to keep public off the grounds. Crowds, he said,

would be in danger and workmen might be imperiled.

Expo officials, however, said Treasure Island would be opened to visitors from now on. Several hundred attended opening day's preview. As to the fair itself, it will cost 50 cents to see it when it officially opens next February. Season passes, good for 288 admissions, will be made available shortly, said Chief Director Harris Connick, who did not state what their price will be. California commission for the exposition Live-Stock Show arena on the island has voted \$275,000 for taking the annual (See G. G. GROUNDS opposite page)



THE KIMRIS, aerial act now in vaudeville and soon opening the outdoor season, added a Covered Wagon De Luxe model trailer coach to the rolling equipment. Veronesio and Leon Collet, over from France, adopted American's method of traveling by trailer and made a trip to Mount Clemens, Mich., to visit the factory. Photo by Covered Wagon Co.

Bogus Ducats Out

HALIFAX, April 9.—Nova Scotia Exhibition Commission believes it has broken up an organized scheme to defraud it by sales of bogus and stolen tickets. A large number of such tickets appeared at the 1938 and 1937 fairs. Recently two arrests were made here. It is said thousands of fraudulent fair tickets were disposed of on the eve of the 1937 exhibition and that plans had been made for circulation of an increased number of bogus ducats in 1938.

Orange Show Put Over Big

National event reports a gate near 300,000—acts presented in daily bill

SAN BERNARDINO, Calif., April 9.—With attendance said to be near 300,000, the 28th National Orange Show here on March 17-27 was declared by officials to have been most successful in history of the event. Patrons praised the artistry and color displayed. More than \$15,000 had been spent in remodeling. Altho the recent flood filled the main building with mud and silt, the show opened on time. A new decorative entrance front was highly complimented.

There were 16 major exhibits and nearly 100 varieties of citrus, greatest variety since inception of the show. There were growing orange trees, running water, pastel lighting effects and pyramids of citrus, also in several pagodas and other unique designs. South half of the building held commercial exhibits, taking, it was said, three times the space used in 1937. Here also were some concessions. Each day some film celebrity appeared on a big stage. Orchestras were Hollywood Symphony of Loveliness, 32 young women; Jimmie Grier and his orchestra and Gus Arn- (See ORANGE SHOW opposite page)

More Attractions Set for Carthage

CINCINNATI, April 9.—An enlarged amusement program, including a relocated and augmented midway, will mark the 1938 Greater Cincinnati and Carthage Fair Exposition, formerly known as Carthage Fair, on outskirts of Cincinnati. The 83d annual will celebrate the Sesquicentennial and Northwest Territory and 150th anniversary of the founding of Cincinnati.

Ten Gooding rides have been contracted, and there will be more shows on the midway than ever before in history of the fair. Four illuminating towers will be erected, and sensational free acts will be presented in the fun zone.

* A special effort will be made in attractions and to draw from Greater Cincinnati largest crowds ever to attend the fair.

Company Aids Ohio Annual

WAPAKONETA, O., April 9.—In recognition of 75th anniversary of Auglaize County Fair here, City Loan and Savings Co., Wapakoneta, will give tickets to all residents of Auglaize and Allen counties 75 years of age or older and will also present a big fireworks display, reports Secretary Harry Kahn. Live-stock parade, formerly a day feature, will be held at night to increase attendance. Committee was named to encourage increased activity in 4-H Club work.

Sloan Has More Race Dates

CHICAGO, April 9.—John A. Sloan, president of Racing Corporation of America, said upon his return from the West Coast that he had signed six additional race dates to the already heavy schedule. He closed with Tulsa (Okla.) State Fair; Kansas State Fair, Hutchinson, and Oklahoma State Fair, Oklahoma City. He also signed a number of well-known California dirt-track stars to appear on the IMCA circuit this year.

Fair Grounds

COLUMBUS, O.—State Agricultural Director Earl H. Hanefeld has received \$50,000 for improvements on State Fair grounds here, \$10,000 from State emergency board to purchase material for WPA workers and \$40,000 to begin construction of Junior Fair buildings, to cost in excess of \$200,000. Transfer of funds will make possible immediate start on construction.

MARKSVILLE, La.—A new main structure, including auditorium and gymnasium, will be erected on Avoyelles Parish Fair grounds for 1938. President L. A. Cayer said WPA officials have gone over plans and government aid is forthcoming.

McCOMB, Miss.—New plant of Pike County Free Fair Association is nearing completion, with the armory fieldhouse finished and an exhibit hall, 100 by 100 feet, about half done. A judging arena will be built in time for the 1938 fair, second annual. Much parking space will be available. President A. B. Williams believes attendance will far surpass the 25,000 gate of 1937.

MADISON, Wis.—Premiums of \$17,365 will be offered at Junior State Fair, part of Wisconsin State Fair, Milwaukee, said Ralph E. Ammon, director of department of agriculture and markets. Sum includes \$3,500 for premiums and transportation in connection with exhibit of 100 booths for Wisconsin youth organization, \$5,500 for live stock, \$3,000 for judging contests and demonstrations and \$1,500 for Boy Scout encampment program.

DETROIT.—George A. Schroeder, Detroit, council chairman, announced appointment of the following as a legislative council committee to investigate State and local fair problems: George A. Schroeder, chairman; Representative M. Clyde Stout, Ionia, and Carl F. DeLano, Kalamazoo, and senators James D. Detch, Garden, and Miles M. Callaghan, Reed City.

CANTON, O.—A beautification project will be built on near-by Ashley Fair grounds here, said Secretary Ed S. Wilson, federal aid having been pledged and WPA landscaping to include shrubbery, trees, flower gardens and driveways.

DELAWARE, O.—A barn for 100 cattle will be built on near-by Ashley Fair grounds to be completed in time for the 1938 fair. More power and lighting for midway attractions and concessions will be provided.

DOVER, O.—In an effort to work out a more effective method of display of merchants' exhibits at the annual fair here, a committee of Tuscarawas County Agricultural Society met with leading merchants, such displays being considered of major importance here.

ORANGE SHOW

(Continued from opposite page)
him and his band. Of special interest were the by-products department and Fontana packing plant, handling a carload of fruit daily. Newest fruit exhibited was the lemon, a cross between a navel orange and a lemon.

A vaude show daily had Roy Rogers, theatrical act; Three Dancing Winnetons; Variety Four, comedy; Hudson and Hudson, equilibrist; Larry Collins, novel musical act; Esther Campbell, whistler; Gaea Troupe, acrobats; Evelyn Farney, comedy; Velma Allen, Ripley Believe-It-Or-Not Girl, spectacular acrobatics; Alvin Brothers, perch; Three Montana Cowgirls, harmony singers; Long Beach Municipal Band, Jinnistan Grotto Band, Colton High School Band and Escondido City Band, and appearance of Felton Dance Studio under direction Marie Pelton. March 22 was Pacific Coast Showmen's Day, the organization being guests of directors of the Orange Show, and O. N. Crafts, of Crafts 20 Big Shows, on the midway.

G. G. GROUNDS

(Continued from opposite page)
show from the new Visitation Valley "Cow Palace."
City taxpayers will cough up \$900,000 for fair participation, according to budget estimates for the next fiscal year. Sum includes police and fire protection, convention contributions, extra lighting, decoration and publicity.

Work on Missouri State Project Will Start Soon

SEDALIA, Mo., April 9.—President Roosevelt having approved a WPA allocation of \$99,259.71 for improvements to the 236-acre Missouri State Fair plant here, work will start soon on erection of six 12-cup cold drinking fountains, installation of 500 feet of storm sewer and 1,000 feet of sanitary sewer, extension of two-inch water mains about 2,000 feet and renovation of these buildings:

Missouri Building, Varied Industries Building, Hobby Building, formerly Boys' State Fair School; men's rest-room building in White City, assistant custodian's building, and speed barns 1 to 5. Plans call for painting these buildings and such others as may be possible within financial limits of the project. Three combined toilet and shower-bath buildings will be constructed and considerable grading and landscaping done.

The project is in addition to and separate from \$64,733 recently announced for assembling and building State exhibits for New York World's Fair and Golden Gate International Exposition, San Francisco, in 1939, now being set up on the State Fair grounds by the World's Fair Commission, a preliminary showing of which will be made at the 1938 State Fair.

Miss. Officers Will Meet

JACKSON, Miss., April 9.—Secretary J. M. Dean, Mississippi Association of Fairs, said that no 1938 annual meeting of the association was held because of his recent hospitalization in Memphis, Tenn. He returned to his home here feeling fit after having been in a hospital since last November, following an operation necessitated by an auto accident injury two years ago. He said a meeting of officers and committees will be held later.

REBUILT FARGO

(Continued from opposite page)
Wid Rice; M. A. Kruse, Kindred, farmers, and J. D. Farnham, Fargo, were elected to the board. J. E. Pyle, H. T. Aispop, Murray A. Baldwin and William Stern were re-elected. Board will name a secretary and treasurer.

A resolution expressing deep appreciation for the long service of J. F. McGuire, retiring president, was adopted.

A drive will be launched for a guarantee fund to insure against operating deficits this year. Business men made good a 1937 deficit, but the committee agreed to ask for \$18,000 in pledges again, said President Tallberg. About \$5,000 has been voluntarily pledged.

Board agreed to develop the fair for a large and more representative farm show, something new in entertainment features and a huge promotional campaign. Frank S. Talcott was re-elected secretary and Frank R. Scott, treasurer. Named to the executive committee were Walter Kreiselmaler, E. F. Alford and M. A. Baldwin with Tallberg and Talcott.

PRECEDENT SEEN

(Continued from opposite page)
here in 1915 and estimated daily average attendance that the 1939 fair will have:

	1915 Monthly Attendance	1915 Daily Average	Anticipated 1939 25% Increase
Feb. (9 days)	692,424	76,936	96,170
March	1,802,504	58,145	72,681
April	1,465,827	48,860	61,075
May	1,568,109	50,584	63,230
June	1,676,130	55,871	69,839
July	2,169,006	69,968	87,460
August	2,263,124	73,003	91,260
September	2,012,040	67,068	83,835
October	1,918,898	61,900	77,375
November	2,919,106	97,303	121,628
Dec. (4 days)	339,208	97,302	121,628

TOTAL... 18,876,387

Population of San Francisco Bay area in 1915 was about 750,000. Population of the area today is about 1,500,000.

Automobile registration in 1915 in California (passenger cars and trucks) was 164,705. The 1937 registration for passenger cars only was 2,319,341.

It is obvious that with the increase in population and enormous registration of passenger automobiles that attendance at the Golden Gate International Exposition in 1939 must be very much greater than the gate admissions at the 1915 exposition, say officials.

Fair Elections

JACKSON, Miss.—Hinds County Fair Stock Show was organized as a permanent event at a meeting of live-stock growers in Edwards, Miss. Will J. Montgomery was elected president and J. L. Gaddis and R. E. Leavell vice-presidents.

McCROBY, Ark.—Woodruff County Fair Association was organized here with John H. Miller, president; Harry Snapp, John McLeod, J. A. Piles, vice-presidents; Otto Turner, secretary; I. N. Arnof, treasurer. A board of directors of 33 from 27 communities was chosen.

ST. CROIX FALLS, Wis.—John Mack was re-elected president of Polk County Fair Association; Walter Anderson, vice-president; Conway Stannard, secretary; Anton Nelson, treasurer.

DETROIT.—James Vernon Jr. was re-elected president of Detroit Convention and Tourist Bureau, sponsor of annual Detroit and Michigan Exposition; vice-presidents, Charles A. H. Thom, Richard C. Hedke; secretary, John F. Keys; treasurer, Frank Cody; executive vice-president, J. Lee Barrett; directors, Gar Wood, Fred Wardell, Jay Grinnell, B. A. Van Maaren, Cody, William J. Kennedy, Keys, Preston D. Norton, James Vernon.

NIGHT AIR SPECS

(Continued from opposite page)
perfect the presentations and to develop necessary equipment.

April 30 Preview Set

After several weeks of negotiations, the year-in-advance preview has been satisfactorily arranged. Celebration will consist of appropriate ceremonies on the grounds, a Ball of Tomorrow under direction of the Junior League and elaborate motorcade thru streets of Manhattan terminating at the Flushing site.

About 200 floats, mostly representing firms, organizations and civic bodies exhibiting at the fair, will make up the 'cade, which will travel about 16 miles. Midtown merchants' associations of Fifth and Madison avenues as well as Broadway and Seventh have signified intention to encourage festival decorating of shops thruout town. Parade will form at 10:30 a.m. on April 30 at Battery Place. Route will follow Broadway to 14th street, west to Seventh avenue, north thru Times Square to 57th street, east to Second avenue, north to 59th, over Queensborough Bridge to Roosevelt avenue and on to the fair site at 114th street.

RISK PLAN

(Continued from page 40)

parts of the country. Operators ask why these increases, with no apparent justification. The net result will probably be that a number of operators will return to the hazardous practice of self-insurance unless they are fortunate enough to come under the NAAPPB plan.

"And for that reason is it most gratifying to know that the Associated Indemnity Corp. of California, selected by the association's committee, enjoys an A-1 rating in Best's Insurance Reports, which is the highest rating employed by Best. This company is headed by C. W. Fellows, who has had wide insurance experience since 1900. Mr. Fellows is not only an outstanding insurance executive but is also up to the minute in his knowledge of current conditions and best insurance practice. He is surrounded by an exceptionally able staff of executives and experts who, together with him, have made a splendid record for this company in its 16 years of existence.

100% More Anticipated

"This company weathered depression in exceptional shape and has shown a substantial growth since the bottom in 1932, due in a large measure to its exceptionally low operating cost, which reflects its unusual management ability. It maintains proper claims and inspection facilities all over the United States and maintains offices in many leading

cities. The exceptional record for 1936-'37 is adequate proof of this company's ability to properly handle amusement-park business at low cost to the operator. As has been previously stated, the initial rates were 10 per cent below standard bureau rates, and under the participating feature of our plan an additional saving was effected for 1936 policy-holders. In addition the elimination of the 25 per cent additional charge for contingent liability brought the savings of some operators above 35 per cent."

N. S. Alexander, chairman of the public liability insurance committee and lessee of Woodside Park, Philadelphia, recently said he expects to see an increase in the gross premium volume for 1938 of close to 100 per cent as compared with 1937. Because of last year's showing members of the committee are unanimous in the belief that ultimately by means of this plan active members of the NAAPPB can save from 25 to 30 per cent on risk premiums and elimination of the extra charge for contingent liability.



THE STRATOSPHERE MAN

World's Highest Aerial Act.

Available for Fairs, Parks, Celebrations. Address Care of The Billboard, Cincinnati, Ohio.

"AS OTHERS SEE US"

(Eighth of a Series of Self-Revealing Testimonials)

Brantford "Sees"

"Never before in our memory do we recollect any show or attraction ever playing Brantford that has such universal appeal as your show."

F. L. RICHARDSON,
Brantford Diamond Jubilee,
Brantford, Ont.

Thank you, Mr. Richardson and Brantford Jubilee.

GEORGE A. HAMID, Inc.

1560 Broadway, New York.
Phone: BRyant 9-2410.
Cable: GEORHAMID.
Office in Leading American and European Cities.
Home of "Box-Office Champions."

WANTED RIDES

FOR
Big Stone County Fair
AUGUST 25 to 28, INCLUSIVE.
Write F. W. WATKINS, Secy., Clinton, Minn.

WANTED CARNIVAL

For May or June, Shodor Field, near Lynchburg, For AMHERST COUNTY FAIR, AMHERST, VA., OCTOBER 2, 3, 4, 5.
L. H. SHRADER, Secretary,
410 Peoples Bank Bldg., Lynchburg, Va.

<h2>WANTED</h2> <h3>INDEPENDENT RIDES and CONCESSIONS</h3> <p>For SHELBYVILLE, KY. August 10-13, Inc. T. R. WEBBER, Secretary.</p>	<h2>WANTED</h2> <h3>FOR SPRINGFIELD, KY.</h3> <p>August 24-27, Inc. JOS. POLIN, Secretary.</p>
---	--

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

CINCINNATI racers won top honors in the national amateur roller skating speed championship meet in Sefferino's Roller-drome, Cincinnati, on April 2 and 3, sanctioned by the Roller Skating Rink Operators' Association of the United States and Amateur Skating Union of the United States. First annual convention of the RSROA was held in conjunction in the rink on April 4.

George Moore, Roller-drome Club, Cincinnati, was high man with 100 points, and Russell Brown, Chicago, was runner-up with 90. Vivian Bell, Roller-drome Club, Cincinnati, won most points in women's events, 50, with Nancy Flick, Cincinnati, runner-up, with 30. Many beautiful cups and trophies were presented, among them cups donated by the Chicago Roller Skate Co. and The Billboard. Winners also received association gold medals for first, silver medals for second and bronze medals for third places.

Fred A. Martin, Detroit, secretary-treasurer of the RSROA, presided at the mike and introduced numerous celebration of the skating world. Attendance was heavy at all race sessions. Jesse Carey, Circus Gardens Rink, Philadelphia, was referee. Chief timer was Fred H. Freeman, Winter Garden Rink, Neponset, Mass., and Amos Bell, Detroit, was starter. Results:

SATURDAY, APRIL 2

Men's 440 Yards—First, George Moore, 30 points; second, Dale Pluedeman, Roller-drome Club, Cincinnati, 20; third, Art Emmanuel, Cleveland Roller Club, 10. Time 0:45 3/10.

Men's Mile—Vic Shankey, Dreamland Park Club, Newark, N. J., 30; George Moore, 20; Art Emmanuel, 10. Time 3:04. Total points, Moore, 50; Shankey, 30; Emmanuel, 20; Pluedeman, 20.

Women's 330 Yards—Nancy Flick, Roller-drome Club, Cincinnati, 30; Virginia Hancock, Fitch Roller Club, Detroit, 20; Vivian Bell, Cincinnati, 10. Time 1:35 3/10.

SUNDAY AFTERNOON, APRIL 3

Men's Two-Mile—Russell Brown, Madison Gardens Club, Chicago, 30; George Moore, 20; Harold Sandon, Madison Gardens Club, Chicago, 10. Time 5:10 3/10.

Women's 440 Yards—Vivian Bell, 30; Verna Picton, Arena Gardens Club, Detroit, 20; Helen Pleece, Madison Gardens Club, Detroit, 10. Time 0:48.

SUNDAY NIGHT, APRIL 3

Men's Five-Mile—Russell Brown, 30; Art Emmanuel, 20; Buddy Deters, Roller-drome Club, Cincinnati, 10. Time—15:35 3/10.

Women's Mile—Nancy Flick, 30; Vivian Bell, 20; Verna Picton, 10. Time 3:25 3/10.

Men's 880 Yards—George Moore, 30; Buddy Deters, 20; Babe Weiner, Mack Roller Club, Roller-drome, Cincinnati. Time 1:28 9/10.

Total Points—Men, George Moore, 100; Russell Brown, 90; Art Emmanuel, 40; Vic Shankey, 30; Buddy Deters, 30; Dale Pluedeman, 20; Harold Sandon, 10; Babe Weiner, 10. Women, Vivian Bell, 30; Nancy Flick, 30; Verna Picton, 30; Virginia Hancock, 20; Helen Pleece, 10. Men's entries totaled 43 and women's 15 and



KELLER SISTERS, Irma and Oral (right), daughters of T. L. Keller, Salem (Ore.) rink operator, and amateur figure and dance-step roller skaters, who featured the recent step demonstrations in Sefferino's Roller-drome, Cincinnati. The sisters with their parents will visit a number of rinks in the East and Middle West before returning to their home.

there were a few scratches. Track was 12 laps to mly.

One of the features of the show put on by figure and skate dancers on night of April 4 was baton spin-

Opening New Fields

By CLAUDE R. ELLIS

REMARKABLE progress made in roller-skate dancing and in development of new steps in the last few months bids fair to create a near-revolution in rink roller skating. It is predicted that a tremendous increase in interest will supplement the great popularity revived in roller skating in the last couple of years. Roller-skate dancing will attract a class or classes that in the past have not been among rink patrons. It will open new fields to rink operators and the spread of dancing on rollers as a sport and source of entertainment may be limited only by the amount of attention and development given by its purveyors. Right now progressive operators are enthusiastic and planning comprehensively for its general adoption in a systematic manner. One of the highlights of the first annual convention of the Roller Skating Rink Operators' Association of the United States in Sefferino's Roller-drome, Cincinnati, on April 2-4 was the skate-dance demonstration by amateur teams brought by operators from many parts of the country. The idea is to standardize steps to be adopted nationally for students in rinks. Movies shown of the marvelous Jim and Joan Lidstone, of England, prove that the Tight Little Idle is several years to the fore in this accomplishment. Eight steps so far selected by the dance committee for national championships at the RSROA second annual convention in 1938 are two-step, promenade, schottische, chicken scratch, collegiate, straight waltz, open waltz and closed waltz. Watch roller-skate dancing grow and live-wire rink men profit thereby!



CLAUDE R. ELLIS

1938 are two-step, promenade, schottische, chicken scratch, collegiate, straight waltz, open waltz and closed waltz. Watch roller-skate dancing grow and live-wire rink men profit thereby!

Impressions

By EARLE REYNOLDS
World-Famous Roller Skater and Manager

I was greatly impressed with the splendid start attained by the Roller Skating Rink Operators' Association of the United States as shown in first annual convention in Sefferino's Roller-drome, Cincinnati, on April 4. A different atmosphere was apparent than has marked former attempts to organize. Men came from all over the continent and great credit is due Fred Martin, Detroit, for untiring efforts to launch this new body. It is gratifying to know that amateur meets can be held in conjunction with bona fide conventions and to believe that roller skating will eventually go into the Olympic sports calendar on equal terms with ice skating.

For real thrills, on the night of April 3 I enjoyed the most interesting two hours in many a year. Outstanding was the sensational skating of Vivian Bell and Nancy Flick, Cincinnati, and Virginia Hancock, Verna Picton and Helen Pleece, Detroit. Among those five the moment the starter fired the pistol spectators saw a race; there was no loading. Skill, determination and grim looks of "I will win or die" were pictured on their faces as they went whirling, lap after lap, at close to the speed that the men were displaying.

A Cincinnati boy, George Moore, is a mighty fast speedster, with a knack of getting the corners close. From beginning to end, it was one of the most interesting tournaments I have witnessed in many years. For excellent and sen-

national speed. I must say Miss Bell and Miss Flick were the stars of the first national roller rink operators' tournament.

seeing trip given by Mrs. William Sefferino to the visiting women, they presented her with a large bouquet of American Beauty roses.

Rodney Peters, St. Louis, former world's champion speed skater, and who was in Europe during the craze there in 1909-10, with Miss Oral Keller demonstrated several English dance-step numbers. While in Europe Rodney was private instructor to the royal family, and his brother, Terrell, held a like position to the Czar of Russia's family.

The association has arranged to bring the Lidstones, gold medalists in England, to this country in the fall to demonstrate dance steps and figure skating. Motion pictures of this famous brother and sister team were shown by Perry Rawson, who obtained them while in Europe the past summer. Secretary Martin showed several shots of Detroit figure skaters and skate-dance exponents. Skaters demonstrating dance steps from Arena Gardens, Detroit, were attired in tasty costumes, adding much color to the affair. Ben Morey, Bridgeport, Conn., returned home by plane.

JULIAN T. FITZGERALD was among five outstanding citizens honored at a testimonial banquet tendered by the Distinguished Civic Service Association and Illinois Skating Association in Mid-

First Annual Conclave Big

Rink men out in force for Cincy meet — new dance steps get much attention

CINCINNATI, April 9.—Greatest gathering of rink men in history of roller skating, meeting for co-operative and progressive measures, marked first annual convention of the Roller Skating Rink Operators' Association of the United States in Sefferino's Roller-drome here on April 4. There was much discussion of trade problems leading to action beneficial to the industry.

"The convention was a wonderful example of the spirit existing among rink business men," was the comment of Secretary-Treasurer Fred A. Martin, Arena Gardens Rink, Detroit. "The enthusiasm manifested during the past year came to a head and it is gratifying to note the solid progress made by the new association."

Official Roster Enlarged

President Victor J. Brown, Dreamland Park Rink, Newark, N. J.; Vice-President Rodney Peters, St. Louis, and Mr. Martin were re-elected. Additions to officers are T. L. Keller, Mellow Moon Rink, Salem, Ore., second vice-president; Thea E. Bourget, Detroit, assistant secretary-treasurer, and Robert D. Martin, second assistant.

Board of control named is Mr. Brown, chairman; Al Kesh, Mr. Peters, Fred H. Freeman, Mr. Keller, E. R. Eyer, W. J. Betts, Earl Van Horn, Charles McCormick, George W. Smith, Mr. Martin; district representatives, H. D. Ruhlman, Pennsylvania area; Jack Shuman, Ohio;

Here is the NEW ultra modern style leader



The simplest, staunchest, lightest and most scientifically constructed skate ever produced.

For Professional or Private Use.

FRED NALL TWIN SKATE CO.
Roller Skates
529-543 Poplar St., CINCINNATI, O.



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

FOR SALE
DEL-WOOD ROLLER RINK
Detroit Drive, Route 47, Glassboro, N. J.
Perfect condition. Full Equipment. Building 60x
155 Feet. No riders.
RAYMOND SENIOR, Glassboro, N. J.

FOR SALE

Woollier Band Organ, No. 125, 48 Key. Good for Rink or Merry-Go-Round. Excellent condition. The new Motor Skates, Berlin and Moore Jack Schickel. All for \$150. ARTHUR KARSLAKE, 1183 Park St., Lincoln Park, Mich.

WARE BROTHERS

THROUGH thirty odd years of scientific research and conscientious efforts have perfected ideas and patents which assure the Public the highest type of Quality Products. Write for Catalog and Prices.



RALPH WARE



ROBERT R. WARE



WALTER WARE

OFFICERS AND OWNERS OF
CHICAGO ROLLER SKATE CO.
4427 W. LAKE ST., CHICAGO

We will be glad to see you at our Factory, or to help you with any Roller Skate Problems.

Benjamin Morey, Connecticut area; Mr. Van Horn, New York area; William R. Morris, Georgia; P. O. Elliston, Texas; Cecil Milam, Virginia and West Virginia; Mr. Eyer, Indiana, and Al Dexter, Northwest New York.

Operators attending were Mr. Brown, Mr. Martin; W. H. (Billy) Carpenter, Tuscora Park Rink, New Philadelphia, O.; George W. Smith, Smith's Pavilion Rink, Columbus, O.; Jack Shuman, Amusement Rink, Sandusky, O.; Mckey Dunn, Fair Haven (Mich.) Rink; Bert and Paul Bacon, Tacoma Rink, Dayton, Ky.; Mr. Keller; E. B. Eyer, Eyer's Rink, Indianapolis; Walter Kiefer, Flint Park (Mich.) Rink; B. F. Morey, Morey Amusements, Bridgeport, Conn.; Hy D. Ruhlman, Lexington Rink, Pittsburgh; Albert Minotti, Warren (O.) Auditorium Rink; W. J. Betts, Redondo (Wash.) Park Rink; William P. Sefferino, Rollerdomes, Cincinnati; Al Kish, Memorial Hall Rink, Toledo; Cecil Milam, Fairgrounds Rink, Wheeling, W. Va.; Fred H. Freeman, Winter Garden Rink, Neponset, Mass.; Mr. Peters; Elias E. Bowen, Fairgrounds Rink, Jackson, Mich.; Earl Van Horn, Harry Bickmeier, Fairgrounds Rink, Mineola, L. I.; Jack Fotch, Fotch's Rink, Detroit; Jesse Carey, Circus Gardens Rink, Philadelphia; Charles McCormick, Madison Gardens Rink, Chicago; Gordon R. Woolley, Woolley's Rink; N. D. Groendyke, C. C. Sanders, Salt Lake City; Hyles Hagy, Hagy's Rink, Dayton, O.; Joseph L. Bell, Bell's Rink, Fort Wayne, Ind.; W. E. Genno, K. of C. Skating Palace, Glens Falls, N. Y.; Fred Bergin, Skateland, Dayton, O.; William R. Morris, Savannah, Ga.; George Gellinas, Edgewater Park Rink, Celina, O.; Orville Godfrey, Madison Gardens Rink, Detroit; Jack Wythe, James Street Rink, Syracuse, and William W. Wilgus, Skateland, Dayton, O.

Sefferinos Real Hosts

Managers present were Robert D. Martin, Arena Gardens, Detroit; Howard Force, Henry Thomas, William Kirkpatrick, Shuman Amusements, Sandusky, O.; Armand J. Schaub Sr., Silver Moon Rink, Auburn, Ind.; Kenneth P. Kearney, Skateland, Cleveland; Harold Dolson, Mellow Moon Rink, Salem, Ore.; J. R. Stangher, Pontaine Perry Rink, Louisville; Alfred Minotti, Auditorium, Warren, O.; Thomas J. Gilmore, Memorial Hall, Toledo; Alfred F. Plath, Brooklyn, N. Y.; E. M. Moorar, Rollerdomes, Cincinnati; C. F. Harkins, White Rose Rink, York, Pa.; James Simpson, Barbee Pavilion, Savannah, Ga., and W. A. Holland, Great Leopard Rink, Chester, Pa. Representatives of skate manufacturers attending were E. B. Whitcomb, Richardson Ballbearing Skate Co., Chicago; Ralph Ware, Robert Ware Jr., Stanley Swigon, Chicago Roller Skate Co.; Grant I. Fuller, H. R. Portugal, Arthur E. and Herman Dekome, Roll-Away Skate Co., Cleveland. Among visitors were Perry B. Rawson, Deal, N. J., member of the skate-dance committee, who went to Europe last summer to observe steps for the association; Thea E. Bourget, new assistant secretary, and Laurie B. Runzer, Canadian representative.

"Mr. Sefferino and his staff are to be complimented on the hospitality extended," said an official. "A gracious gesture of Mrs. Sefferino was in giving the ladies a bus tour of Cincinnati while the men were in convention. The buffet luncheon at noon and dinner at night were much appreciated."

Kellers To Make Tour

In appreciation of his services in their behalf and expert advice, E. M. Moorar, floor manager of the Rollerdomes, was presented with a fine traveling case by the Keller Sisters, Salem (Ore.) amateur figure and dance-step skaters, and their father, T. L. Keller, West Coast operator, and son-in-law, Mr. Dolson. Before returning home the Keller Sisters will visit numerous rinks to demonstrate their steps, including Forest Park Rink, Dayton, O., April 8 and 9; Celina (O.) Rink, April 10; Silver Moon Rink, Auburn, Ind., April 13 and 14; Eyer's Rink, Indianapolis, April 16 and 17; Ruhlman's Rink, Pittsburgh, April 21-23; Wheeling (W. Va.) Rink, April 24-26; Mineola (L. I.) Rink, May 4-10; Dreamland Park Rink, Newark, N. J., May 12-15. Mr. Keller said the amateur act in carrying sanction of the Roller Skating Rink Operators' Association of the United States, permitting it to appear without impairing amateur standing of the skaters.

The association will be represented on the West Coast by Mr. Keller, elected vice-president, and W. J. Betts, Redondo, Wash., appointed Washington representative, and both were named to the board of control.

Trophy given by the skate boys of the

Rollerdomes for most outstanding sportsmanship shown among race contestants went to C. W. R. (Pat) Pattison, Redondo, Wash.

Names of Visitors

Registration of delegates, skaters and other visitors in the Rollerdomes included Jacqueline Le Marr, Stewart Hutchinson, Dorothy Schlemeyer, Edward Landgrover, Harry Bickmeier, Earl Van Horn, Mineola, N. Y.; William Wolf, Irvington, N. J.; Albert Minotto, Warren, O.; Rodney Peters, St. Louis; Earle Reynolds, Rensselaer, Ind.; Ralph Ware, E. R. Whitcomb, Charles McCormick, William Kerber, Stanley Swigon, George A. Corbett, Vic Franch, George L. Rolf, Jack Geffinger, Floyd Bowler, Martha Bowler, Joe Laurey, Beatrice and Mrs. Ederer, Harold Salindon, Edward Chuddy, Chicago; Mr. and Mrs. Silas E. Bowen, Jackson, Mich.; Joe Bell, Fort Wayne, Ind.; George Gellinas, Celina, O.; W. H. (Billy) Carpenter, New Philadelphia, O.; Mr. and Mrs. E. B. Eyer, Indianapolis; H. D. Ruhlman, Pittsburgh; Laurie Runzer, Winnipeg, Can.; Jack Shuman, Sandusky, O.; Al W. Kish, Toledo; Harry Thomas, Crystal Lake, O.; Armand J. Schaub Sr., Cincinnati.

W. J. Betts, C. W. R. (Pat) Pattison, Redondo, Wash.; Mr. and Mrs. T. L. Keller, Oral M. Keller, Mr. and Mrs. H. M. Dolson, Loretta Dolson, Salem, Ore.; Perry B. Rawson, Deal, N. J.; Gordon R. Woolley, C. C. Sanders, Ray Vernez, Gus Harris, Dorothy Hill, La Verne Knorr, Salt Lake City; Mr. and Mrs. Jesse Carey, Philadelphia; Mr. and Mrs. Bert Bacon, Dayton, Ky. Art. Vic. Bert and G. Emmanuel, Lawrence Bender, Kenneth Kearney, G. L. Fuller, A. E. DeKome, Anton, Cergez, Jane Grabowski, Cleveland; Nelson Dallas, Leland Pollock, East Liverpool, O.; Fred A. Martin, Thea Bourget, Verma, Alite and Richard Picton, Larry Allard, Virginia Hancock, Shirley Hill, Bud Berg, Beatrice Hancock, Jack Fotch, Amos Bell, Alfred Walkley, C. W. Stark, Norman Berg, Bob McPhillin, Mr. and Mrs. Mickey Dunn, Detroit; Jack Wythe, Syracuse, N. Y.

Mr. and Mrs. Morrison, Jack Edwards, S. E. Matthews, M. B. Berchausa, Springfield, Mo.; Mr. and Mrs. Cecil Milam, Alban Adkins, Mike Brady, Lucile Warsanski, Wheeling, W. Va.; Al Plath, Pete Nelson, Brooklyn, N. Y.; Vic Shankey, Haverstraw, N. Y.; W. E. Genno, Orens Falls, N. Y.; Francis J. Baldwin, Ravenna, O.; Mr. and Mrs. Shierbaum, Oak Park, Ill.; Mr. and Mrs. George Smith, Jack Boyer, Columbus, O.; Jack Harkins, York, Pa.; Bill Holland, Chester, Pa.; Fred (Bright Star) Murree, Red Lion, Pa.; Mr. and Mrs. Wally Kiefer, Flint, Mich.; W. L. Maher, K. C. Boyer, Greenville, O.; J. F. Murphy, Edna Bletcher, Dayton, O.; J. R. Signer, Bill Rhodes, George Huter, Raymond Metumeler, Clarence Taylor, Lovelock, Mr. and Mrs. Fred Freeman, Boston; Ben Morey, Bridgeport, Conn.; Victor J. Brown, Vincent Vessali, Grace Hagerty, Dorothea M. Zappi, Newark, N. J.

RINKS

(Continued from opposite page) west Athletic Club, Chicago, on May 30. Data sent by Walter E. Suthpen, Detroit, indicates that fine tributes were paid to the veteran skating manager and writer and that Governor Harry Horner of Illinois and other notables were present. Keynote was observance of Mr. Fitzgerald's 50th anniversary in sports.

THREE WHIRLING BEES. Betty, Buddy and Bob, reunited, recently played University Grill, Albany, N. Y.

WALTER E. SUTHPEN, former manager of Wayne Gardens Rink, Detroit, was a recent visitor at Fred Leiser's Armory Roller Rink, Chicago.

HARRY AVERS, American roller skater, is presenting his skating team, the Rollwinds, at the Hansa in Hamburg, Germany

TUSCORA PARK Roller Rink, New Philadelphia, O., has been leased to Jack R. Russell, Canton, O., who has inaugurated nightly sessions and Saturday matinee. Rink has been completely modernized, including a new floor, all new skates and sound equipment.

CRYSTAL Roller Rink has been opened in the basement of the former Masonic Temple in Creston, Ia., by Tom Archer, operator of Tromar Ballroom, Des Moines, and a chain of other ballrooms in the Northwest, who will open an amusement center in Creston, rink being the first unit.

OPENING of new Pla-Mor Roller Rink, Kansas City, Mo., drew near capacity on April 7, patrons using two separate sur-

faces. Lee Buchta is at the pipe organ, and lessons are given by Ray Rice, pro-Newspapers gave good publicity. Pla-Mor will be open nightly.

DICK BOULTON, East Liverpool, O., outdistanced Curley Molan, Minerva, O., in fourth race in Tri-State roller speed championship preliminaries on April 3 in Whitland Auditorium Rink, East Liverpool. It was Boulton's second try for place in final early next month. He was forced out of a previous race by a bad fall.

DALTON RINK skaters, Canton, O., rolled to victory over Pittsburgh opponents in Dalton Rink on April 4. Events and winners: Quarter mile free for all, Joe Gerber; men's half mile, Dalton team; half mile for all, Joe Gerber; men's two mile, Dalton team; women's quarter mile, Florence Vogt. Two-mile relay was won by Dalton, Don and Al Rose, Bob Cochran, Martin Kirsch, John Adams and Wanda Vogt.

TO CREATE interest in the Silver Skates Contest, sponsored by The Philadelphia Daily Times, Dorothy Sehlmeier and Edward Landgrover, dance-step champions of Earl Van Horn's Mineola (L. I.) Rink, gave exhibitions in Great Leopard Rink, operated by Dalton Enterprises, Chester, Pa., on March 26 and 27, reports Manager W. A. Holland. Competition will be divided into three classes, graceful skating, dance-steps for couples and prettiest girl on skates. All rinks in the Philadelphia sector will be asked to enter the contest and conduct preliminary trials, for which prizes will be awarded winners and runners-up. Finals will be held in one of the larger Philadelphia rinks and winners will receive sets of silver skates. Manager Holland is holding speed skating championship races every Saturday for Delaware County school children and has about 100 contestants from 14 schools.

CAPITOL IS TO

(Continued from page 40) eral years, the park has been damaged by fire and flood, but paint will make much of it presentable.

Recently the park has been used for boxing and dance hall has been operating as a seven-day-a-week night club, taking advantage of its State amusement park license, which permits Sunday dancing. Nathan Herrup will have charge of concession space.

HANOVER'S FOREST

(Continued from page 40) counties for some of the rides and free candy on the four Saturdays in May.

Dance floor will again have Bud Odori and his orchestra. Cecil Milam will again have the roller rink and Ernie Wolfe has enlarged his bingo and picture gallery and remodeled his Funhouse and games. Dick Erlman made many changes in his restaurant and soda fountain. John Dubbs will have some new ideas in his penny arcade. Rides include Whip, Skooter, new Merry-Go-Round, Tumble Bug, Greyhound Coaster, Miniature Railway, kiddie auto ride and pony track. Frank Wolf Theatrical Agency will book radio talent in the band shell, starting on May 20. Forest Park Free Fair will again be held in October. Formal park opening will be on May 30.

A long outing list has been booked. Alton D. Cati is again in charge of park publicity. Free acts will be started on last week-end in April. Manager A. Karst, who has wintered in Miami, is expected about the middle of May. Word has come from Miami concerning a unique bathing device perfected by Howard C. Karst. He calls it a Gazook and it already has made the newspapers. It is described as a non-sinkable bench swung between two large inflated inner tubes and equipped with paddle wheels.

DENVER'S LAKESIDE

(Continued from page 40) this year men's showers will be remodeled in black and ivory tile. Powerful new underwater floodlights are in for night swimming. Manager Driscoll also will be in charge of picnics. College Inn Restaurant, new successful feature last year, will be reopened with extensive improvements and redecorating. For the fine baseball stadium Sunday afternoon games are scheduled. Midget auto racing will be staged weekly.

Tower of Jewels, a Denver landmark, has been reconditioned and repainted. Its 16,000 lights make it visible for miles. Work required a painting crew for 2 1/2

months and 2,250 pounds of paint.

W. E. Robertson, again in charge of advertising and publicity, will manage El Patio Ballroom. Many employees are veterans, John Fiohr, electrician, having had 28 years' service; William Bevington, head of painting crew, 25 years; G. W. King, Derby manager, 25 years. Tim Piatts begins his sixth year as head mechanic. General Manager Krasner, who has contracted for big fireworks for the annual Fourth of July celebration, anticipates the best season in Lakeside's history.

OLENTANGY TO

(Continued from page 40) Joe W., came from New Lexington, O., in 1890 and acquired title to the 100 acres. Under their direction and under management of Jacob P. Luft, the park developed into one of the largest in the country.

Haenleins in Control First ride was a Figure 8, a Merry-Go-Round coming later. Two boats were maintained on the river, a canoe club was formed and more than 100 boats were maintained for patrons. Band concerts were continued and the late George Chennell managed the theater a year under the Dusenbury regime, which lasted until 1917. In the summer theater erected in 1899 stock was played for years and then vaudeville. The whirlwind, Shoot-the-Clutes and other rides and swimming pool were installed from 1900 to 1917, when Will D. Harris leased the spot from the Dusenburys. Later came a restaurant, dance pavilion and Japanese Gardens, introduced by the Dusenburys. In 1923 the property was taken over by a receiver, another group came into control and Leo and Elmer Haenlein purchased the fee and formed the Olentangy Amusement Co.

Name Bands Presented The Haenleins interested many Columbus residents in the venture. The company still holds fee to the land but in 1929 an operating company was formed, Parkview Amusement Co. Max Stern, Columbus theater operator, leased the land from Olentangy Amusement Co. and subleased it to Parkview Amusement Co., which has operated the park the last 15 summers. Olentangy Amusement Co. has about \$400,000 in the land and physical properties. In recent years name bands have been presented almost every Sunday thruout summer.

Opening at Racine June 1

RACINE, Wis., April 9.—Louis Chvileck will open his 10-acre Hillside Park near here on June 1, spot including ball diamond, 500-seat grand stand, dance pavilion, picnic tables and benches, refreshment stands, play apparatus and rides.

Expect Good K. C. Season

KANSAS CITY, Mo., April 9.—Fairly-land Park will open early in May with Omer J. Kenyon as manager again. Victor and Mario Brancato, owners, said a name orchestra probably will be in the dance pavilion. Grounds are being shaped and concession owners are busy. The Brancatos believe the season will be good.

DETROIT—Walled Lake (Mich.) Park is scheduled for opening Easter Sunday under management of J. Eugene Pearce. Ballroom will be opened by Mrs. Louis Tollette on April 22, two bands to supply music.

DETROIT—Jefferson Beach will open on April 17, featuring name bands and other high-class attractions, said Manager J. F. Gibson. Because of a construction program, opening last year was not until May 14. There are 26 riding devices, 43 concession stands, ballroom, beach, boats and surfboards, he said.

PLATTSBURG, N. Y.—Walter H. Brault, reappointed superintendent of Plattsburg Bathing Beach for the 9th season, reported 1937 business more than 30 per cent ahead of that of the previous year. About \$20,000 is being spent on improvements. Battle of Plattsburg will be reproduced in fireworks on July 4. Beach, on Lake Champlain, draws heavily from traffic on the highway from New York to Montreal.

SEATTLE—Crystal Pool was reopened under Guy Sherwood, manager, and Roy O'Neil, instructor. Many improvements have been made and Manager Sherwood looks for a record season. There are free classes for women weekly. Pool swim team coached by O'Neil has begun practice.

SLA SCORES ANOTHER HIT

Fifth Annual Spring Frolic Packs College Inn to Limit

J. C. McCaffery, Walter F. Driver, Sam J. Levy and George W. Johnson lauded for organization of the affair —talent galore—host of notables present

CHICAGO, April 9.—Chalk up another highly successful show to credit of Showmen's League of America! The league's fifth annual Spring Frolic, held Monday night in College Inn of Hotel Sherman, played to a turnaway and hundreds who were fortunate enough to obtain tickets were loud in their praise of affair. From start to finish it was a smooth-running, well-conducted show with a wealth of first-class talent. Performers from many of Chicago's better known night clubs willingly lent their co-operation, knowing that it was for a worthy cause. Had all talent available been used show would have run until daylight.

Credit for success of show goes to President J. C. McCaffery and perfect-functioning organization he developed, General Chairman Walter F. Driver, Entertainment Chairman Sam J. Levy and Tickets Chairman George W. Johnson bore brunt of work and did a marvelous job. They had hearty co-operation of scores of league members. On reception committee Jack Benjamin, chairman; Dr. Max Thorek, M. J. Doolan, A. L. Rossman, H. A. Lehter, Louis Leonard and Lawrence O'Keefe were especially

active and huge crowd was handled perfectly. Fred Kresmann and his committee turned out an excellent program that yielded quite a bit of revenue. Many members of Ladies' Auxiliary assisted in good work by selling flowers. Evening started off with a delicious

(See SLA SCORES on page 49)



C. F. ZEIGER, president Pacific Coast Showmen's Association and owner-manager of shows bearing his name.

Gay Time Had by PCSA Bunch At S. B. National Orange Show

LOS ANGELES, April 9.—Pacific Coast Showmen's Association members were guests of National Orange Show and Orville N. Crafts, of Crafts Shows, at San Bernardino March 22. Caravan met

at Lincoln City Park on Valley boulevard at 10 a.m. There the parade, headed by Ross R. Davis' big organ, Thomas J. Hughes' sound truck and Oklahoma Jack

(See GAY TIME HAD on page 49)

Sparks Gets Fair Opening in Tenn.

PULASKI, Tenn., April 9.—After an uneventful trip from quarters, J. F. Sparks Shows, motorized, opened in Columbia, Tenn., Friday, March 25. In spite of inclement weather, attendance and business were fair, altho not up to expectations, yet satisfactory. New tops purchased from Milford H. Smith used here for first time on following shows: Zoma, Coquette Revue and Esquire. New shade, show-green, adds much to mid-way's neatness and beauty.

Management believes it established a record unique in show annals in that ride personnel remains same as last season with but one exception. Writer joined here as secretary.

Complete roster of show: Owner and manager, J. F. Sparks; secretary, James H. Timmons; general representative, George Gorman; Zoma, Jack Auburn; talker, Jack Hampton; tickets, Mrs. Jack Auburn, Coquette Revue, Fred Miller, talker; Evelyn Miller, Peggy Dickford and Ruby Howell, Esquire, Mike Murphy, talker; Willie Mae Spencer, Midget Village, Pedro Allen, talker; Major Fox and Princess Josephine, Athletic, Jack Dil-

(See SPARKS GETS on page 53)

Penny's Home Town Waives Licenses for His Shows

HIGH POINT, N. C., April 9.—Penny Amusement Co., truck and baggage car carnival, opened a 10-day engagement here March 30 to a good crowd. This being R. D. Penny's home town, city council voted to waive all licenses and instructed city employees to co-operate to utmost.

Roster at opening: Staff—R. D. Penny, owner; Herb Tisdale, manager; Mrs. Reba Graham, secretary and treasurer; Decon Sechrist, superintendent of rides. Ride line-up: Bud People, Loop-o-Plane; Cockey Boggs, foreman, and assisted by Red Hayes; Mrs. Decon Sechrist, tickets.

(See PENNY'S HOME on page 53)

Ward Shows Have Two Good Weeks in Baton Rouge

BATON ROUGE, La., April 9.—With practically all new canvas and show fronts, John R. Ward Shows opened here Monday, March 14, and have had two weeks of ideal weather and very good business. Show closed on the North Boulevard lot and moved to the Highland road lot for one week.

To Robert Conrad and M. Todd is due credit for the active combination of colors and the modernistic show fronts with new lighting effects. Conrad is

(See WARD SHOWS on page 53)



SCHOOL CHILDREN HELP WEST BROS.' SHOWS TO OPEN SEASON. Above picture shows a portion of hundreds of school children of Morley and Cape Girardeau and Scott County, Missouri, who were guests of Mr. and Mrs. J. W. Laughlin, owners of shows, at their annual "Our Home Town" school party at Cape Girardeau Friday, April 1. The Laughlins furnished show trucks to bring children to and from Morley and treated them to free rides on all devices, pop corn, cotton candy, hamburgers and red soda pop. They had the time of their young lives. Entire midway was turned over to them for afternoon. Photo furnished by Bruce Barham, of shows, was taken by Luders Studio, Cape Girardeau, Mo.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Round House, Ga. Week ended April 2, 1938.

Dear Red Onion:

Entire population of this town is made up of ex-railroad car knockers. City is laid out in a circle, with tracks criss-crossing every street and paved with clinkers taken from locomotive fireboxes. To make natives feel at home each business house and residence was built in a round shape, same as an engine roundhouse. Even garages and outhouses were built round with

turntables within. Hand cars carry passengers thru streets in place of street cars, taxis and busses.

Agent Lem Trucklow, while running around in circles looking for a town, located this spot and soon became a man around town. After buying a round of drinks at Round Dollar Bar for committee of roundhouse rounders he soon rounded them up and had them sign on dotted circle, which represented a facsimile seal and made agreement

(See BALLYHOO on page 53)

Parade of Shows Bow in Houston

New organization directed by A. A. Lane — police compliment on clean concessions

HOUSTON, Tex., April 9.—Parade of Shows, new from front to back, got going here Saturday, March 26, with a brilliant midway filled with a happy throng of outdoor show fans who came early and stayed late. Spending was satisfactory according to show's owner, A. A. Lane. This spending, Lane informed The Billboard correspondent, continued all week and that he is highly appreciative of the welcome into family of outdoor amusement caterers.

Staff: A. A. Lane, owner-manager; R. W. Stevens, general agent; Harry Reynolds, superintendent; Helen Hays, secretary; Earl Couch, electrician; Allen Whitten, assistant; J. Jorgensen, master mechanic; Bill Moore, artist; Mercedes (See PARADE OF SHOWS on page 49)

Hodge Shows Open At Terre Haute

TERRE HAUTE, Ind., April 9.—Al G. Hodge Shows arrived here Wednesday, March 30, for its opening, auspices Grotto Patrol spring celebration at Stadium April 2. This is first show to play within city limits for a number of years, except at Vigo County Fair. Show came from quarters at Crown Point, Ind., in 72 trucks and trailers. Bob Hallock, general agent; T. G. McDaniels, business manager; Al Rogers, special agent; Chas. Schweitzer, press agent, and M. Lehr, secretary-treasurer of show met caravan 12 miles out of city and formed an escort headed by Grotto Patrol and state police on motorcycles thru main part of city to show grounds. Friday night Grotto Patrol entertained Tucker, manager, and all big folk of show with a real dutch lunch at its club house on north 8th street. Dr. Robert A. Dempsey, chairman, acting as toastmaster.

(See HODGE SHOWS on page 53)

Sam Lawrence Has Good Opening in Ga.

CLEVELAND, Tenn., April 9.—Sam Lawrence Shows opened season in Waycross, Ga., Saturday, March 26, to slightly over 3,000 paid admissions. The line-up of attractions present a very attractive appearance.

In speaking to a reporter for The Billboard Lawrence said: "Work in quarters has not been in vain. It can be seen that we have all green canvas on shows, rides and concessions, and that all equipment is spick and span. The newspapers have been very liberal with us in news matter, and many expressions of approval have come from the public. Our slogan is 'Attractions of merit.'"

U. S. Gains Six Citizens As "Royal Midgets"

AUGUSTA, Ga., April 9.—"Royal Russian" Midgets arrived here April 2 to start their second season as midway feature on Johnny J. Jones Exposition. The Midgets, no longer Russians, were perhaps proudest little people under sun Wednesday afternoon, March 30, when having satisfactorily answered naturalization examiner's questions, they took oath of allegiance in U. S. District Court at Montgomery, Ala., that made them citizens of United States.

Even prouder than midgets, if such a thing were possible, was normal-sized Joseph Peter Teacher. Until completion of proceedings, "Joseph Peter Korobkin," the man who had labored diligently for years to teach them to speak and understand English language. In becoming a citizen of the United States himself, Korobkin had requested court's permis-

(See U. S. GAINS on page 49)

Rafferty's Dream Of Show Is True

Opens Premier Shows in home town and is greeted by local notables

WILMINGTON, N. C., April 9.—The dream of a lifetime came true here Monday night when Jimmy Rafferty opened his own Premier Shows within three blocks of place where he was born 46 years ago. A host of boyhood friends, old schoolmates and associates of adult years came to showgrounds at 17th and Castle streets, in heart of "Dry Pond," and paid tribute to a boy they had seen grow up. Scores of them, visiting office wagon where Rafferty and his staff held open house throughout evening, recalled that "Jimmy" had always said he would some day build and own his own show, which is transported on baggage cars and trucks.

Heading distinguished Wilmingtonians, all of whom call Jimmy Rafferty "friend," were Mayor Tom Cooper, Prosecuting Attorney John J. Berney, LeGrand Smith, editor-in-chief *Wilmington Star-News*. First ticket sold at front gate was to LaMarr Shields, who insisted on that honor because 32 years ago he taught in high school with Jimmy Rafferty as one of his star pupils. William H. Exall, one time a prominent general agent and now a Wilmington peace officer, was among early arrivals. Not one request was made throughout evening for a pass. It was strictly an Annie Oakleyless opening. Telegrams were received from notables in outdoor show world, officials in other cities and personal friends throughout country. Happiest two persons in North Carolina were Jimmy and Carrie Rafferty. Much of credit for opening is due Mrs. Rafferty who has worked by Jimmy's side for years to bring to a realization his dream. Almost as happy were Tommy Carson, business manager, and writer, both of whom shared in Jimmy's joy at getting "opera" underway.

Pre-opening festivities were marked by a dinner at Wilmington Lodge of Elks Saturday night when Rafferty and his staff in city were guests of honor. Shad Weeks served as toastmaster and short talks were made by Prosecuting Attorney Berney, Exalted Ruler Ray Pollock, Rev. Hilleck. Responses were made by Rafferty, Carson and writer.

Auspices Gives Support

Opening was under direction of American Legion and members worked unceasingly to make it a success. Rafferty publicly thanked post and its officials for courtesies extended him during building months. They threw open fairgrounds for his quarters and laughed at idea of charging rental.

Staff: James M. Rafferty, owner and general manager; Joe M. Sheeran, general agent; Tommy Carson, business manager; Carleton Collins, press agent; Karl Needleman, contracting agent; Charles Finkle, billposter; Oscar Nelms, lot superintendent; George Bennett, electrician; Carl Freeman, superintendent of rides; Major Garfield, in charge of fireworks; T. A. Schultz, *The Billboard* and mail agent; Bill Counselman, trainmaster; Billy Rafferty, master of motor transportation; Henry Sweet, band leader, with Henry Bligs, cornet; Virgil Ferguson, drums; Elsha Chisholm, tuba; Tom Locke, trombone; Noah Coombs, alto; Jimmy Bigford, charge of sound truck and public-address system.

Cookhouse and Concessions

Cookhouse, Mr. and Mrs. Frank Hildebrand, owners and managers; Mrs. Pauline Prantz, cashier; Harold Prantz, head waiter; Jerry Veriville, griddle; James Lewis, chef; Harold Bougard, waiter; Roy Kage, waiter; Henry Durdin and Walter Brown, kitchen help; Frank Snyder, manager refreshment stand, with Cusley Doyle, assistant; T. C. Lewis, photos; Ethel Guy and Jack Borneman, assistants; Robert and Mrs. Jacie, mentalist; Roy B. Loller, corn game, cigarette wheel, penny pitch, with Mrs. Lorraine as manager; Orlen Oakleaf, manager; Weldon Britt and Gilbert Southern, assistants, corn game; Cigarette Wheel, Charles Vitch, Lucille Ruid, penny pitch, with Dorothy Diamond, assistant; George Hartley, ham and bacon wheel; Gilbert Williamson, assistant; Bill Hughes, ham and bacon and Charley McCarthy dolls, with Brown Ray, Z. W.

Wilson and Monty Ross, assistants. Herman Weiner, radio and chromium, with Tommy Wilson and L. G. Hulsey, assistants. Pete Thompson and Mrs. Thompson, mentalist. Jesse Childers, ball game, lead gallery and penny pitch, with Mrs. Irene Burton and Mrs. Childers, assistants. Pete Media, pop corn.

Rides, Free Acts, Fireworks

Rides: Big Ell Wheel, J. Lacy Smith, operator; Mrs. Smith, tickets; Frank Kennedy, foreman; Cy Blackwell, second man; Chairplane, J. Lacy Smith, operator; Phil Jones, foreman; Jimmy Brown, assistant; Anna Belle Jones, tickets. Merry-Go-Round, George Freeman, foreman; Ernest Davis, second man; Mrs. Ethel Tompkins, tickets. Kiddie Chairplane, Roy Carter, foreman; Mrs. Carter, tickets. Kiddie Auto Ride, Winn Davis, owner; Kate Hughes, tickets. Loop-Plane, J. H. Burton, operator and foreman.

Pearle and Griffin present free act. An up-high aerial will be added as soon as Jammie Graves completes her rigging. A program of fireworks from United Fireworks Display Co. augments free-act program. Showmen here for opening and to get ready for Fayetteville engagement are Jack Roof, Posing; Bill Collins, Sex; M. Mitchell, Athletic; Lee Buck Smiles, Minstrel; Harry Davenport, Snake; T. A. Schultz, Illusion. Reported by Carleton Collins.

Gold Medal Gets Bad Weather

Season opening at Nashville near bloomer—some business for three days

NASHVILLE, Tenn., April 9.—Oscar Bloom's Gold Medal Shows opened season here Friday, April 1, located in Centennial Park under auspices of American Legion. Weather was cold and rainy and in consequence business was bad. The city had been heavily billed for opening as of March 31, but due to elements had to be postponed. Posters to number 3,500 sheets were used as were 75 street-car banners, newspaper advertising and sound truck on streets daily. Seven hundred and thirty-two Tennessean and Banner carriers were guests of Manager Bloom Monday night. Weather conditions ruined first week of season.

American Legion and Commander Will T. Cheek and Vice-Commander Steegal selected as fire crew of legionnaires as their assistants as any show could ever wish to be associated with. Tuesday afternoon a whirlwind twister seemingly out of nowhere almost completely demolished Rumba show doing a damage of about \$700.

Notables Are Visitors

Visitors noticed on grounds opening night were Phil C. Travis and family, of Tennessee State Fair; Will T. Hatch and Mal Cook, of Hatch Show Print; Ned Forti, of Wisconsin De Luxe Corporation; Cecil C. Rice, Billy Pitzer, Billy Crowson, Blackie Ogilvie, P. H. Bee Jr., Jessie and Dorothy Sparks. Joe Sparks and wife were also visitors, as was Charles Lentz, showman's insurance man. All concessions, except three, which are operated by Charles Miller and wife, Louise, for writer and Pat Ford, are owned by Bucky Allen and Morris Heilman. Mrs. Clarence Clayton, from Van Buren, Ark., joined her husband Tuesday and will remain on show. Clarence has Snake and Monkey shows. Dottie Moss got top money on her new drome three nights show was open. Rumba show ran second and Ray Daley's Cavalcade of Wonders third. Twin Eli Wheels topped rides, with Tilt-a-Whirl and Octopus getting second and third money. Reported by H. B. Shive.

Parent-Teachers To Hold Their Carnival in K. C.

KANSAS CITY, Kan., April 9.—Plans are going ahead for Parent-Teacher carnival, to be held here in May, despite a recent fight between organization and local film house managers.

J. L. Landes Shows will be featured and proceeds will go to Parent-Teacher treasury. The event will mark first time a carnival has been sponsored by an organization of this kind here, Parent-Teachers in former years having had an

HI-DE-HO Funhouse and Ride Combined



SPILLMAN ENGINEERING CORPORATION,

For Parks and Traveling Shows.

RIDE-O-RIDE

12 and 18 Cars

Rolls on its Merits

Facts from Ride-O-Ride Owners:

"We have all that can be desired in a good ride."

"I found the ride to be all and more than you claimed for it. It topped all rides, and grossed more than any two rides on the midway."

To date there are 25 shows sold and not one had ride has been placed on the market.

SPILLMAN AUTO SPEEDWAYS
Seven cars grossed \$11,500.70 over a period of fourteen weeks. Get in on these proven money makers. World's Largest Builders of Amusement Rides.

North Tonawanda, N. Y.

TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS WILL MAKE MONEY FOR YOU TOO

The Time-Tested

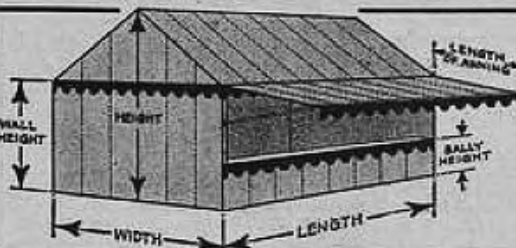


TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Fairbault, Minn.



Concession TENTS

Give Measurements as Indicated

BUY

from Factory

SAVE Money

POWERS & CO., INC.

26th and Read Sts., Phila., Pa.

all-day picnic at Fairyland Park on Missouri side of the Kaw River, which separates the two Kansas cities.

Harry Duncan, former Fairyland manager and prominent member of the Heart of America Showmen's Club, arranged carnival and handled all bookings. But when motion pic men here petitioned board of city commissioners to levy a daily \$50 fee on visiting carnivals Duncan had a fight on his hands.

Following the Landes appearance here, all carnivals will be asked to pay fee. In addition, they will be denied use of city property.

Dodson's Shows Postpone Opening; Weather Blamed

ST. LOUIS, April 9.—Dodson World's Fair Shows, who were scheduled to open the season here Saturday, April 16, postponed opening to April 23. Postponement, according to Mel G. Dodson, was decided upon due to inclement weather which has been holding sway in this section during past week. Both G. Guy and Mel Dodson are superintending work in quarters in East St. Louis, where workmen are putting finishing touches to building program.

Two Different Shows

WILKES-BARRE, Pa., April 9.—Through an error an item in *The Billboard* of March 28 linked together the names of McLaughlin and Reithoffer as being interested in the McLaughlin & Reithoffer Shows. These men represent two different shows. The McLaughlin referred to is Phil S. McLaughlin. He is associated with Billy Giroud in the New England Motorized Carnival, Inc. which opens in Somerville, N. J., April 14.

Phillips Takes a Hand In Jones' Construction

AUGUSTA, Ga., April 9.—E. Lawrence Phillips, president of New Johnny J. Jones Exposition, Inc., arrived here last week from his Florida estate. He stayed in quarters of show long enough to pick up blue prints and models for new modernistic fronts and then entrusted for Washington, D. C., to have them milled

SHOW TENTS and TRAILER CANOPIES
Fulton Bag & Cotton Mills
Manufacturers of Tents, Canopies, and Trailer Canopies
CINCINNATI OHIO NEW YORK NEW ORLEANS WASHINGTON D. C.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW Write

CHARLIE T. GOSS
WILSON STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

CANDY FLOSS & CORN POPPERS

Cosmet. Best. Glycerin. Original ball bearing Motor. 10 patents. Latest 4/20/37. Double heads, one piece handle run 100% true. One pound Sugar strings \$2. Guaranteed. Catalog Free. NAT'L FLOSS MFG. CO. 310 East 35th St., New York City.

and ready to be assembled and decorated by show's craftsmen on their arrival in the capital city.

Phillips will also order building of special escalators to be used on Branson's Motordrome. This will do away with old-time stairways, making drome more inviting to patrons by killing dread of climbing a long flight of steps. Reported by Starr DeBelle.

Reynolds & Wells Open Season Under Police

TEXARKANA, Ark., April 9. — The Reynolds & Wells United Shows opened season here Saturday, April 2, under auspices of police department. The weather was very cold, but some business was done, much to satisfaction of management and personnel of shows.

Many city and county officials attended "grand launching" of season and were very liberal in praise of general appearance of organization.

The show equipment is practically all new from front to back and all came out of quarters in new coats of paint. Reported by W. J. Lindsay, show's secretary.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street, Chicago, Ill.

FRUIT CONCENTRATES

FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens get our prices Fruit Concentrates for Ice Ball Syrup and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting flavors. Write us today for complete details.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

Call — KLINE'S GREATER SHOWS — Call

OPENING SATURDAY, APRIL 23, AT CALUMET PARK, ILL.

with Gary and Hammond to follow, and good route of still dates and a long route of fairs.

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS CALL

Can place any Show of merit with or without own outfits, especially want a Ten-in-One, Girl, Motordrome, Fun House, Monkey Circus, Snake or Grind Shows. Can place Cook House and Concessions. Want one more Flat Ride, Caterpillar, Tilt-a-Whirl, Octopus or Ride-o. Can place Ride Foreman and Ride Help on all rides and Help in all departments. All address BOB KLINE, Mgr., Kline's Greater Shows, Lewis Hotel, Chicago, Ill., until April 23, and then per route.

CETLIN & WILSON SHOWS, INC.

OPENING BURLINGTON, N. C., SATURDAY, APRIL 16, FOR 7 DAYS.
FAIRS START IN JULY AND END LATTER PART OF NOVEMBER.

Workings in all departments report in Greensboro, April 12.
Clark Coley, why don't you answer? Also want to hear from Maybelle Black and Joe Teska. We can place worthwhile Grind Shows and Fun House.
All legitimate Concessions open, including Ball Games, Pitch-To-Win, Hoop-La, String Games and all legitimate 5 and 10c Games.
Answer P. O. Box 787, Greensboro, N. C., Winter Quarters.

15 Years Ago

(From The Billboard Dated
April 14, 1923)

Rubin & Cherry Shows, resplendent in color and newly equipped, ushered in season at Savannah, Ga., to heavy attendance. . . . Bert B. Perkins, well known to many outdoor and indoor showmen, was made chief of Metro Film's exploitation department, with offices in New York, following a successful work in company's Chicago territory. . . . Ablaze with light and artistry, Con T. Kennedy Shows auspiciously opened season in Austin, Tex., to good weather and huge attendance. . . . Despite two days of cold, rainy weather, DeKreko Bros.' Shows played to satisfactory business in New Orleans. . . . Mr. and Mrs. Jerry Marsh joined Francis Marston Shows in Butler, Ga. . . . Everett John, featured in 1922 with Sam Spencer Show, again signed with that organization.

R. T. Irwin signed as talker on Hawaiian Show with Boyd & Linderman Shows. . . . Chief Montour, athletic showman, formerly with Tom W. Allen, Rice & Dorman, Morris & Castle, and in 1922 with Snapp Bros., decided to take a few years' rest from road and settled

SIDE SHOW ACTS

Strong Freak to feature, Glass Blower, Tat-too Man, Half-and-Half with wardrobe and appearance. Also Talker for elaborate Girl Show. Write or wire at once.

CURLY HUGHES, C. F. ZEIGER SHOWS,
Winslow, Ariz., April 11 to 16.

ROGERS and POWELL

CARRYING 5 RIDES.
Will give privileges on Concessions for Sound Truck and Free Act. ALSO WANT Masters, Athletic, 10-in-1 and any good Shows, small Cook House and legitimate Stock Concessions, all of which will work U. S. in Mississippi, Koshkonong, Minn., this week April 11.

on his little farm in Hagersville, Ont., Can. . . . Robert B. DeLano was still working windows in large stores of Kansas City with his mechanical man act. Blaine (Slim) Young was managing him. . . . Frank (Crip) Garrity and Conrad W. Wells left Springfield, O., to open with W. J. Torrens United Shows at Dugger, Ind. . . . Colin (Doc) Campbell, special event promoter of Central States, was enjoying a short vacation in Chicago before beginning his summer's work in Northern Ohio.

Carl Ledham, traveling manager of Coleman Indoor Circus, accepted a position as stock man with Nate Miller on the Nat Reiss Shows. . . . Terrible weather conditions necessitated cancellation of L. J. Heth Shows' opening in North Birmingham. . . . Harrison Greater Shows opened their season in Festus, Mo., to good business and favorable weather conditions. . . . John Francis Shows concluded a successful week's engagement at Cushing, Okla., under American Legion auspices.

NSPA Plans To Join Labor Organization

MIDLAND, Tex., April 9.—The National Showmen's Press Association drive for membership is under way, Secretary Roy E. Stein announced here. Country has been divided into four sections and following appointments have been made on membership committee: West Coast, Nathan Fisher Cohn, San Francisco; South, Don Brashear, of Silver State Shows; North, Bill Antes, of Antes Press, Evansville, Wis.; East, M. Michaelson, of Pittsburgh.

No membership fee is being charged until August, Stein said. Idea is to place membership cards in hands of as many publicity men as possible with view toward creating strong group before definite plans are set. Dues will be \$1 a year starting in August.

Publicity men desiring to contact the organization can do so by writing Stein in care of *The Billboard*, he said.

"Our association was the first of its kind in the field and hopes eventually to become affiliated with a national labor organization for the purpose of bettering wages and working conditions for show press agents," said Stein.

SARGENT, Neb., April 9.—Community Fair secretary announced here last week that he booked Carl Amusement Co. to furnish midway for event to be held in September.

LANCASTER, S. C., April 9.—C. J. Franco, general manager De Luxe Shows of America, stated Monday that Hyman Jacobson, of Philadelphia, has been contracted as secretary of shows for this season. He is rated as a certified public accountant and began his engagement April 4 at above's home office, Newark, N. Y., Franco further announced.

CORRY, Pa., April 9.—City council here is considering abandonment of former practice of permitting carnivals to exhibit in city park. The reason for

World of Mirth Speeds Up Work

Press Agent Gaylord White arrives at quarters and finds 116 men busy

RICHMOND, Va., April 9.—This correspondent, reaching quarters late last week and forewarned that he would find full crews at work in all departments of the World of Mirth Shows, was astonished at the magnitude of the building projects under way. Seemingly, General Manager Max Linderman has taken his cue from those New Dealers who insist that this country has "nothing to fear but fear itself," for the World of Mirth executive has let loose the purse strings to an extent that would gladden the heart of President Franklin D. Roosevelt himself.

Midway to Ferris Wheels the midway will be blessed with newness, both in name and in physical equipment, when it is set in order for the first time this season at Alexandria, Va., Saturday, April 30.

The new main entrance, a towering structure reaching more than 50 feet into the air is just one of many new features under construction. The new fronts are headed by an elaborate modernistic piece, closely patterned after the spectacular innovations introduced last season, which will be used by Mabelle Kidder for her new Parade of Nations Illusion presentation. Work began early in January by Trainmaster Wally Cobb on the 35 cars of the "Silver Streak," in compliance with the new safety regulations set up by the Interstate Commerce Commission, is nearing completion. When finished the train will be in tip-top shape from engine to caboose. Incidentally, the luxurious stateroom which Wally has fashioned for himself and family is the talk of the show.

Morale of High Standard

Morale around quarters this spring is running higher than this writer has seen it in the four years he has been publicizing the World of Mirth organization. Probably much of this esprit de corps may be traced to the bountiful repasts dished out, strawberry shortcake Wednesday by Tommy Riggins, who is beginning his first full season with the show this year. Not just a flash in the pan, his menus have consistently set new high standards in quarters cook-house cookery.

To detail all activities in this one letter is impossible; they are too numerous. However, some attention should be given to the Big Apple Funhouse which Charlie Holliday, able son of an able father, is building. A gigantic structure, with a front stretching 72 feet, the funhouse will introduce several novel and sparkling innovations in this age-old type of device. Another idea now approaching reality is the Honky-Tonk attraction under construction by Gilman Brown, the son of Mabelle Kidder.

In quarters now are the following show and ride owners or managers: Russell Judy, minstrels; Mabelle Kidder, Earl Purdie, Carl A. Turnquist, Penny Arcade; Jack Gilbert, concessions; Hans Mertens, Octopus, and many more due soon. Figures of Ralph W. Smith, treasurer, showed that 116 men were at work on April 6. Reported by Gaylord White.

Line o' Two of News

this is fact that park has been reseeded this spring and an effort will probably be made to keep all forms of amusement off grass. However, this by no means indicates that carnivals will not be allowed to exhibit in this city, it is stated.

WOOSTER, O., April 9.—Phil Phillips, assistant manager J. R. Edwards Attractions, is back in quarters of shows and has taken up his duties as supervisor of all building activities. Mr. and Mrs. Phillips have been playing night clubs in Middle West since close of last season.

CLARKSVILLE, Tenn., April 9.—The official season's opening stand for L. J. Heth Shows out of Alabama, shows' home State, was inaugurated here this week, making first show in for this year. All warehouses are open and spending of show patrons is liberal, as there is plenty of money in circulation in this section.

HOT SPRINGS, Ark., April 9.—Lotis Bright, of Texas Longhorn Shows, arrived here from his home in North Carolina recently for a course of baths. He will leave for Texas soon to join his shows, of which he is manager.

HOT SPRINGS, Ark., April 9.—Mr. and Mrs. Jack (Doc) Wilson, of Minneapolis, and Sol's Liberty Shows, accompanied by son, Raymond Wilson, and Bonnie Larue, registered at Majestic Hotel here last week. Party will leave for Caruthersville, Mo., soon for opening of season.

STUART, Ia., April 9.—Clyde Reighard signed to be with Grouch & Bryan Shows for season. He will have charge of new ride called Auto Galloper, he announced this week.

NORTH BIRMINGHAM, Ala., April 9.—J. J. Fontana, general agent L. J. Heth Shows, announced here that Tom Parker joined shows as press agent and had started work in this capacity.

VALDOSTA, Ga., April 9.—Brown Novelty Shows opened the season here Saturday, March 26, for a week's engagement under the American Legion. Attendance and business were satisfactory to Manager Fred E. Vasche. He has one of the neatest and cleanest carnivals on tour and the sponsors stamped it as such.

LANCASTER, O., April 9.—F. E. Gooding has announced that he booked the fair here and at Van Wert, Owensville, Sidney and Athens in addition to his already long list of Ohio events previously announced.

PARIS, March 24.—Famous group depicting Paris underworld life that has occupied "Moulin Rouge" museum since 1926 is to be shown in England before being taken to America for New York World's Fair in 1939. The 90 figures are being carefully crated for first lap of a tour that will take them around the world. Group will be shown in London

(See LINE O' TWO on page 59)

Tidwell Shows Open; Have Good Business

SWEETWATER, Tex., April 9.—T. J. Tidwell Shows opened here March 23 with shows, rides and concessions and featuring Capt. Leo (Suicide) Simon as free attraction.

Every show on midway is new and all rides freshly painted and decorated. New 12-car Skooter, operated here for first time, made top gross during a week of excellent business.

A spring style show sponsored by Sweetwater Reporter which featured Tidwell Band and parade ponies in a parade did much to bolster attendance on opening night.

The show has wintered in this city for 13 years. Staff: T. J. Tidwell, owner-manager; Harry Craig, lot superintendent; Roy Edsell, secretary; Roy E. Stein, publicity; Jimmie Lukens, electrician and transportation; Joe Graak, commissary, and C. Elington, tickets. General agent has not been announced. Position was left vacant by recent death of H. G. Buchanan, who held the post for 15 years.

Show moves on its own fleet of sun-burst colored trucks and trailers. Reported by Roy E. Stein.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 9.—President J. C. McCaffery presided at Thursday's well-attended and interesting meeting. Seated with him were Treasurer A. L. Rossman, Secretary J. L. Streibich and Past Presidents Sam J. Levy and C. R. Fisher.

Brother Walter F. Driver advised that while the annual Spring Festival was a success, it was impossible to give a full report at this time. Same will be ready for next meeting. Brother Bob Lohmar was in town for the day and attended the meeting. Brother A. J. Humke, up from Tim McCoy's quarters, also arrived in time for the meeting.

Brother A. R. Cohn left for Canada and Lou Leonard went to St. Louis. Brothers Dave Tennyson and John Loran are getting ready for their opening spot.

Tickets for the combined Showmen's Home, Cemetery and Hospital Fund benefit to be staged in St. Louis are out. Event will be handled jointly by the Showmen's League and the International Showmen's Association. Tom W. Allen is chairman, and affair will be held May 6 at the Beckmann & Gerety lot, Grand and LaCade avenues, St. Louis. Many Chicago boys are planning to attend.

Sidney E. Vallancourt was elected to membership. Brother Tom Rankine is still in the hospital and showing improvement. Brothers Colonel Owens and Bob Miller are still confined in their homes. Reports concerning the condition of Al Wagner, Harry Mazel and Dave Mulvie were not forthcoming.

Jack Winters lettered that he should be on the lookout for his application.

Brother Courtmanche brings in a nice fiscal piece for the rooms almost nightly. More and more of the brothers have been sending in their dues. This is indeed gratifying and a fine example for others who have neglected this important duty. Morris Hanauer was Brother M. J. Doolan's guest at the rooms. He will be with Doolan's rides this summer. Vice-President Frank R. Conklin attended the spring show and hobnobbed with the boys at the rooms during the day. He looks fine and says he's ready for a hard season's work. Petey Piver plans to become associated with Chickie Allen for the summer.

Chairman Carl J. Sedlmayr is well pleased with the benefit planned for St. Louis and advises that he will try to attend. Brothers Theo Dukoff and Maurice Ohren will be new entries in the Canadian carnival field this summer. Larry O'Keefe still hitting along with pop corn at the bowling tournament. Almost all of others gave it up as a bad job. Brothers John O'Shea and Ben Rosenzweig are well pleased with business at their new stand.

Beverly White left to join the Goodman Wonder Show.

Brother P. K. Hunt, of Toronto, was among those who made the trip in for the big show. Each year finds more brothers in for the affair and it looks as tho we will have to find a larger room to handle the crowd in the future.

Sam Gluskin, in town for a few days, was also among the revelers.

Well, it's the same old song. Have you

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

International in scope for nearly a quarter of a century, the sympathetic, helpful understanding of the Showmen's problems and the constructive methods of meeting them, has made The Showmen's League of America an indispensable institution to the outdoor showman.

neglected your dues? Give it a thought and send them in at once. Thank you.

Ladies' Auxiliary

Thursday's meeting was well conducted and attendance was unusual in view of the severe blizzard here. President Leah M. Brumleve presided, and seated with her were First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Edith Streibich, Secretary Frances Keller and Treasurer Phoebe Carsky. Invocation by Chaplain Mattie Crosby.

Refreshments were served after adjournment. Pearl McGlynn donated appetizing sandwiches, and Mrs. Fannie Plaisir presented a delicious cake and cookies which she baked.

Sister Cleora Helmer is confined in her home with a severe cold.

Rummage sale to be held May 6 and 7, with Sister Cora Yeldham officiating, is well under way and all members have pledged co-operation. Please send all articles for the sale to Arcade Electric Co., 1750 West Ogden avenue, Chicago.

Clara Hollie Harker was unable to attend the meeting, as she is away on a pleasure trip to Indianapolis.

Hostess for the April 14 social will be Mattie Crosby.

ELSIE MILLER.

SLA SCORES

(Continued from page 48)

dinner served while Al Trace and his swiny orchestra dispensed excellent music. Following dinner Joe Wallace took charge as emcee and in a side-show setting made an opening from a ticket box, introducing a series of "freaks" and other attractions. Throughout evening Wallace and Jack Kline alternated as emcees, both doing a fine job. Karl Marx, omnipresent luminous-nosed clown, was in and out of proceedings all evening with his foolery.

Acts Caloro

Space will not permit a description of many acts on bill, but among those that contributed to evening's entertainment were Sally Lou and her canine pal; Kay La Salle, tapster; Gould Sisters, musical comedy dancers; Novelli Brothers, comedy acrobatics; Raphael Sisters, dancers; Edna Alee and troupe of expert pistol shots; Helen Doll, vocalist; Novelli Brothers, bird act; Mary Mariowe, character sketches and songs; Valentine Vox and Emily Walters, ventriloquists; Dr. Arthur Marcus, card tricksters; Boots McKenna Girls in colorful routines; Doris Dean and Katie Kolett, dancers; Ryder Sisters, dancers; Probie and Bramson, vocalists; Willie Shore, comedian; Tom and Verne Cowan, comedy adagio; Bob Bromley, extremely clever marionettes; Ollie, with his yo-yo tope; The Romanos, whip crackers, and Joe Wallace as Joe Prisco.

Well-Knowns Introduced

In mid-evening Sam J. Levy briefly took charge of proceedings to introduce several well-knowns. First was Frank Bering, manager of Sherman, to whom league presented a group photo in which appears Col. W. F. Cody (Buffalo Bill), first president of league. J. C. McCaffery, president of league, next was called to the mike and after a brief talk introduced Frank R. Conklin, whom he thanked for the splendid work he did during last season in obtaining new members for league. He then called upon Dr. Max Thorek, guest of honor, who made a brief talk and introduced Judge Sabath, one of founders of the American Hospital; Mrs. John B. McGoorty, wife of Judge McGoorty; Mrs. Thorek, and Dr. Solomon Greenberg, of American Hospital staff. Sam J. Levy then introduced William Hale Thompson, former mayor of Chicago, who in a brief talk lauded Showmen's League and its work.

After entertainment program was completed guests danced until 3 a.m.

GAY TIME HAD

(Continued from page 46)

Shell with Crafts' air callopo, began the trek to showgrounds. At Colton it was met by a detail of State highway patrol and members of San Bernardino motorcycle squad. Arriving it was met by Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roy E. Ludington and Mr. and Mrs. Elmer Hanscom. A buffet luncheon awaited the arrival. For this the Karl Miller girl revue top was used. Tables were set with a most delectable lunch, and refreshments of any desired variety to be had following the luncheon. Karl Miller presented Avon Gayle's entire girl revue, a most enjoyable show. Then all went to front of monkey circus and posed for picture. Shows and all rides were avail-

able for members and families and other invited guests. In Orange Show building showfolk were entertained by Kenny Baker, guest star; Jimmie Griens' Orchestra; Larry Collins, Esther Campbell, Gasca Troupe and Julie Gibson. Harry Seber was chairman and J. Eddie Brown and Pat Shanley guides and entertainers.

Guests Who Registered

Those who registered: Mr. and Mrs. Frank J. Downie and daughter, Phyllis; Mr. and Mrs. Ross B. Davis, Mr. and Mrs. MIT Runkle, Mr. and Mrs. Steve Henry, Mrs. Olive Stewart, Mr. and Mrs. Ted LePors, Mr. and Mrs. Will Wright, Mr. and Mrs. Ray Ludwig, Mr. and Mrs. Harry B. Levine, Mr. and Mrs. Samuel Goldman, Mr. and Mrs. Frank H. Conklin, Harry and Grace DeGarro, Mr. and Mrs. P. W. Pemberton, Mr. and Mrs. Louis Manly, Mr. and Mrs. Nardoni, Mr. and Mrs. Jake Posey, Ruby and Stella Kirkendall, Doc Cunningham, Mr. and Mrs. Cal Lipes, Dan Stover, Joe Glacy, Clyde and Topsy Gooding, W. S. Parker, Mrs. J. Burke, Robert L. Myers, Mr. and Mrs. Leo J. Haggerty, Mr. and Mrs. N. P. Shafer, Harry Wallace, Mr. and Mrs. Harry Hargraves; Mr. and Mrs. Edwin Tait, Manila, P. I.; Joe DeMouchelle, George French, Louis Eyerly, Abner K. Klise, Lew Keller, George Simmonds, Moe Levine, Hugh Weir, Lucille King, Laurence Valli, Arthur Valli, Jack Wilson, Moyer Schlom, Mr. and Mrs. A. E. Weber, Major Harry Le Mack, Nick Wagner, Ben and Millie Dobbert, Norman Peel, Mrs. Peggy Forstall, Eva Rockwell, Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. T. J. Myers, Mr. and Mrs. R. S. Moyer, Fritz Kocardo, Charles Haley, George Gillman, Mrs. Etta Haden, Esther Carley, Blossom Robinson, U. S. Doc Harris, Minnie Fisher, Mr. and Mrs. Charles Miller, Rosa Ogilvie, Louis Baicalupi, Mr. and Mrs. Frank Forrest, Mr. and Mrs. Harry Seber, Mr. and Mrs. E. R. Bagby, E. Tuttinger, Mr. and Mrs. Ed DeMirjan, Mr. and Mrs. Elliot Leven, Mr. and Mrs. Joe Steinberg, Joseph Wilson, Mr. and Mrs. Herb Usher, George O. Rosene, John F. Rahn, George and Rosana Carter, George Rehn, Thomas Dawson, Mr. and Mrs. Edward Horton, Mr. and Mrs. Wallace O'Conner, Francis O'Conner and mother, Anna Vacarro, Josephine Foley, Mr. and Mrs. Howard Crowe, Red Griffith, M. C. Comeaux, Mr. and Mrs. William Steinhart, Harry Lewis, W. H. Westlake, Earl and Lou King, V. Overstreet, Ed DeGarro, Ruth Latimore, Mr. and Mrs. I. W. Larimore, George Pierce, Laura Poban, L. R. Carlson, Mrs. Lloyd Wilson, Mr. and Mrs. R. G. Ludwig, Mr. and Mrs. W. G. Smith, Mrs. Ada Teeple, Dorothy Walker, Mel H. Smith, Doc Collins, F. J. Wright, Bettie Stewart, Mr. and Mrs. M. N. Roscoe, Val Vino, W. D. Ament, Bud White, Joe Walters, H. P. Walker, Mr. and Mrs. E. C. Cook, Mr. and Mrs. John R. Ward, Doc Hall, Arthur Meisner, Gordon McCrookey, Harry Phillips, Nina Rogers, Mr. and Mrs. Ed J. Walsh, H. G. Mays, Mr. and Mrs. Edw. Sherman, Mr. and Mrs. Ray Sherman, Bob Sherman, Candy Moore, Joe Eyerly, Max Harry Bernard, Mr. and Mrs. G. J. Craig, Mr. and Mrs. F. K. Franklin, Mr. and Mrs. Elin Joyce, Mr. and Mrs. Hugh Cartwright, Jack Bigelow, Frank Myrphy, Jack Lauswiler, Mina and Adelaide Colquitt, Mr. and Mrs. Henry Althaus, Mr. and Mrs. J. G. Schuster, Barney Morris, Mr. and Mrs. E. E. Hurley.

PARADE OF SHOWS

(Continued from page 46)

Hamilton, cashier front gate; Allen Murray, superintendent front gate; Frank Sequin, assistant.

All New Canvas

Canvas is new throut, as well as banners.

Shows: Rainbow Revue, George Brock, manager; Monte Stuckey, Grace Evans, Kay Atchley, Fae Smith, Jo-Ann Kong, Harriett Harris, Vera Wallace and Lacey Evans. Has callopo on front and orchestra inside. Brown-Skin Vanties, Wm. Burns, manager; Jimmy Salwyer, talker. Hawaiian Village, George Brock, owner; Helen Brook, manager; Jimmie Kerr, Pat Landry, Johnnie Tucker, Clara Foster, Clara Pestu, Ada Donell, Alice Power, Crime, Mrs. C. Hildredth, manager; J. Hildredth, J. Kilgore.

Rides

Rides: Big Ed Wheel, Charley Cudney, Bill Calloway, Mix-Up, Fred Joplin, Murray Andrews, Roy Harper, Swing, K. Y. Sitton, Ed Johnson, Ed Murray, Lindy Loop, Jack Meggs, Otto Jensen, Ed Riley, Caterpillar, Jesse Donell, Kiddie Autos, Marvin Gip, Speed Buks, K. A. Johnson. Side: Jack Hamilton, manager and emcee; Jack Cramer, impalement; Chief White Feather, lightning cartoonist; Earl

For Sale or Will Book

In Good Park or With Carnival, 3-ABREAST MERRY-GO-ROUND, Factory Reconditioned, good as new, Priced Right for Cash.

STRATES SHOWS CORP.

Weldon, N. C., week April 14 to 23; Harrisburg, Pa., week April 25 to May 7.

Three Days, June 17, 18, 19

at GUERNSEY, WYO.

STATE NATIONAL GUARD ENCAMPMENT AND LAKE GUERNSEY WATER CARNIVAL AND BOAT RACES.

Attendance Last Year 15,000.

Carnival Company with Shows and Concessions WANTED.

Lake Guernsey Boat Club, Inc. Guernsey, Wyo.

Spring Opening May 2, Beckley, W. Va. FRED C. BOSWELL SHOWS Spring Opening May 2, Beckley, W. Va.

WANT AT ONCE RIDES

Merry-Go-Round, Ferris Wheel, Co. 6, Champagne, Caterpillar, Octopus, Kiddie Rides. Will give rides looking over two good weeks' work before Beckley, W. Va. WANT SHOWS—Fun House, Mooradian, Girl Revue, or any Show of merit. Shows with own outfit 25% to office. West Virginia Best Show Territory. WANT 6-1000 Uniformed Band, White. Price must be reasonable. WANT Best Cook House, also Parade Gallery. Few space concessions. No grill. Staff all contracted for season. Many thanks for inquiries. Write, please short. All address Manager, FRED C. BOSWELL, Princeton, W. Va.

Scoville, tattoo artist; Cyril, illusions; Rosita Ostel, suspended animation; Madame Florence, astrologer and seer; Unborn, in charge of Mrs. Cramer; Jack Val-Dahl, half and half; Etta Mae, illusions; Great Lester, anatomical surprise; Captain Diabolo, fir-pens-torture; Joado-Doe, pygmy; Chas. Farnell, front, with Tex Cooper, Jimmy Long, John Ellis. Show has 135-foot banner line with 15 banners.

Concessioners

D. Fritz, cookhouse, assisted by Blackie Lawrence, Nick Persuth, Sam Stone, Jimmie and Jean Jorgensen, Florence Brown, Archie Hensley, Alex Downing, Leo Allen, Rodney Paterson, I. E. Latham, Juanita Allen, Leo Allen, June Allen, M. Echels, Burr Bown, H. A. Preston, Howard Brick, Dan Robinson, Helyn Brick, Helena Kaplan, Joe O'Shaughnessy, Helen Brewer, Lillian Gudney, Rose E. Moore, Curtis Dunham, C. O. Frazier, Mrs. Frazier, Sam Cooper, Mrs. C. Hildredth and P. Hildredth.

Show transported by rail; has sound truck and callopo with show. Sound truck used in advance.

Visitors: J. C. and Mabel Arnold and family; Bill Hames, Wanda Lamar, Ira Burdick and wife, Eaton Sisters, J. O. Osterman, Chas. Lillenthal, Whitey Rhodenberg, Jess and Nora Sheat, C. J. Swensen, Hank Wagner, Harry and Kittie Poole, Ned Jacobs, B. Cooper McDonald and wife and A. W. Kennard, representing The Billboard.

Show, all opening on small lot, presents an attractive appearance. Police officials stated that management is to be congratulated on fact that there are no games of an objectionable nature on the show.

Free Acts: Great Knoll, acrobat, and Dare-Devil Prazier, high pedestal and balancing.

U. S. GAINS

(Continued from page 45)

sion to change his name to Teacher. Court granted request.

Midgots have been on American soil since 1932 and retain their former names, Anastasia Andreevna Parfenova, 39; Pelagea Danilovna Velikanova, 50; Mary Demidovitch Pillin, 41; Basil Demidovich Pillin, 45; John Danilovich Velikanoff, 45, and Michael Antonovich Sokolsky, 53.

With ceremony over Judge Charles B. Kennamer asked District Attorney T. D. Sanford to welcome new citizens in behalf of government. District Attorney declared experience most unique in his long service with court.

On midgots arrival in Augusta they were met by show's staff members and personnel and congratulations rang out from all sides. Anastasia Parfenova, troupe's manageress, announced that they had recently purchased a home in Miami, Fla. Reported by Starr DeBelle.

WHEELS
Park Special
\$9 in. in diameter. Beautifully painted. We carry in stock 12-15, 20-24 and 30 inchers. Special Price.
\$12.75
BINGO GAME
75 Paper complete. \$5.25, including Tax.
Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Cans, Pillow Tops, Billions, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 237.
CANES
Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago.



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

What became of all the revolving stages that carnival shows were going to have?—Soapy Glue.

GLEN IRETON is with Endy Bros.' Shows and is now in Goldsboro, N. C., where the shows open.

ARCHIE CLARK, now in California, has a big flashy carnival and it is plenty large, too.

JOE SANDERLIN succeeded J. A. Pearl as The Billboard sales agent on the Johnny J. Jones Exposition. He reports for duty on the show in Greenville, S. C.

FELIX BLEY AND JAMES P. MURPHY, of the Gooding Amusement Co., were visitors in Cincinnati last week from Columbus, O. They called at The Billboard offices for a chat with the staff.

SAM SOLOMON is one of the pioneers in motorized carnival field. He had a motorized show long before many that are now in business.

B. W. RICHARDS, press agent back with Goodman Wonder Show, letters his

HENRY (DAKOTA HANK) PHILLIPS cards from Oswego, N. Y., that he booked his kiddie ride and concessions with the Empire Amusement Co., which is scheduled to open in May in Syracuse, N. Y.

JESSE F. SPARKS, owner and manager of J. F. Sparks Shows, letters from Columbia, Tenn., that he has appointed James H. Timmons as secretary of the shows and that he will also handle the publicity.

IT ALSO snowed in Cincinnati April 9. This makes us think that some of the carnivals are coming out of their post office box spring quarters a bit too soon.—Soapy Glue.

WALTER LANKFORD cards from Augusta, Ga.: "Wayne Chapman, trombonist, of Sullivan, Ind., rejoined Lankford's Band, now with J. J. Page Shows. This makes Wayne's second season with the band."

FRANK WEST is itching to get his season open so he can show his "home-town folk" in Norfolk, Va., his 1938 edition of West's World's Wonder Shows.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.
Single Sheets, 8 1/2 x 11 1/2. Typewritten. Per M. \$0.00
Analytic, 3-p., with Blue Cover. Each.03
Analytic, 8-p., with White Cover. Each.15
Forecast and Analytic, 8-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 24-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystal, Outline Board, Planichette, Etc.

NEW DREAM BOOK
120 Pages, 2 Gate Numbers, Clearing and Profit 1200 Dollars. Bound in Heavy Gold Paper Cover, Good Quality Paper, Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATIVE GAME. 22-Page Booklet, Beautifully Bound. Sample, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
Reprints Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any newspaper.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

GIANT POPPER

21" long x 11" high. HEAVY ALUMINUM. Will pop more than most poppers of \$200.00 value.
\$9.50.
Dor. Price on Request.
ROBINSON POPCORN CO.
4830 West 130th, Cleveland, O.
Write for our Circulars.

ATTENTION!! FLOSS MACHINE OPERATORS!!

Best — Simplest — Money Saving Built.
All-Electric Candy Floss Machines, \$85.00 up
White Enamel one-piece Porcelain Models Each. . . 3.50
Ribbons (Super-Insulated), Each. 3.50
One Hand & One Ribbon. 15.00
Three Bands & Three Ribbons. 18.00
Double Heads. Each. 20.00
\$1.00 copy of The Roadman's Guide FREE with every \$3.00 order. Immediate shipment.

A. T. DIETZ COMPANY
27 Miller Building, Toledo, Ohio.
The Originators of the One-Piece Band.

BUDDHA PAPERS—SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 14-17 and 35-page Readings, Zodiac Daily Charts, Horoscopes in 11 styles, Approximate Mind Readers, Mental Magic, Spirit Exorcism, Mind Camps, Books, Geosophy Charts.
New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 50c., free.

NELSON ENTERPRISES
108 S. Third Street, Columbus, O.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.
G. W. TERPENING
157-159 Marine Street, Ocean Park, Calif.

BUSHAY AMUSEMENT CO.

OPEN CLINTON, MASS., SATURDAY, APRIL 23, 9-11 P.M.
Have 15 Weeks Already Booked Under All Strong Supplies, Playing All Massachusetts.
WANTED—Fiddle-Tun-Whip, Hoop-La, Cigarette Shooting Gallery, Candy Floss, Candy Apple and Ice Cream and other Grand Stalls. Can also use Carnival Electrician.
HENRY BUSHAY
18. Noyland Street, Boston, Mass.



MRS. HARRY WHITFIELD likes horses. While en route from New Orleans to quarters of Liberty National Show at Fredonia, Ky., this photo was snapped at Carthage, Tenn., March 7 while she was visiting her husband's parents. At that time this five-pated equine was owned by Harry Whitfield's father and was later sold for \$2,500. Harry Whitfield is owner and manager of shows and Mrs. Whitfield is secretary.

thanks to The Billboard for news matter published from Little Rock, Ark.

IKE W. CHAPMAN cards from Boynton, Fla.: "Open with W. S. Curt's Show in Ohio in May, making sixth season with Curt. Been a corn game operator for 16 consecutive years."

BURT V. BARNES, trap drummer and tympanist, letters from New York: "Signed with Frank Meeker for his all-American band, which will be with Stratos Shows this season."

W. E. (BILLIE) BOWEN, general agent Hughey Bros' Shows, is a very busy man out in Lillibour, Mo., at present. Robert Hughey is manager and subtiles his organization "A Model Carnival."

Seems like many people are born to write, but were not born to think about what they write.—Wadley TH.

BILL RICE wrote A. C. Hartmann from Savannah, Ga.: "Mighty Shoosley Midway looks swell. Opened March 31 with showers and then heavy rain." It was still at it when this was written April 2."

IN CASE ANYONE IS INTERESTED: Frozen angels' tears (snow) fell in Cincinnati Saturday, April 2. J. P. Dehnert, of Broadway Shows of America, has been operating a ride unit on Cincinnati lots for several weeks.

Many reports have it that it is his best effort in construction and organization.

HOW THEY MOVE: Shows are moving on flat cars, on baggage cars, on trucks and on the cuff. The manager who books his own show often calls on some agents when he gets in a pocket.—B. H. Nye, Mason, Ga.

Go straight ahead. Never mind snow and cold. Winter will soon be over and some will be sorry they did not make ready for the good season that is ahead.—Unkle Jerk.

MRS. C. B. FRISK is manager of Prisk Greater Shows, which were founded by her late husband. She is being well supported by all on the show who were loyal to C. B. during his life, it is reliably reported.

IRISH JACK LYNCH, eminent side show talker, cards from Sweetwater, Tex.: "Here for opening of T. J. Tidwell Shows. Saw Hab Katool and he looks fine. He is only 78 years young. Kincaide, the old-time electrician, is the builder on this show."

AL NATION cards from Pittstown, Okla.: "Carnivals around here in bunches, like bananas. Nine within radius of 50 miles, Loos, Crowley, Colley, Smith Bros., Hames, McKee, Regal, El Williams and Freed. Everything okeh, send money!"

TONY CIRESI wired from Greenville, S. C.: "Arrived here April 8 to join Johnny J. Jones Exposition. Will work for Lipsky & Padlock. Mrs. Ciresi joins the next week. Wish to thank The Billboard for all favors shown me in the past."

ROBERT R. KLINE, manager Kline's Greater Shows, letters from Chicago: "Does not look like show weather here. Snowed April 7. Will be glad when I get show open, as I am anxious to see how it is going to look. Best wishes to The Billboard."

FRANK S. REED, secretary Rubin & Cherry Exposition, is a remarkable man in many ways. He is way past 75, been with Rubin and Annie over 25 years, has a fine memory, a stickler for details and writes a good business letter. Long live Frank S. Reed.—Red Onion.

BRUCE BARHAM letters from Cape Girardeau, Mo.: "Mr. and Mrs. J. W. Laughlin, of West Bros' Shows, own a large farm near Morley, Mo. They had so much fun four years ago entertaining the home-town kids that they decided to repeat the affair this year and did."

Ever notice that a great number of people who have no shoes on their feet are always suffering with big problems to solve?—Tillie Few Clothes.

MRS. SI OTIS letters from Lima, O.: "Si Otis and his trick mule, Ebner, are playing Ed Martini's night club here. Act recently finished eight weeks in Terre Haute and Indianapolis, Ind., night clubs, and have fairs booked in Michigan, Wisconsin, Minnesota and Illinois."

FRANK J. LEE letters from Caruthersville, Mo.: "In 1908 when on the Con T. Kennedy Shows Red Onion told me that if I were going to stay in the carnival business I should always be with the best. This season I am doing the press for Sol's Liberty Shows."

CHARLES BOUNDING JOHNSON cards from South Pittsburgh, Tenn.: "Left Blue Ridge Shows in Tracy City April 2. Came here and now camping with Ellis Winton at his quarters and will wait until something turns up. Winton has some men at work and will be ready when time comes to open."

GEORGE W. LANNING, manager Sentational Royals, letters from San Fran-

BIG ELI DEPENDABILITY

Move Your equipment on BIG ELI semi-trailers and save money. Built for years of steady service.
ELI BRIDGE COMPANY
N. WEST ST., JACKSONVILLE, ILL.

THE NEW CHAIRPLANE

The Chairplane is now built in three heights, 22 ft., 30 ft. and 18 ft. The 22 ft. tower is our standard size ride. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springfield, Erie Co., N. Y.

TANGLEY CALLOPE OUTFIT FOR SALE
Original Cost \$4,100.
Price \$650.00 Cash.
Electrically equipped. Fine condition.
MRS. W. H. WILKINS
705 So. 7th St., Goshen, Ind.



IT IS A HIM NOT A HER: His name is Jerry Lawrence Bailey, son of Jimmy and Sarah Bailey, last season with West Bros.' Shows. Photo not taken in Aberdeen, S. D., June, 1937, at which time this young man was 16 months old. So by this he was born in carnival business. Who knows but that in future he may own a big show.

Shows for years as cookhouse waiter. Also handled ice cream sandwiches on a great number of Midwestern fairs and handled novelties for Desplanter Brothers."

R. E. SAVAGE carded from Augusta, Ga.: "J. J. Page Shows opened the season here April 1 and it was a real April fooler. The heavens opened with a deluge, but showfolk took it with a grin. Many took it as a good omen that a bad beginning makes for a good ending. Flying Flemings, aerialists, join the show at Columbia, S. C. for the Elks' show. Arthur Earnest arrived in Augusta and took over the Hawaiian show and will open it in Columbia."

GEORGE VON STEIN letters from Mobile, Ala.: "Have not forgotten our very good friend *The Billboard*. Myself and family are just back from a successful trip to Europe. We discovered some new ideas and principles which we are going to try to adopt for use with American carnivals. We will leave for Los Angeles to join our former partner, Ed Breckenridge, who is going to be associated with us in our new outdoor show-business venture."

THAT INEXORABLE LAW OF COMPENSATION: Matthew J. Riley stressed

and Mrs. Thomas Ewalt, of Geneva, Neb., owners and operators of the Ewalt Amusement Co., were recent visitors here and at other points on the Pacific Coast, accompanied by the Willetts, who operate the corn game with them. They visited the White City Shows and the quarters of the Al G. Barnes-Sells-Floto Circus. They left for Nebraska to make ready for opening of their season. Willett leaves here April 20 to take up booking for the shows."

Press agents who seek publicity for themselves to the neglect of the carnival they are with should have a care. They, however, should report to *The Billboard* when they join east for the season and let it go at that.—**Wadley Tit.**

BEN WEISS letters from Belle Glade, Fla.: "This is our last stand in Florida. One of my bingo organizations opens with F. H. Bee Shows in Springfield, Tenn., and my brother, Harry, will manage it. One bingo goes with Eddy Bros.' Shows. I also framed three swell grind stores that open with Eddy. Jack Stone will be the manager. All equipment is new. Tents from Baker-Lockwood. Have ordered a new 36-foot semi-trailer equipped as office and storeroom from Goss Co. All in all, our stay in Florida was very nice, as is natural when one can combine business with pleasure. Am pleased to say that both hit most pleasantly and profitably."

BALTIMORE BRIEFS: Chas. J. Tashy, of Bantley's All-American Shows, was in town recently. He booked some musicians and people thru a local theatrical exchange. Cho Cho, clown of Hutzler Bros.' department store fame, is kept busy by society of class here giving entertainments for children. William Glick, who makes his winter home here, long since left for the quarters of Ideal Exposition Shows at Salisbury, N. C. Herbert Wiggins, of Great Atlantic Shows, was in town recently lining up some bookings for the summer. John T. McCaslin is kept busy and had Mike Ziegler, of Philadelphia, as a recent visitor. Deaths of Ollie Trout and Jack V. Lyles cast gloom among their show friends here.—**Harry J. Bowen.**

Seems that the uncertainty of April weather has caused many carnival managements to postpone early openings during the month in various sections of the country. However, the majority that opened in February and March south of Atlanta, Memphis, Dallas and San Francisco, sectors in majority, when favored with the weather have done satisfactory business.

GEORGE ALABAMA FLORIDA has long since gained fame as a theatrical attraction advance agent and is by no means a stranger to the carnival field. He has been general agent, general manager, assistant manager, special agent, press agent and promoter with many carnivals in the past. In the past he has also written many news stories for



A GOVERNOR, HIS SON AND A SHOWMAN: Left, Gov. James V. Alfred of Texas; Jimmy, his son, and J. George Loos, general manager of Greater United Shows. Photo taken in Austin, Tex., during recent engagement of shows in that city, at which time governor and his son did midway as guests of Manager Loos.

the fact that "the old equalizer" is certain to get those who violate the laws of decency and fair dealing. If Matthew J. never contributes another thought to the world he, in this reminder, has already said plenty. Too bad that some of the gypping wise guys in the carnival business do not take heed to the working of that "old equalizer" Riley talks about.

FRED C. BOSWELL, manager of shows bearing his name, letters from Princeton, W. Va.: "Wish to thank *The Billboard* for its wonderful service to showmen. My advertisement brought excellent results and I do not suppose I will ever get all replies answered. However, I am getting a nice show together and have some very promising dates booked. We are doing some work in quarters and getting along nicely. Shows will use baggage cars and trucks and will open in May."

ONE MORE bloomer for independent midways at Canadian National Exhibition, Toronto, and the management will be ready to book an organized carnival at a reasonable percentage. Seems funny that with all the big and mighty carnivals that are now in existence, this exhibition could not get at least one of them to play the date. Punny world. Organized carnivals were never bigger nor better and yet the Canadian National Exhibition midway had to go in for independent attractions.—**Wadley Tit.**

ROY WILLETT, agent Ewalt Shows, letters from Long Beach, Calif.: "Mr.



MR. AND MRS. BEN WEISS, of Brooklyn, N. Y.; Miami, Fla.; Ben Weiss Concession Co. and Eddy Bros.' Shows. They are seen here on sands of Miami Beach, Fla., two weeks ago, or to other words, on eve of departure for North Carolina to open carnival season with Eddy Bros. Ben is a big concession and bingo operator and has bookings with a number of carnivals and over a large circuit of fairs east.

EVANS MONEY MAKERS
They are Evans 40 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
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.

PADDLE WHEELS of All Kinds **\$7.50 up**
FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.

WANTED
Legitimate Concessions of all kinds. Candy Floss Rings, Ball Games, Penny Pitch, Cook House and Kiddy Rides. Open near Pittsburgh May 1. Responding entirely new for attracting and entertaining crowds.
COMMUNITY AMUSEMENT COMPANY
410 Diamond Bank Bldg., Pittsburgh, Pa.

SUNSET AMUSEMENT CO.
WANT Bowling Alley, Pitch Win, Hoopla, Curtain, Floss and Shooting Galleries. WANT Mechanical, Arcade and Fun Shows. Talkers and Girls for GIRL Shows. Annot. Mo., this week.

LECTURERS
Complete: Man to Grid, Woman Inside, for Two-Headed Bialor, also Customs or Health Lectures, for Newell Show on largest and best Midway. Must be top-notch. Salary or percentage. Open Jacksonville, April 16.
DOD & MAXWELL REYNOLDS,
Royal American Exposition, Tampa, Fla.

WANTED O. J. BACH SHOW
NEWARK, N. Y., OPENING APRIL 23 to MAY 7. Dancing Girls of all types. Must have form and looks. Also Accordion Player. State full particulars and lowest salary.
MANAGER, WAIKIKI FOLLIES.

SECOND-HAND SHOW PROPERTY FOR SALE
\$1.75 Men's White Buckskin Skate Shoes. All sizes. \$150.00 Kite, Chaperone Kiddy Ride. Hold 10. American Flyer Game. Cost \$1,500 Sell Cheap. \$28.00 Mystery Illusion with Mirrors. Genuine African Shobdo and Searer. Write for Prices. WE BUY ALL KINDS OF RINK SKATES AND CANYON CLASS MACHINES. **WEIL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

also: "William Camp and myself are leaving for Franklin, Pa., to open with our high act on Royal Exposition Shows. Bob Cunningham and Maurice Lanning will leave here soon with their high act."

F. E. STEFONOWICZ letters from Wildrose, N. D.: "Been presenting my bag-punching act at fairs and celebrations in North Dakota and Montana for past two seasons. This season I join Art B. Thomas Bombshell Shows as a free act for 20 weeks, opening in Iowa latter part of May."

EFFORTS ARE being made to locate John Joseph Casey, showman, to settle up an insurance claim. Prudential Insurance Co., Newark, N. J., is holding a sum of money due Casey and anyone knowing his whereabouts is asked to communicate with company or with Carendon Hotel, Chicago.

FRANK STARKEY cards from Macon, Ga.: "The prettiest show for its size is Brown Novelty Shows, which wintered and opened in Valdosta, Ga. I am now with J. L. John's Alamo Shows, which opened season in Macon April 4. Location was on Third street, three blocks from business section."

BUS BROOKS cards from Pittsburgh: "Booked with girl show on Winters Exposition Shows for season. Eldena will be featured again. She is now working eight clubs in Ohio. I have been here all winter working for a booking office. Harry Winters bought some swell trucks this winter. My man Stooze will again have charge of canvas."

GEORGE L. DYER letters from Phoenix, Ariz.: "Had the pleasure of spending another fine winter here. This city, in my opinion, is a veritable garden spot. Feted Mel Vaughn's State Fair Shows here and had a very pleasant visit. It's a good show. Am getting anxious now to get back to Dyer's Greater Shows for 22 season."

DONALD SMITH cards from Grand Rapids, Mich.: "Donald (Jake) Drummond, burlesque and tabloid comic, after closing 14 weeks in stock burlesque here at the Rialto Theater, signed with R. Seehoffer. Latter will have 50-Night Gapettes Revue with Key-Tones shows this season. Drummond leaves here April 24."

KENNETH WYNNE FRANKLIN, secretary Buckeye State Shows, letters from West Point, Miss.: "Spring and rainy season is on in this section, but it is really remarkable how business is holding up. I was auditor on Royal Palm Shows for a while in 1935 at the time Ed Onion was press agent for that show. The *Billboard* gives wonderful service to carnival people."

Book with City Hall. When they are fixed they generally stay put and when complaints come one knows where to go to right things anyway. Cut out being victims of "baker" suspects!—**Wadley Tit.**

K. (IOWA SLIM) LUNDING cards from Phoenix, Ariz.: "Here for my health. Have been with Hennies Bros. (mom) and was with Morris & Castle

The Billboard and when he was a promoter on carnivals he made good money on banners, programs and contests. Some of his connections included seasons with Rice & Dore, J. Frank Hatch, James Benson, Harry and Irving Pollack, World at Home, Rutherford and Pollack Bros.' shows. Our Midway editor has often wondered why he did not go with a carnival again. They all come back, so probably George Alabama Florida will, too.

NOTES from Tulsa, Okla.: Showmen's Exchange in some of much activity. Curly Sphaeris, late of Great Olympic Shows, is booking with Magic Empire Shows. Bob Heth recently returned here from a booking trip in Iowa and Missouri for Magic Empire Shows. L. Clifton Kelley, general agent, booked the Goodman Wonder Show is here for first week in May under Labor Council. Mr. and Mrs. Jones, ahead of All-American Shows, were in town recently. Mr. and Mrs. Ben Nottingham joined the J. J. Colley Shows at Hugo, Okla. Frank West, of Cherryvale, Kan., is ready for the season to open. Nip Butts has been missed in these parts, but will no doubt come in soon. Phil Little, of the Fairly & Little Shows, was in town recently to see about his concessions for the fair here. He stands aces high here, so is not worrying about his bookings.

MONUMENTS TO THE LIVING: Carl J. Sedlmayr, Elmer C. Velare and Curtis J. Velare for modernization of carnival illumination and use of four Big Ell Wheels as a ride unit. . . . Rubin and Annie Gruberg for taking a novelty stand and building from it one of the world's largest and best carnivals. . . . Fred Beckmann and Barney S. Gerey for forming a partnership and building up the Beckmann & Gerey carnival to the class where it is beyond the pale of competition. . . . Max Lindermann for discovering Ralph W. Smith and Frank Bergen and adoption of the World of Mirth Shows title that was originated by the late Harry B. Potter. . . . Monument to late Johnny J. Jones for building up a carnival title that has lived longer than any other after the death of its founder.

NEW YORK. Notes from Dick's Paramount Shows: Manager Dick Olsdorf and Whittie Fullmer, concession manager, left for quarters in Concord, N. H., Mon-



THIS HOUSE, WINTER QUARTERS BARN, GARAGE, OTHER BUILDINGS, water power dam and auxiliary facilities are results of clean and progressive business methods as applied to operation of a carnival. This property belongs to P. L. Fleck, owner and manager of Northwestern Shows, and is located at Blackhawk Mills near Coldwater, Mich.

day, March 28. The show has 15 men working, doing considerable repairing and painting. Free acts and a white band will be carried. All shows will have new fronts. Hundred-foot top has been ordered for G. R. (Jerry) Thorne's Ten-in-One, and he will also operate an illusion show. Danny Reed is framing a new cookhouse from the ground up. New green top trimmed in white arrived from Power's in Philadelphia. It was the writer's good fortune to be at the opening of the National Showmen's Association's new clubrooms in the Palace Theater Building. Big crowd present and really had a wonderful time. Never before realized that there were so many beautiful women in outdoor show business. They were there in big numbers. Anyone who thinks Max Linderman does not step a mean walk has another think coming. Showfolk here were saddened by the death of Harry F. Hall. He was a real carnival trouper and will be missed. Yours for better, not bigger, shows.—G. R. THORNE.

The concession situation in West Virginia is of considerable concern to general agents booking in that territory. They consider the license on concessions far too high but are

willing to concede to that placed on shows and rides. A carnival is booked for Huntington, W. Va., but will have only shows and rides. Moral: It never did pay for concessionaires to burn up territory in any State.—Red Onion.

MRS. CHUCK SIMMONS, press agent for De Luxe Shows of America, letters from Lancaster, S. C.: "I feel like telling all the carnivalites how glad they should be that they were not here at shows' quarters Saturday night, March 26, when the worst hailstorm in the history of the State fell. I hope Robert Ripley of Believe It or Not fame reads what is to follow, as it is the truth: Hailstones the size of 50-cent pieces poured from the heavens. Every car and trailer that was out in the open after this storm looked as if it had been machine-gunned, as the hailstones came right thru. Every car was damaged. We know, because we had to put a new roof on our trailer. The high board fence around the fairgrounds was practically wrecked and not a street lamp in the town escaped the onslaught of hail. A preacher from a town a few miles away came into a store here and said people here did not know what hailstones were. In his town, a few miles away, hailstones the size of hen eggs fell. He had one with him that size 48 hours after they fell. Ripley will have to go some on hailstorms to beat this one."

DICK COLLINS speaks a few lines: For real female pulebitude commend us to Norman Wolf's new show, French Casino, produced by Mons. De Loupe, who can train a model in 15 minutes. He (M. Loupe) has a winning way with ladies and has recruited two Southern beauties in Judy Garvar and Jerril La Vaire. Last named a real feature dancer on Gruberg organization. . . . If there is one man more popular than another in Montgomery, Ala., that man is Rubin Gruberg. It takes him 10 minutes to get from Exchange Hotel to Pickwick Restaurant to go to lunch. Everybody stops him and shakes hands and talks and it's only two-thirds of a block. Writer dined with him several times and knows. . . . Grace Pirpo, wife of Louis, trainmaster, and friend of a friend of John L., says he may know all about John L., but if he is late for dinner she will "John L. him with no dinner and something else." . . . Few women in carnival business can keep their help a full season. Mrs. Rose Gruberg keeps hers for years. Some treat 'em rough and vice versa. Mrs. G. uses vice versa system and that is good medicine for anyone to go by. . . . Max Gruberg underwent a minor operation on his neck in Montgomery and had a growth removed that has troubled him for a long time. He was not confined long, but during his brief absence from business Mrs. Rose Gruberg proved a capable helpmate and everything ran smooth.

TALKING ABOUT CONCESSIONERS: Remember late Bert Earls, Felice Bernardi, Sam Rich, John Aughe and David Epstein? They gave out merchandise via the paddle-wheel route. They bought merchandise by the car-load and disposed of the items quickly and profitably. Felice Bernardi, when people wanted a big run for their money, would work for \$4 and a doll, pillow top or some other popular item and the patrons stored his wheel concessions. John M. Shaeley once had a phenomenal season in Canada with Kowple Dolls. Got a big bank roll by operating paddle wheels. Let's bring paddle wheels back and give out ventiliquat dolls. There is a for-

tune in such items for live-wire, up-to-date concessioners.

Carnival Attitude Changes With Years

In view of the fact that a carnival will exhibit its attractions next week in Dyersburg an inside view of show people might be in order. The present-day carnival manager is no longer a so-called "sticker" but instead a man well versed in the business world and a business man at heart, a member of various popular lodges and business men's organizations.

On his show lot he could be classed as the mayor and his staff as the city or show council. They carry on the business affairs and gain advice from the individual owners of private businesses just as a government does from its voters.

In days gone by the people not connected with a carnival were called "snickers," but that word has been long forgotten in the show world vocabulary as the showman absorbed the fact that the visitors to a midway are an absolute necessity to his livelihood much as are the customers to a local business house.

Altho the largest majority of carnival people live in housecars during the summer season, many of them own homes and businesses in various cities where they go in the winter and once more live as normal citizens.

The above misative is intended to convey the fact that the modern showman is no longer a roughneck or a rosy but a business man who delights in seeing people entertained by his institution.

Reprinted from front page of The Daily State Gazette, Dyersburg, Tenn., issue Saturday afternoon, March 26, 1935.

BERLIN, Germany, March 23. Bill Powell letters: "Had a fine trip on boat coming over. Ex-President Herbert C. Hoover was on board, as was Ambassador to England Joseph P. Kennedy. I got off at Cobh, Ireland, and took train via County Cork, Lakes of Killarney, Tipperary and then to Dublin. Stayed a few days in Dublin and then went to London, England, and visited Bertram Mills Circus quarters at Ascot. Also visited Egon Heinemann, who was presenting his 'Headless Woman' illusion at the winter fair, Agricultural Hall, London. Heinemann also had one of his 'headless' illusions with Goodman Wonder Show last season in United States. Went from London to Copenhagen, Denmark, and saw Schumann Circus, largest in that country. In Karlskoga, Sweden, saw the winter home of Mjares-Schreiber Circus and found the show people getting ready for summer tour. Ritter's Middlets, who were with Rubin & Cherry, will be featured with this circus. Two new circuses, Strasburgers and Bronnet Bros., will invade Sweden this season. Both former German firms and being Jewish decided not to operate in Germany any more. From Sweden I came to Berlin and visited the Ritters, who have a fine home in the suburbs. They leave March 24 for Sweden to start their circus work. Also had a fine visit with Mrs. Heinemann, mother of Egon Heinemann. Saw the Wallendas in Munich, Germany, where they were a big hit with Circus Krone. They sailed March 22 for New York, where they will appear with Hingling-Barnum Circus at Madison Square Garden. Carl Wallenda had an accident that would have taken his life had it not been for the latest steel-body car he purchased in America. He turned over a 100-foot embankment and the car turned over dozens of times, but he lived to tell the tale. While in Munich also had a fine visit with Lottie Meyer's water ballet. Her daughter, Leona, is with the act. She is Mrs. Bob Parker, who is connected with Bill Bartlett, of Miami digger fame. Lottie's act was a terrific hit at Deutsches Theater, Munich. It being said that this act was the first disappearing water ballet the folk of Munich had ever seen. On way from Munich to Berlin I stopped at Leipzig and took in the trade fair. All the attractions were on the outside of the grounds as usual. Quite the opposite set-up from what we have in America. All the street carnivals in action here. I visited 11 locations and all seemed to be doing good. Coca-Cola is having a tough time getting started in Germany as it is no easy matter to get the people here away from their beer. They are doing a terrific amount of advertising for C-C. I sail for New York April 15 on S. S. Bremen and will again be with Goodman Wonder Show."

OCTOPUS LOOP-O-PLANE TWO BIG WINNERS
UNEQUALLED FOR PERFORMANCE AND PROFITS
EVERY RIDES GUARANTEE BIG PROFITS
EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Mgr., Luske Bros., Ltd., Blackpool, England, European Suppliers.

BROADWAY SHOWS OF AMERICA
OPENING APRIL 21 TO 30, COVINGTON, KY.
May 2 to 7, Newport, Ky. Then 5 Weeks Around Cincinnati.
1,000,000 People To Draw From.
WANT TO BOOK some Small Grind Shows with or without outfits. What have you? Have complete Side Show open for capable showman. Can place Side Show Acts of all kinds. Half and Half or Ossified Man to feature.
CONCESSIONS OPEN—A few choice Wheels, Birds, Blankets, Groceries, Ham and Bacon and Cigarettes. Can place Grind Stores of all kinds.
WILL BOOK Rides, Octopus, Ferris Wheel, Loop-o-Plane and Kiddie Auto Ride. WILL BUY ELI 5 Ferris Wheel and 2-Abrest Merry-Go-Round if prices are right. FOR SALE—30x20 Top and Side Wall, white, \$30.00. 8 Diggers \$80.00. 10x10 Grab Joint complete \$35.00. George Coffas wants Wheel and Grind Store Agents.
Address COL. J. F. DEHNERT, Covington, Ky.

BEN WEISS CONCESSION CO.
HELP WANTED for the Most Beautiful and Elaborate Framed Concessions on the Road Today. Harry Weiss wants Help for Bingo Opening April 16, Springfield, Tenn. Jack Stone wants experienced Coupon Agents Opening April 16, Goldsboro, N. C. Help wanted for Largest Traveling Bingo on the Road. If you want a real season's work and you are capable, get in touch with us.
Permanent Address, 1108 Avenue R, Brooklyn, N. Y.

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO.—A. L. Vollmann is cashing dailies with photographs and series of Lotta Crabtree, who, during '70s and '80s, was California's most popular actress. Lotta will be featured in big Vollmann production at exposition.

Mrs. Alice Tapley, of Personnel Department of Golden Gate International Exposition, says that she has over 50,000 applications for employment from all over world. There are many interesting stories in connection with these applications.

Children's playground concession, as yet unnamed, will cover many, many acres of ground. Some of proposed attractions within this playground are Wishing Well, Jam Jungle and Confectionery Farm, with growing candy and Johnny cake bushes. Ice Cream Mountain, Molasses Lake, Chocolate Geyser, Big Bad Wolf, Little Red Riding Hood, Puss in Boots, Baby Rabbits running loose over grounds. Monkeys, ponies and other animals loved by kids to be part of attraction.

Maurice Katleman, one of members of company which has been awarded parking concession at exposition, paid visit recently. Katleman was accompanied by Lou Guern, Hal Guern and Maurice Smith. Party was taken for a visit to Treasure Island, site of exposition. Gigantic exhibition buildings, which are 90 per cent completed, were visited and brought forth exclamations

WALTER K. SIBLEY

of wonderment and surprise at their huge proportions and artistic beauty.

Norman J. Kestner, formerly in an executive capacity with the Great Lakes Exposition, Cleveland, recent visitor, Kestner is negotiating for concessions at fair. Norman is a double for friend, Frank D. Shean.

Funny sight: Watching conductor and gripman swing their car around by sheer push and pull, on the tiny turntable at Powell and Market Streets. An interested group of visitors are always on hand to watch the boys grunt and groan.

Al Capone and others on Alcatraz will have a fine view of exposition on Treasure Island from their coign of vantage, but a short distance away in the bay.

San Francisco-Oakland bridge is nearly seven miles long, has 12 lanes on two decks and cost \$77,000,000. Lower roadway is about 200 feet above water. Not so long ago Lee Eyerly, of Octopus fame, flew beneath bridge, owing to a heavy fog which completely obliterated top and towers.

Since last graphs have been posted showing that amusement space, at exposition, is over 60 per cent sold, "writers" are trying to give Director Weddleton rush act, with poor success. As far as Golden Gate International Exposition is concerned, New York's fair does not exist. San Francisco is key city to 11 States, each one of which has a shoulder to wheel and is backing this exposition with approval and money. Without any fair, natural attractions of California are so many and varied that literally millions of tourists are entertained annually.

Cliff House: Where one can dine and watch seals disport on Seal Rocks, is one of best known hosteries in world. There probably is no souvenir stand on earth that does as consistently good business that one in Cliff House does. Whitney Brothers operate many other concessions on beach.

Roasts and Toasts From Pacific Coast

By HOT POTATO



"HOT POTATO IN PERSON"

SAN FRANCISCO.—Carnival season around bay district officially opened, Mike Krekos' West Coast Amusement Co. among first and reported doing OK. Billy Bozelle operating two side shows this season, one on Foley & Burk and other on Crafts 20 Big, seen recently in Oakland at P. & B. quarters. Charley Walpert reported contemplating promotion and special event work. Lee Brandon, of Foley & Burk Shows, is said to have plucked a big plum of early rodeos when he booked rodeo held annually in Livermore, Calif., and attended by bay district people who generally come early and leave likewise. Patty Treanor, well-known San Francisco novelty man, recently suffered a partial stroke when a long-distance telephone call informed him he was holding one of horses drawn in Irish Sweepstakes. It was a stroke of joy and excitement for Patty and besides being in the consolation money Patty has a chance to be in on winnings, at least

partially, if he sells part of his ticket. Activity and more activity is occurring daily at exposition site as modernistic buildings are fast taking shape and plainly visible from world's greatest bridge that runs adjacent to grounds. Frederick Weddleton reports that 454,000 entries poured into exposition headquarters during the 48-day contest offering \$1,000 for an appropriate name to call fun zone. Entries came from all parts of world. It was claimed. Down in Southern California National Orange Show was held at San Bernardino for 28th consecutive year. Big citrus classic packed them in featuring name orchestras and personal appearance of many noted movie stars daily. Tevis Paine journeyed all way from Sacramento to not an emcee and judge at Imperial Valley Fair Horse Show. Tev did a fine job of judging in wind and dust, but somehow lost judging book in shuffle but later found his notes, whereupon all matters were righted. Bob Muckler, secretary California State Fair, attended Orange Show with a number of State dignitaries, got stuck with his car in loose sand on a parking lot and Roy E. Ludington, of Crafts Shows, with Tevis Paine, used a lot of beef in freeing car. Trio then proceeded to Ludington's new office compartment in business wagon and there inspected Roy's new cocktail bar—only inspected, they said.

White City Shows, a new carnival in this section, said to be moving right along, according to Lucile King, special agent. Lucile reported recently at Taft, Calif., an opposition general agent who used to wear a large aize hat appeared on scene, sent by his boss to shoot a few blocking angles; however, G. A. came on lot and was seen taking down taps from wheel banners for his assistant to follow up. White City said to be heading north and into Nevada. Crafts Golden State Shows reported to have had two good weeks in San Diego recently on two different locations. Some early Pacific Coast recollections: When J. C. McCaffery came to Coast with Rice &

Dore Shows in 1912. . . . Walt Hodges took car the next year. . . . Hodges now reported in Hanford, Calif., in theater business. . . . Zeke Shumway, noted Drome operator, first rode a Drome in Seattle, Wash., in 1913 and got on a two-board track around Drome earlier by mistake one night, perpendicular stunt riding in Motorlromes was born. . . . Harry Pink, Big Jim Miller, Ike Katz were noted concessioners on early Northwestern carnivals. Pink is now in San Fernando, Calif., handling promotions when he has time to spare from his citrus ranch. . . . Jim Miller, practically retired now, lives in a Spanish rancho near San Diego, Calif. Jim still controls a string of West Coast retail fur stores and controlling stock in a large Los Angeles brewery. . . . Ike Katz is handling a Jewish newspaper and lecturing. . . . Champion lady story tellers now on the Coast. . . . Virginia Kline, Ruth Korte, Peggy Forstall, Lucille King, Mrs. Frank Downey, Florence Weber, Edith Walpert and Ruth McMahon. . . . Sign in a grab stand seen recently. "Our hamburger is fresh ground beef, that's no bum steer." . . . Roll-o-Plane is title of new Eyerly Aircraft Big that made its debut on Crafts 20 Big Shows' midway at the Orange Show and instantly bought by Orville N. Crafts, whose ownership of riding devices now would cover a couple of city blocks. . . . Pacific Coast Showmen's Association members report having a wonderful day March 22 at the Orange Show, only a limited few expected on account so many shows on road and Orange Show being a month later this year; however, nearly 300 attended. John Ragland, who was in charge of special feed and amber suds given by O. N. Crafts, had to restock his supplies several times. . . . Harry White, ex-carnival concession man and double for Groucho Marx, movie actor, had to hide on Kids' Day from autograph seekers. . . . Famous first words: "What didja gross?" "Can you square it?" "Strictly on the ding." Noted last words: "Slough 'n' less go home," "douse the glim" and "what's the call." Adios, Amegas.

SPARKS GETS

(Continued from page 46)

lon, Jack Steele. Sex, Leo-Leola; Leonard Moore, talker. Rides: Chairplane, Powell Keller, foreman; Curtis Bridges, second. Big Ell Wheel, J. A. Warren, foreman; Buford Bridges, second. Tilt-a-Wheel, Curtis McKinstry, foreman; J. B. Warren, second; Mrs. C. A. Warren, Kiddie, Mrs. Bill Davis.

Cookhouse, Mrs. E. Trivaudy, owner; waiters, Frank Lonsacric, Earl Moses, J. Alvarez. Superintendent of transportation, Otto Kohlman. Night watchman, Al Packard. Sound truck and banners, Joe Steen. Eddie Young is again handling The Billboard and mail.

Concessions: American mentalist, Princess Mowlee Springwater. Percentage table, Mrs. George Gorman. Diggers, Mr. and Mrs. J. T. Sparks. Ham and bacon, Raymond Hamblin and John Lawton. Fishpond, Bill Jahus. Spill-the-Milk, Mrs. Estelle Sparks. Country store, G. H. Donovan and L. T. Crawford. Groceries, Mack House. Bird store, Eddie Young and George Bray. Blanket store, Alden Sparks and Otis Howell. Roll-Down, Harry J. Myers, S. Carr and Tom Collins. Six cats, George Neveling and Coy Randal. Milk bottles, Mrs. Mack House. Sium wheel, Jack Crawford and Charlie Taylor. Skill ball, James Ivey, Bingo, Mrs. J. F. Sparks, Bill Whitaker and Jummie Grouch. Popcorn and peanuts, Mrs. J. B. Gunyon. Guess your weight, J. B. Gunyon. Cigaret shooting gallery, Mrs. Lena Neveling. Reported by James H. Timmons.

PENNY'S HOME

(Continued from page 46)

Kiddie autos, Smiles Reynolds; Mrs. Ruby Thrift, tickets. Mix-Up, Bennie Wolfe; Bud Bumble, foreman; Mrs. Vernell McNeace, tickets. Big Ell Wheel, Mr. and Mrs. Joseph T. Brett; Arthur Putman, operator; Mrs. Brett, tickets. Iris Sparks Hasty has tickets on Merry-Go-Round. Concessioners: Bennie Wolfe, bingo; Mrs. Bennie Wolfe, fishpond, and Tinny Mathews.

WARD SHOWS

(Continued from page 46)

also doing a net high dive which has been holding crowds each night. There are many new faces on show this year, as well as many new attractions. Bono, the dog of radio fame, is a new addition to the show. "Maggie

Murphy" entertains the children and is the center of attraction with show people.

Jeffie Jean Ward is The Billboard agent again. Joinnie Ward is manager of the show, with Harry Small as business manager, and writer general agent. Reported by Jimmie Boyd.

HODGE SHOWS

(Continued from page 46)

Manager Tucker, Bob Hallock, Al Rogers and T. G. McDaniels were called upon for remarks and each responded. Hodge Show is bigger and much better this season than ever before. Three free acts are Great Ricardo, man on golden pole; Fondaw and Gladys, high trapeze; and Austin and Mackenzie, teeterboard. "Midway of Lights and Sights" with its thousands of varicolored lights make it a most attractive and fine looking line of attractions. New arch entrance has a very attractive lighting arrangement and can be seen for many blocks.

Saturday's crowd exceeded expectations in spite of cold weather. Midway was crowded thruout afternoon and evening. All rides, shows and concessions did big business. Show has 323 people. Carpenters and painters are still at work building fronts, painting panels and decorating fronts of shows and rides. Vincent Bellomo has 12-piece band.

Monday another huge crowd attended and Tuesday evening local newspaper men, employees and carriers were guests of Press Agent Charles Schweitzer and Manager W. M. Tucker at press banquet, after which they were taken on rides and attended all shows. Thursday night there was a public wedding. Local couple were married by Mayor Samuel Beecher of Terre Haute.

Staff: Manager, W. M. Tucker; general agent, Bob Hallock; business manager, Tressie MacDaniels; special agent, Al B. Rodgers; secretary-treasurer, Marvin P. Leahy; press agent, Charles Schweitzer; lot superintendent, Art Signor; transportation, Ray Tucker; electrician, Art Signor. Reported by Charles Schweitzer.

BALLYHOO

(Continued from page 46)

binding. Trucklow taking full credit for booking, giving no credit to show and million-dollar investment behind him. But he did admit title "Circulating Exposition" did help somewhat towards putting show in circular city, over which sun shines in a circle and moon generally in half circle.

Event was well advertised on railroad timetables and billed as "Soot and Cinder Gala Week, Car Knockers' Rampage and Centennial." Centennial part of event did not represent city's birthday, but was 100th show in town this season.

Monday noon Car Knockers' Rampage started and show train of 90 cars was used to demonstrate their ability. Knowing that their train was in A-1 shape, having passed every inspection for last two years with aid of passes, bosses had nothing to fear. But when 900 car knockers swooped down on train armed with sledge hammers, crowbars and wrenches to demonstrate their knocking ability, office decided to award passes to ones that could find least fault with rolling stock. Enough pass prizes were offered so each knocker could win and show could not lose. Outside of knocking yards of paint off train which helped to hold it together contest was a success and equipment was announced perfect.

Tuesday our auspices registered their first complaint. They claimed that our contract called for a revolving or circulating midway. This caused show to lose a day while a revolving lot was being built. This perhaps first revolving stage to be built large enough to hold a mile-round midway. Center of midway revolved to right, while line-up of attractions revolved to left. This did away with tiresome walking that customer had to do to hunt for attractions. By standing in one spot everything had to pass them.

Every 10 minutes midway stopped to take on more patrons at front gate and to let them on rides and in shows. If they did nothing else but stand in one spot they got a two-hour midway ride for their gate admission. This idea will be carried out weekly in future.

MAJOR PRIVILEGE

P.S.—We still do not know what it is all about. Everybody's head is still whirling and press department is midway dizzy. Office did not award car knockers their pass prizes and they have junked show train. Well, we were not first show in, but we will be last one out. M. P.

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

Art Lewis

Augusta, Ga. March 21-26. Location, Exchange Club grounds. Auspices, Tall Cedars. Weather, ideal. Business and attendance, poor.

Not up to expectations, notwithstanding that committee worked hard and did everything possible to make engagement a success. However, week was passed very pleasantly by all concerned, as Augusta is quarters of Johnny J. Jones Exposition, Brownie Smith's Atlantic and J. J. Jones shows, consequently nightly reunion was in vogue and old acquaintances renewed. Visitors: William Fleming, director-general Johnny J. Jones; Tommy Allen, Arthur Atherton, Ralph Lockett, J. C. Thomas, Buddy Paddock, Morris Lipsky, Mrs. Buddy Paddock, Mrs. Bertha McDaniel, Pearl Harvey, Francis Scott, Starr DeBelle; Mr. and Mrs. Bob Edwards, J. J. Page, of Page shows; Brownie K. Smith and wife, of Smith shows. E. Lawrence Phillips, president of Johnny J. Jones Exposition, arrived to attend weekly meeting and entertainment of Art Lewis' benefit show, which is held weekly. He addressed entire personnel of show and helped graciously to swell its benefit fund. General Manager Art Lewis, after an extended vacation at Miami Beach, returned and is busily engaged in whipping show into shape for its regular season, which will be inaugurated at Raleigh, N. C. Painters, decorators and carpenters are at work building and decorating the attraction Casino de Pares, which will be one of new feature attractions. Walter D. Nealand, director of publicity of Rubin & Cherry Exposition, gave show once over on way thru Augusta. Cash Wiltee joined advance force and is capably handling his duties ahead of show. James Kellaher has taken over duties of general agent. Show has been receiving many letters of condolence in loss of its general agent, late Jack V. Lyles.

R. PERCY MORENCY.

Zimdars

(Motorized)

Jackson, Tenn. March 19-26. Location, fairgrounds. Ten-cent gate. Weather, rain. Business, nil.

After spending winter here and looking forward to opening Zimdars played worst engagement of shows' history. There was no top money show or ride. Business was so bad that everything was about tied for last place. Concession midway is set off by such attractive concessions as Dutch Waldron's cookhouse, Tiger Mack's bingo game and George Cavanaugh's all-electric frozen custard. Shows and rides are all on same par, all having been reconditioned and painted alike. Outstanding midway attraction is Flying Valentines, free act. Bernard

Munn purchased a miniature train ride which is to be delivered in April. E. L. Brown, advance agent for Joe Beatty's show, was a visitor.

Dyersburg, Tenn. Week ended April 2. Still date. Business, good when weather permitted.

Soft lot on arrival and drenching rains during week made it necessary to obtain tractor to spot trucks and to remove them. Sawdust hauled steadily for three days made lot passable for customers. Near tornado Wednesday. Two show tops and fronts blown down before necessary precautions could be taken, but others, including Merry-Go-Round top, were taken down in time to prevent damage. Tornado missed Dyersburg, but a heavy wind proved almost as bad. Show was ready to go again next night. Spot had promise of being good one, but continuous bad weather never gave it a chance. Strong wind during entire week made free-act performance of Flying Valentines a hazardous venture, but as is customary with showfolk "show must go on."

BUDDY MUNN.

Regal

Greenville, Tex. Week ended March 19. Auspices, K. of P.

Show opened season in Baytown under VFW. Show is much larger than last year. C. E. Meadows bought Big Eli Wheel and Loop-o-Plane and built 240 feet of show fronts. Tower is now being built for floodlights and music. Greenville papers ran a special story about lack of profanity and commented on cleanliness of show and people with it. Claude Williams, who built new show fronts, received many compliments on their appearance. He has contracted to put them up and take them down for season. Reconditioned Merry-Go-Round also came in for praise for its indirect lighting and new scenery. Rides: Merry-Go-Round, Joe Voraz, foreman; Tommy Beam, tickets. Big Eli Wheel, Louie Hockenberry, foreman; Mrs. Johnston, tickets. Mix-Up, Glenn Flock, foreman; Everett Gosnell, tickets. Loop-o-Plane, Joe Perntner, foreman; Philip Wood, tickets. Kiddie Autos, Mr. and Mrs. George Nelson. Kiddie Aeroplane, Rudolph Kimbrough. Shows: Minstrel, Red Garrigan, talker. Band, Sunny McMillan, trumpet and director; Mike Jones, drummer; Frank Gleason, trombone; Kid Lane, saxophone; Son Smith, piano; Ike Bruden, J. C. Griggin, comedians; featured blues singer, Mildred Brown; chorus, Shorty McMillan, Lucille McGrew, Pauline Jones. Athletic, Jimmy Farnell, manager; Kid Ellis, wrestler; Mrs. Farnell, tickets. World's Smallest Horse, Mr. and Mrs. P. Calkins and daughter, Lola. Hawaiian and Nalda. Claude Williams, owner; Lola Potter and Dorothy Hollis, dancers. Trained mon-



EDWARD A. HOCK, general manager Imperial Shows.



MORRIS VOLTAGGIO, general manager, Home State Shows.

Crowley's

Ada, Okla. Week ended April 2. Auspices, American Legion. Location, ball park.

Missed Monday night on account of washouts on railroad. This is first date in Oklahoma and many were booked for one month auto licenses. Lost Saturday night at Corsicana on account of rain as it came up at 8:30 p.m. and crowd left. Brana Bros' cookhouse left at Corsicana. Hubert Hall joined here with cookhouse. Many comments were received from Radio Station KAND for two half-hour programs show put on their station. Bud Gross emceed both programs. Talent highly praised. George Price and family joined with Deep-Sea Show. Mattie Price puts show over in fine shape. A local Corsicanite drove into some of guy lines of Vic Drumb's high act, making it impossible for him to work Wednesday night. Fay Miser added another dancer to her show. Fred Webster is now with Greater United Shows. C. C. Crowley Sr. arrived from Richmond, Mo., for his annual visit to his son's show. Announcement of coming marriage of W. D. Dale was made Saturday night. Walter has been with Doc Crowley for past 12 years. Midway was shocked to hear death of Mrs. A. B. Goldston, of Stevensville, Tex. She had many friends on show. Visitors: Phil Little, of Fairy & Little Shows; Harry Corry, of Hennies Bros' Shows; Mark McClellan, of Goldstone Shows; Dad Proctor, wife and son, George, of J. J. Colley Shows; Bill Myler and family, of Greater United Shows. Doc Crowley confined to bed with a very bad sore throat, but is around again. Four shows within 40 miles, all playing their opening stand in Oklahoma, having jumped here from Texas. Smith Bros' Shows, Bill Hames, Greater United Shows and J. J. Colley Shows. GEORGE WEBB.

key, Mr. and Mrs. Louis Selner, owners; Swede Olsen, talker. Geek, W. E. Mitchell, manager; Mrs. Mitchell, tickets. Five-in-One, Tiny Harris. Concessions: Cookhouse, George Pitchlos, owner and manager; Ralph Glen, griddle; Oscar Cardwell, cook; G. Johnston, waiter. Al and Ma Nation, pop corn, snow, slum, and P. C. Cork Gallery, G. Nelson; bingo, Lonnie Karr, manager; Ruth Walsh and Marvin Watson, agents. Mentalist Camp, E. Demetro; Six Arrow, P. Beck; Pans, G. Benson; P. Baker and family. Photo Gallery, A. K. Todd. John Walsh, Ball Game and Watch-Ja. Swede Anderson, Grind Store, Jesse Johnson, Hoop-Ja. Cora Harkins, C. Brown, Daria and Skill Ball. Ike Goldstein, custard machine. Marion Keener, Ball Game, Buelah Karr, Slat Rack. Red Smith, Penny Pitch. B. W. Norman. Staff: Owned by Mr. and Mrs. C. E. Meadows; J. E. Palmer, general agent; Lonnie Karr, lot superintendent; John Nelson, electrician; Ma Nation, The Billboard and mail agent. J. E. PALMER.

Heth Bros.

Fort Deposit, Ala. Week ended March 26. Location, downtown. Auspices, American Legion. Weather, rain. Business, good.

This town's attendance was nearly 100 per cent nightly when weather permitted. Committee headed by Commander O. M. Edwards and Probate Judge Monroe Black co-operated well. Prattville, Ala. Week ended April 2. Location, downtown. Auspices, city of Prattville. Weather, rain two days. Business, excellent. Mr. and Mrs. Pettit joined here with their pitch-till-you-win. Shelk Goshy continues to click with penny pitch. L. E. Heth added his Bingo Palace of Thrills. Bill Sutherland and wife have



ABOVE CAN BE SEEN A PHOTO OF THE FIRST ANNUAL BALL OF THE INTERNATIONAL ASSOCIATION OF SHOWMEN. It was held Saturday night, March 26, in the Grand Ballroom of the DeSoto Hotel, St. Louis. Over 700 showfolk and those allied with the outdoor and indoor amusement industry attended and \$300 profit was put in the treasury of the organization. The executive committee who handled the affair was composed of Tom W. Allen as chairman, assisted by Charles T. Goss, George Jacobson, Arthur Sands and Leo Lang. Photo by Sifers Studio, St. Louis.

taken front of Joy Box and with their... make-up and continuous grinding... putting it over top daily. J. J. Marion's daughter, Grace Marion, arrived for a three-week visit and rest. Next week at Tallahassee, Ala., will be official opening of big show and all hope that this summer's business is as good for big show as business has been for small winter unit. FLOYD R. HERTH.

Great Superior

Paris, Tenn. Week ended April 2. Auspices, American Legion. Business, poor. Weather, rain.

Show arrived on time and was up ready to open Monday but could not because of rain. Seven days out of 15 have been lost because of rain this season, including two Saturdays. A committee from American Legion and a number of business men visited show Monday evening and asked that show stay over until April 4, as a State-wide mule day would be staged then and many people were expected to be present. General Agent Brown turned in some contracts for Tennessee and Mississippi fairs. F. MAURICE WOOD.

Great Southern

Dora, Ala. Week ended April 2. Business, fair. Weather, rain Tuesday.

Show opened Monday night to crowded midway. Princess Olga Wadsworth joined with Big Eli Wheel, Bob Bloom added two concessions. JACK MYERS.

Bardick's

Liberty, Tex. Week ended March 26. Auspices, Spanish-American War Veterans. Business, good.

Show closed engagement here with a letter of recommendation and an invitation to play fair. Friday night there were many visitors from Bill Hames No. 2 show, which is playing city lots in Houston. Among them Jack Hamilton. A public wedding was staged at Conroe. Dr. Bride was former Scottie Meeks and groom, P. C. Reynolds, sheet writer from Los Grande Valley. L. C. Wade, cook-house owner, wrecked interior of his new busette en route from Humble to Liberty. Committee staged grand entertainment for show's executives after closing Saturday. Vice-Commander Lehr said Hugh Layle, latter owner of Layle's Ole, Liberty, were hosts. New arrivals were Huck Walton and wife. LAVERNE LUTHER.

World's

Montgomery, Ala. Week ended April 2. Auspices, VFW. Playground, lot. Weather, first part week fine, last rain. Business, fair.

Last week of engagement marred by rain in torrents Friday and most of Sunday. Show did not open Friday and poor attendance last day. Bad on account of five pay days falling on April 2. Show is in great shape and fully organized. French Casino added a real feature in Jerri La Varre, who presents a most picturesque sacrificial dance of Hawaiian type mid volcanic settings. Shows of famous women of history include Juliet, Madame Du Barry, Lucretia Borgia and Cleopatra in Oriental settings. Many other pictures are also presented. Roy Garver is an added attraction to the already big cast. Rainbow Polles, featuring Marguerite Montanaro, with Charlie Joy Gramlich as comic and producer, did nice business. Motordrome with English rider, Dorothy Stone, a big hit. Monroe Bros. did well with Hall of Science, and Princess Peggy with Magnet Village. William Silva's Side Show has real feature in Norma Estelle, mentalist. Rides, especially the Octopus, are well patronized. Elsie Wolf with her Equire attraction, altho here last year, was welcome attraction again. Woman Wolf with three shows has everything in first-class shape. Joe Manabarger, contracting agent, busy. Mrs. Manabarger left for New York. Visitors: P. T. Stredler, manager of fairs at Tampa and Birmingham, with wife and daughter visited with Rubin Gruberg from Atlanta and spent several days on this show. J. C. Simpson, of Jones Exposition, also welcome visitor. Mrs. Rose Gruberg busy with her help, which comprise bulk of concession department. A load of wheels. Her frozen joy wagon, a beautiful white conception, unable to open in this State-State law against selling ice cream in open. All must be in containers. Rose Kahn had a nice business with her attractive stand,



JAMES F. MURPHY, business manager Gooding Greater Shows, who for a number of years has been on executive staff of various F. E. Gooding carnival units. James F. will again be concession overseer for midways at York and Bloomsburg, Pa., fairs, which position he has also held for several seasons.

peanuts and pop corn. Barkot Pasha doing great business in Oriental Cafe. Whitey Hewitt's new electrical equipment worked to perfection, midway lighted better than ever. Splendid co-operation by auspices. Fine treatment by police authorities and city officials. DICK COLLINS.

Blue Ribbon

Columbus, Ga. March 26-April 2. Elwood Park ballgrounds. Atlanta Highway at city limits. Business, fair. Weather, cold and rainy.

Entire show personnel while playing this lot helped form reception party for Hon. Franklin D. Roosevelt while on way from Warm Springs to Fort Benning, Ga. Show was giving a kiddie matinee, but closed down all shows and rides and everyone flocked to front marquee, which was located 10 feet off highway, as squadron of motorcycles, which were escorting the President, came into view. Page's Kiddie band began playing Stars and Stripes Forener as the President came near by the lot. All children and showfolk who had left midway began pushing and cheering as the President's car slowed down. With his usual big smile and with hat in hand he waved a big greeting to all. Mike Rosen picked up a hat which blew from a car in the President's party and later returned it thru one of city officials. Mary Ann Alexander was at city limits with some members of her lodge, who were there to greet the President. Later everyone returned to midway and matinee continued. Kiddies and parents spent freely, Monday and Tuesday light in attendance, but later on in week Great Fuzner's free act and Page's kiddie band advertising daily helped to increase attendance. Thursday night marred by a thundershower, but crowds stayed late and everyone had good business. Madam Kay's new side show stands out on midway at night. Manager Roth has received many compliments from city officials and visiting showmen. Midway Restaurant, operated by writer, is receiving big patronage. Mr. and Mrs. Earl Spicer, who had Patsy Show last year, are now framing new show and will appear on midway soon. John Galligan is sporting flashy corn game, with Ann Galligan holding mike each night. Mrs. L. E. Roch purchased new home for her mother and sister, Marie, at Columbus, O. Pat Brady is doing nice job as electrician. Doc Newton has Loop-the-Loop spick and span. Friday night early shower and crowds were light, but Saturday a large crowd and almost everyone finished nice week's business. JACK GALLUPPO.

White City

Visalia, Calif. Week ended April 3. Location, Sea City. Auspices, Lions Club. Business, good. Weather, unsettled and fair. Pay gate.

R. Williams, owner of Sea City, Visalia's fashionable night club adjacent to lot, tendered entire show a party Thursday night with dancing and refreshments. Floor show, composed of show-

folk and resort's entertainers presented a commendable performance. Party was augmented by several carloads of Porterville Elks and their ladies; also many showfolk from Joe Zetter's Joyland Shows exhibiting in Tulare, bringing the total of guests attending to 350 who enjoyed Williams' hospitality and voted affair a huge success. Entire personnel of Joyland Shows, including General Manager and Mrs. Hugh Bowen, visited show opening night. General Agent Arthur Hockwald departed on business trip. Bud Cross left to join Hilderbrand's Shows at Sacramento, with bingo and one of Eyerly Aircraft's new rides, Rolla-Plane. Cross' Octopus will remain on this show, also rest of his concessions under management of Johnnie Herth. Voted by unanimous consent as handsomest man on midway, Carl O'Mar. May Collier, high diver, and Marlo and LeFors, aerialists, received plaudits of the crowds nightly. Little Corlaine Rose Taylor, daughter of the Casey Taylors, celebrated her birthday. Ice cream and cake were served to following guests: Mary Ellen Sanford, Joan Collier, Shirley Anderson, Darlene Hole, Donna Hole, Vaughn Ison, Bonnie Blair. Gifts were donated to all children present by General Manager and Mrs. C. F. Corey, Ted and Marlo LeFors, Dewey and Sadie Blair, Mr. and Mrs. L. M. Hamilton, of Los Angeles, Mr. and Mrs. J. E. Foss, of Sunland, and Mr. and Mrs. Wendell Foss, of Hilderbrand's Shows. Mr. and Mrs. Mike Collins added a new show titled Mala-Mala. Teddy Leavit added a snake exhibit to his Tenth-One. Visitors: Mr. and Mrs. Louis Godfrey, of Twentieth Century Shows; Mr. and Mrs. Hugh Bowen, of Joyland Shows; Mr. and Mrs. Leon McLendon, Mr. and Mrs. R. Young, Mr. and Mrs. Floyd Brasher, Mr. and Mrs. J. B. Brown, M. Duffy. Joining Swede Olson's concessions were Joe White and Don LaMarr. Special Agent Lucille King drove over from Handford for party and became life of event. Writer and Lucille King received testimonial of esteem from personnel of Hilderbrand's United Shows. Letter was 20 feet in length and carried a message of goodwill signed by every member of that organization. Many noteworthy notations were inscribed, especially those of O. H. Hilderbrand, E. W. Coe, George Morgan, Betty Coe, Fern Chaney, Hazel Fisher, Verna Seeborg, Claude and Leona Barrie, Ralph and Margaret Balcom, Johnnie and Giggle Cardwell, Fred and May Stewart, Danny Callahan and Jerry Mackey. With seven general agents turning Las Vegas into a battlefield, Arthur Hockwald came out victorious when Elks' annual celebration was awarded to White City Shows. Gang, led by Ted LeFors, made nightly forays into swamps frog hunting, and a bountiful supply of piece de resistance appeared on daily menu of all house trailers. Lucille King alleges she is finally getting a break since show left Kern County, with no special agents popping up to take taps from her marvelous display of banners that cover marquee weekly. Manny Gunn and Jess Lane, of No. 1 advance car of Al G. Barnes-Sells-Ploto Circus, spent Sunday visiting show.

WALTON DE PELLATON.

Western States

Crystal City, Tex. Population, 5,000. Week ended March 26. Annual Spring Spinach Festival. Weather, ideal. Business, only fair.

Opening date of season. Promoted by American Legion. Three-day rodeo held in conjunction. Parades daily featured beautiful floats and high school and Legion bands from surrounding communities. Show had everything in its favor to make date a profitable one. Located on main street. Splendid co-operation from committee, as well as local press, but natives failed to get in "spirit." Another case of "too much show for population." A near catastrophe was nipped in bud by heroic efforts of Bennie Hyman when a fire broke out in bingo. Albert Wright was guest and principal speaker at Chamber of Commerce dinner. Owner Jack Ruback was busy greeting old friends, as this has been opening date for past three years. Staff: Jack Ruback, owner and manager; Muriel Woods, front gate; Albert Wright, legal adjuster; Jim Schenck, general representative; Bill Tank, lot man; Bennie Hyman, assistant manager; Frank Downs, publicity director, rides; Twin Eli Wheels, W. Duggan, foreman; K. Saunders, first man; ticket seller, Edith Reed. Tilt-a-Whirl, Rex Bagoon, foreman; Boyd Jones, first man; ticket seller, Irene Goldberg. Loop-o-Plane, Sam Corsey, foreman; C. Oliver, helper; ticket seller, A. Carl. Ridee-O, Jack Oliver, foreman;

Albert Jones, first man; Charles Mainhart, second man; Marie Bagoon, ticket seller. Mix-Up, Bob Bagoon, foreman; Peggy Dugan, ticket seller. Thriller Jake Arnett, foreman; Shorty Figs, first man; Irene Oliver, ticket seller. Merry-Go-Round, Red Hughes, foreman; E. Johnson, first man; Louise Meeks, ticket seller. Skooter, Whitey Reid, foreman; U. Smith, assistant; Sophia Mullins, ticket seller. Baby Ferris Wheel, Wilford Oliver, Baby Autos, Pop Davis, owner; E. Morrow, operator. Shows: Funhouse and snake show operated by Scotty Norton; Mrs. Norton, charge of tickets. Monkey Land, Bill Williams; Mrs. Williams, tickets; Unborn, Joseph Murphy, Kings and Queens of Swing, Clyde Davis, featuring Babe Davis. Hawaiian Village, Clyde Davig, featuring Lorraine Bass and Sonny Hammond. Side Show, Nick Delo. Motor-drome, George Puryear, operator; rider, Billy Bob Puryear. Paris, R. McCurdy; Mrs. McCurdy, tickets. Wild West, Bill Carr; Emma Carr, tickets. Concessions: Percentage, Tommy Davis, Kenneth Smith. Ham and bacon, Les Scholten and Larry Mullins. Bird wheel, Larry Woods. Radios, Tony Kitterman. Blankets, Hypo Deneke. Shooting gallery, Snow Deneke. Silver wheel, Mickey Goldberg. Bolidowns, Sammy Laske. Blower, Hypo Deneke, owner; Bill Aldrich, operator. Chuck, Mr. and Mrs. Thomas. Penny pitch, Bobby Hyman. Bingo, Bennie Hyman. Diggers, Norville Mills. Rotary, Tony Castilleo. Jimmy Walker, hoops, rat game, slum blower. Ball games, Peggy Shotten. Photo gallery, Mike Davis. Cookhouse, Snippy Kolb, owner; R. Caldwell, griddle man; waiters, J. Ingram, George Moon, D. Clementina. LARRY MULLINS.

Buckeye State

(Motorized)

Forest, Miss. Week ended April 2. Location, fairgrounds. Auspices, Southeast Miss. Live-Stock Show. Weather, rain last three days. Business, good when weather permitted.

Splendid co-operation from committee. Many merchants and business men were out to opening. Orville W. Hennes visited. Ninety per cent of canvas was purchased this year and no canvas that show uses is over one season old. Date Curtis built one of flashiest side shows that labor and money could produce. Edwards troupe of contortionists finished building complete new seating, also new stage setting. This attraction features 60-pound Adorlie Edwards, resisting laws of gravity. Three brothers and sister perform as contortionists, all are under age of 16. Lon Morton and wrestling bear are having a good business and placed order for new banners. Bee Kyle, high diver, thrills natives. Much comment in local newspapers about Kyle's dive. Manager Joe Galler returned from business trip. J. A. Gentsch reports good fair routes. KENNETH WYNNE FRANKLIN.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 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 cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—out up and down. Lightweight cards. Per set of 100 cards with markers, \$1.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

THIN BINGO CARDS

Bingo cards, black on white, size 6x7. Thin cards such as used in theatres, etc. They are marked or punched in playing size sets and prices: 25 cards, \$1.00; 50 cards, \$1.25; 100 cards, \$2.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS. Orders are coming in fast for our Candy Floss Machines, the biggest money-maker known. We make only the Original Guaranteed machines. Also Double Braiders. For service, idea satisfaction, send us your order. Write or wire. ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., So. Nashville, Tenn.

Spring-Quarters News and Gossip

'As Reported by Representatives for the Shows



JOHN FRANCIS, president of International Association of Showmen and general manager of Greater Exposition Shows.

Dixie Belle

OWENSBORO, Ky., April 2.—Manager Louis T. Riley reports work in quarters as progressing nicely. Riley recently purchased a Merry-Go-Round at Jacksonville, Fla., from Leo M. Hstany. Bill Williams now in complete charge of activities. Show's electrician, Morgan Higgs, arrived and is checking every electric connection on all rides and show fronts and making necessary repairs. Foreman Williams employed five local woodworkers and painters and one expert motor mechanic who is overhauling both gas and electric motors. Riley is not sparing any expense in way of buying paint and other first-class materials to brighten all equipment from front arch to rear of midway. Charles F. Cooke and wife, who have charge of side show and mentalist camp, arrived with Chief Waunapowna, who has feature act in show. Cooke's big python snake looks as tho he has had a wonderful winter, as he is quite a bit larger than last year. Due in few days are Frank Kingman, with corn game; J. L. O'Steen, with photo gallery, and his sister and son with three other stock concessions; Arthur Woods, with cookhouse; Mr. and Mrs. Bill Davis, with pop corn and snowball; Mr. and Mrs. W. K. Reese, with pitch-till-you-win and ball game; Mr. and Mrs. Clifford Coleman, with pony ride and big six; Jimmie Freeman, with ball chuck wheel; Pete Springfield, with string game; Ike Davis, with grocery wheel, and Mr. and Mrs. Nelson Newbanks, with girl revue. Newbanks advised he purchased a high-powered public-address system to use on front of his attraction. Manager Riley is handling advance of his show this season. Ruff Miller, who has been out of show business six years, is spending much of his time around quarters. Boone Medley is frequent visitor and will be with show this season.

CARL X. MARTIN.

Grimes Greater

NEW YORK, April 9.—Work has started in quarters, South Norwalk, Conn., and is progressing with help of Jack Lawrence, Stanley Wager and Steve Minarik; under supervision of Frank Jones, who will be manager of concessions. Dean L. Camp, of West Lebanon, N. H., has four rides booked with show. Rides are newly painted, and a new beano has been purchased by Camp. Rides will be shipped by baggage car from South Royalton, Vt., in time for opening in Derby, Conn. Show has been leased by Sons of Italy for nine days. E. D. Wilson, of Rutland, Vt., who has pop corn, will be in charge of electrical department.

EUGENE WALLACH.

De Luxe

LANCASTER, S. C., April 2.—Work is nearing completion here and all equipment is being repainted in the show's colors, which are white and royal blue with red trim. Kiddie Ride has been painted in popular figures of Snow White and the Seven Dwarfs, making a clever setting. Swingtime Revue will be operated by James Franco and has six new beautiful panel fronts. Show will seat 400 people.

Follies of 1938 also boasts six new panels and will be operated by Jack Stern. Monkey Circus, enlarged as well

as repainted, will carry a banner line 77 feet in length and newly painted banners. Captain James McVay will operate the show, assisted by Mrs. McVay. Believe It or Not is ready and will be conducted by Nalf Corey. Miss America Show, now being rebuilt, will be ready for opening. Among its many features is a revolving stage. Jack Stern will manage it.

The Whip has been remodeled, all seats having been reupholstered and the cars painted. Entrance arch also repainted in show colors, while Twin Wheels have been remodeled, repainted and reworked. The Chair-o-Plane has also been remade into an up-to-date ride. Merry-Go-Round has been repainted in bright new colors and re-decorated with modern scenery.

Show's front arch an eye pleaser. Electrician C. M. Simmons conceived the idea and it's as beautiful as bright lights can make it. All work will be finished by the end of this week, when it leaves quarters for its opening. Sound truck has been remodeled and repainted and a new sound system purchased.

Two new rides have been purchased from Spillman Engineering Company, a Speedway and a Hi-De-Ho Funhouse. Show will carry 12 rides, 10 shows, three free attractions and about 50 concessions. Jack Russell has his new Hoop-La fishpond all ready. Line-up of people now in quarters are Mr. and Mrs. Joe Parsons, Mr. and Mrs. Chuck Simmons, Mr. and Mrs. O. J. Trogerson, Mr. and Mrs. Stacey Knott, Captain James and Mrs. McVay, Bonnie-Jean Murdock and Manager R. K. Murdock, Harry Fox, Alex Pryor, S. Preston, A. Boneberg, A. Rice, James Martin, James Kendrick, John McClure, Lee Davis, Henry Hunt, Henry Boyd, Louis White, John Haddad, Eddie Brewer, Joe Hollander, Patsy Parmese, Bill Hassen, C. J. Franco, Abe Prell and Slayton Mathew.

LANCASTER, S. C., April 9.—Finishing touches to final details now being done. New arrivals in this week: Mr. and Mrs. F. R. Shortt, who are to be connected with Captain and Mrs. McVay in their Monkey Circus; Gilbert Churchill, Dee Thompson, Bill Demarest and E. Grady. E. B. Mottie joined for season with cookhouse, bringing along his boys, Dick Slade, Ralph Bliss and Alfred Whitaker. Also joining with addition of a new trailer this year were Marjory Stevens and brother, Harry Stevens, bringing with them Steven Smith. Stevens left wife and two daughters, Betty and Mary Ann, at their home in New Jersey until season gets in full swing. S. E. Prell arrived to look over work that has been done. C. J. Franco left quarters to clear up a few routine details and will join show at opening date.

MRS. CHUCK SIMMONS.

Midwest

(Notarized)

ALBUQUERQUE, N. M., April 9.—Persons at quarters are working day and night. Show is adding a new all-steel light plant truck. Plant is being enlarged to 85 kilowatts. Mr. and Mrs. Lundgren returned from Denver with a new Schultz office trailer. Two new Chevrolet trucks have been added. All trucks are painted bright red. Rides are

painted and in good shape and shows have new canvas, fronts and banners. Recent visitors: Mr. and Mrs. W. S. Neal, of Yellowstone Shows; Micky McCloud, of Pleadilly Circus, and Mrs. Danny Starr.

BALDY O'NEAL.

Royal

BROOKVILLE, Pa., April 2.—Shipment of animals from Frank Lamb, Detroit, received. Ten circus-style cage wagons completed, decorated and ready for road. Animals have been shifted from shipping crates to wagons. George Mettler, assisted by Herbert De Mill, received material for eight more wagons and will begin building. Hubert Johnson, pictorial artist, started work on five newly finished paneled show fronts. Frankie and Gladys Harris, who are playing night clubs in New York State, were Sunday guests here of Mr. and Mrs. Irving Lewis. Mr. and Mrs. Bud Foreman were called to Osceola Mills, where Foreman's father is seriously ill. Big Ell Wheel and Merry-Go-Round have been delivered and unloaded. Walter Baker was confined to his room a day with a heavy cold, out again now and busy up at shop. Jack L. Murray, who will have arcade and several concessions, is expected here next week. Word from George W. Craven, contracted with band, informs he is ready for call and is in Washington, D. C. Mr. and Mrs. Cliff W. Patton, of Philadelphia, are expected about two weeks before opening. Patton will have charge of wild animal show and Mrs. Patton will have a concession. Charles Dean, handman of Chicopee Falls, Mass., is expected during next week. He will work around Mettler quarters until show opens.

RAMON METTLER.

Strates

WELDON, N. C., April 2.—With opening one week away force of men in quarters have been doubled and two shifts are working night and day to ready equipment. Managing Director James E. Strates, at directing end, speeding up the work. Frank Loeffel, illusionist, arrived and will present Mystic India. Tom Ryans also arrived and will present Jolly Ellen, reported to be largest girl. A new front is being built for this attraction. New front built for Jungle Monsters. Two truck loads of bamboo arrived for this front. Choc Phillips, who will have new Folies de Nuit girl show, arrived and rehearsals under way. Other expected arrivals will be Frank Meeker's concert band and Sammy Green and his Dixie to Harlem minstrel revue. Three Pullman sleepers recently purchased by Manager Strates are being thoroughly reconditioned. Peter Christopher, manager of Strates' Midway Cafe, has enlarged cookhouse and has table seating for 80 people at one sitting. Chief John Masters is due soon. Bill and Ada Cowan arrived. Bill is busy building four new concessions which he will operate. Fred Thomas arrived and is getting his equipment in readiness. Fred promises something new and novel in the presentation of his side show. Concessioner Johnny Gordon is also on job. Chief Wahoo Smithly is all set for the season to open his Leon Autodrome, all rebuilt and painted.

Rides Don and Dorothy Thompson, Joe Marks and Speedy Stewart busy daily speeding around walls of drama and every afternoon Chief Wahoo and Minnie-haha Southly working out lions with new routines. Elmer Olsen and paint crew still busy with paint guns. Entire train has been painted and lettered. Four Pullmans will be painted. A Pullman green and lettered in gold leaf. Mrs. Ben H. Voorheis still busy sewing. Bingo Bill Jones is expected soon. Billing Agent James Kline arrived and started sorting out paper and ready to bill surrounding territory.

BEN H. VOORHEIS.

Winters

(Baggage Cars and Trucks)

BURGETTSTOWN, Pa., April 2.—All equipment moved from Beaver Falls here to new quarters. Four buildings are being used. Owner Harry Winters has really spent money, time and effort to make this the largest and best show to ever open under Winters banner. Mr. and Mrs. Brownie Miller arrived from Tampa with long-range shooting gallery and new International truck. Brownie is one of the pioneers of carnival business and at one time or another has had his shows and concessions on all of major carnivals in the United States and Canada. Mail Pouch Chewing Club held its weekly Sunday meeting, with President Albert Martell presiding. Name of Willie Tripp was presented, voted upon and accepted and he will be duly initiated at the next meeting. Treasurer's report revealed that there were 24 packages of tobacco on hand. Mr. and Mrs. Joe Winters left their home at High Springs, Fla., and arrived, accompanied by their daughter, Ella Jane. He will enter upon his duties as general superintendent. Mrs. Lois Bartell has been visiting her relatives at Jackson, Mich. Visitors: Bugs Brooks, Bill Lenz, Ed Tobin, Edgar Simms and many boys from Joe Cramer's show, which is at Washington, Pa., just a few miles from here.

CARL O. BARTELS.

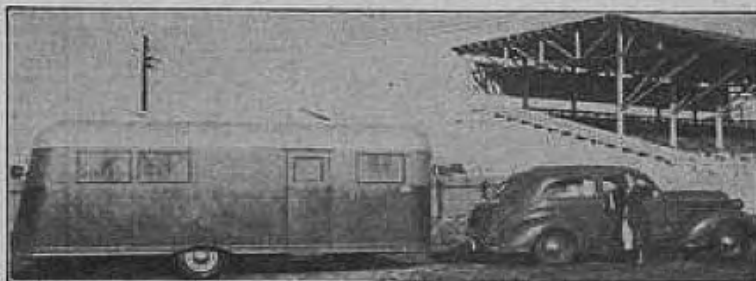
Imperial

GRAND RAPIDS, Mich., April 2.—Plenty of activity in quarters. James Smith, superintendent of construction, has 20 men on pay roll, painters, carpenters and decorators. Every man is busy. Local committee was out Sunday, together with several hundred visitors from Grand Rapids, watching progress being made building new fronts and repairing rides. Louis Sorenson was in quarters looking after building of Parisian Follies. Jack Harris also here framing Hawaiian Show. Sam Johnson is rebuilding Motordrome. Sam Bloom is revamping Jungleground. Jack Belden is building a front for his Reptile Show. Al Hock just arrived to look after his concessions. Jack Brent will have a new panel front for side show. New Tilt-a-Whirl arrived from Faribault, Minn. Show will have everything practically new. Opening date is only a few weeks off, but everything will be ready on time. Bob Kenosian returned from the East, where he negotiated for a new ride. Frank Payne, general agent, is back and forth every few days. Management is very optimistic and happy for outlook of coming season.

AL HOUSE.

O. C. Buck

RICHMOND HILL, N. Y., April 2.—One week more and O. C. Buck Shows will be on first location ready for opening. While much work is yet to be done, it consists mostly of odds and ends, but with a full crew here everything will be in shipshape, according to department heads. Cornelius Stapleton took sound truck to Philadelphia to have same put in shape and upon returning continued to Albany to bring back one of the new trucks purchased by Manager Buck. One of these trucks will be built with special body to handle Girl show, a visitor and announced stage settings and costuming, which have been fashioned in New York, are complete. Stage and settings for Joe Casper's Follies Bergere completed last week. Stage has 25-foot opening, 16 feet deep, with seats for 350. Notes: Benny Berger, manager custard for Al Crane, arrived and busy overhauling. Tom Hassock advises he will have good show, as well as strong front on side show. Tom Hefferman, ride superintendent, back in quarters again. Been paying regular calls on his dentist for some time. Al Brown, formerly Brown & Dyer Shows, spent half day visiting and cutting up



MABEL MACK and her Homestead Shult trailer and auto at Fort Myers, Fla., taken in front of grand stand past winter during fair at which she appeared as a free act with her trained mules. On bill with her were Jimmie and Alice Foster, of Cole Bros. Circus. Mabel is an outstanding show woman in her line and this is first time her picture has appeared in The Billboard since 1922. At that time she was with Johnny J. Jones Exposition at Canadian National Exhibition, Toronto, and had one of most elaborate show fronts on midway.

few pots with writer, back yonder when Hurricane Hardeman joined drome as rider. Jack Ryan doing scenic work on fronts. Jack Wells, electrician, has completed transformer truck and is now catching up odds and ends.

RICHMOND HILL, N. Y., April 9.—Contracts were entered into past week whereby Sammy Lewis, well-known minstrel and revue producer, will present his company as one of feature attractions. Show consists of band, girls, brass singer, dance team, comedians and Lewis. Show will take place of one supposed to have been organized by Johnnie Williams. Lewis past two years with Cetlin & Wilson. Harry Murray contracted to place Flea Circus, also has kiddie ride. Notes: Mrs. Oscar C. Buck paid quarters visit for first time last Sunday. Jack David in from Philadelphia to inspect work on Port of Missing Girls attraction. Mark Graham, concessioner, arrived from Scranton, Pa., and started reconditioning his paraphernalia. Jack Greenspoon a visitor, also Phil Iszer. Many compliments paid Polles Bergere front. Emil Paige, Ralph Manning, W. E. Robertson, Harold Eddy and several others joined ride forces over week-end. All these boys here for a number of years. R. F. McLENDON.

Cetlin & Wilson

GREENSBORO, N. C., April 9.—Everything about ready for opening, with quarters hustle and bustle. New arrivals daily. Leo Carrell arrived from Florida. L. W. (Duke) Jeannette from Philadelphia, with every attraction in side show different from last season. Charles Cohen back from a buying trip in New York. Mr. and Mrs. P. Van Ault, with Pennsylvania, from Parkersburg, W. Va. Doc and Mrs. Baker from Florida. David Rosenberg, billposter, arrived and at work. L. C. (Ted) Miller will start soon with his exploitations. W. F. Hannon arrived from Florida to resume his place as Skooter foreman. Mrs. E. G. Wren, Mrs. Leo Carrell's mother, will spend season with show, arrived from Florida with the Carrells. N. Y. Charmians; Tony Vitale, Ohio Fireworks, and Sam Mechanic were visitors during week. Bench Bentum and entire troupe of divers also here and will have outstanding diving show this season. Entire show built by Ernest Anderson, who left to resume work on Steel Pier in Atlantic City. Art Parent, who will produce Paradise Revue, arrived and started rehearsals. G. M. Cooper, who has Rumba Show, also having daily rehearsals and is booked at the Carolina Club for a week before show opens. There are 11 carnivals booked in State within next three weeks. GEORGE HIRSHBERG.

P. J. Speroni

ROCK FALLS, ILL., April 2.—Work is progressing rapidly, 17 men working early and late to have everything in readiness for opening. Trucks are being painted white enamel. Rides have all been redecorated. Motors are being completely overhauled. Dr. Hulburd, of Nashville, signed contracts to furnish a one-ring circus. This will be feature show. Management feels this show will be a benefit to everyone connected with organization. Minstrel Show will be managed by Floyd Young. Special designed front for this attraction has been recently finished by Blacky Williams, master carpenter. Johnny Hines will have Athletic Show. Mike Veraska and wife are visiting in Missouri before opening. Joe Traynor and son recent visitors to quarters. They will be with show again with their photograph concession. ESTHER L. SPERONI.

Frank West's (Railroad)

NORFOLK, Va., April 2.—With opening just one week away West's World's Wonder Shows' quarters here are mecca for many visitors daily. All are loud in their praise of general appearance of show this year. General Manager West has lived up to his claim made at close of last year's tour, when he stated, "I am going to build the best show that I have ever had in my career." This is exactly what he has done. Work is completed on riding devices. Shows are being loaded as finished. Advertising has started under supervision of Ted Woodward. Norfolk and surrounding countryside will be posted with new line of special paper. Everett McLaughlin arrived and will have charge of twin Eli Wheels again. Lee Hunter and Sallie arrived and will be connected again in similar capacity as in former

years. H. Scrap Singletary, superintendent of construction, is now proud father of girl, Mary Louise. Both mother and baby doing fine. Ed Payton, trainmaster, is on his way. Johnny Williams, who will have Harlem Revue again, is busy lining up musicians and performers. Nell Berk, general agent, here and there relieving General Manager West from many details pertaining opening. Jake Rinal, superintendent of rides, busy getting his help lined up and seeing that finishing touches to major rides. Louis Weiss personally superintending final details of having his three shows in tip-top shape for opening. Al Westcott has the Octopus. CHARLES SMITHEY.

Weer

CASSOPOLIS, Mich., April 2.—Hammers ringing and buzzing of saws started things off at quarters. All rides are being rebuilt and painted. Mrs. Weer is on job and overseeing everything. George White arrived and started building new cookhouse, also painting two panel front shows he is putting on. Mr. and Mrs. Guy Vanzile wrote they were touching up their concessions, cracker-jack, cigaret gallery, pitch-till-you-win and penny water pitch. Joe J. Fredricks brought in his Octopus and Crime Show equipment and started to paint. Mrs. Penny Arcade will be new. Mr. and Mrs. Edgar McComb returned with photo gallery. They will also have bingo again. Superintendent of rides J. T. Anderson has selected his foremen, Fred Rounds, in charge of Merry-Go-Round; Raymond Roberts, Big Eli Wheel; Jack Nolan, Tilt-a-Whirl; Cliff Baxter, Loop-o-Plane; Albert Vitters, two kiddie rides. Mr. and Mrs. Weer went to Chicago and selected a 23-foot trailer for new office this year. By middle of summer show will have an ice show. New ideas are to be worked out this year. For first time a publicity man will work with writer. Not a banner man, because arch stays clean of all advertising. Ladies' Day will add as a new feature this year. This show will never lose a first night on account of rain, for Plantation Show will be open with its new top and will give three one-hour shows. Chick Wagner and Mrs. Wagner will join show with ball games and Athletic Show. There will be no grift, and this year Mrs. Weer is advertising to her friends the cleanest midway that is possible to give. Mrs. M. R. Weer is putting on new Plantation Show herself. FRANK MCKAY.

Weyls

PAINESVILLE, O., April 2.—Mr. and Mrs. George Madden, of William Penn Club, Cherry Tree, Pa., will join show at Spangler, Pa., for opening with their new Miniature Railroad kiddie ride. The Maddens are friends of Mr. and Mrs. Ed Weyls, be owner and general manager. Word was received that show's new No. 5 Big Eli Wheel will be shipped from Eli Bridge Co. April 20. Paul Campbell will be in charge of wheel. Ben Luse reports he will leave Florida for his home in Cleveland April 15 and will be in Spangler in time to make some repairs and build a new show front. Luse will have three shows this year, his 120-foot banner line Ten-in-One, Pit and Hawaiian. Mr. and Mrs. C. N. Call report they will be in with new Walte living trailer. Fisher and Graham, serialists, Hollywood, Fla., will be in quarters last of April. Ed Weyls, owner-manager, signed contracts for Dare-Devil Don, featuring his pole act and trolley slide for life. Frank Graves is general agent. GERTRUDE WEYLS.

Greater Exposition (Motorized)

MADISON, ILL., April 2.—May think that a show is all ready to go out when it is put in winter quarters, but it never is. Intentions were with this show to do all work on lot after opening, as everything had been painted and overhauled before closing. But with new shows, changes of rides and all other miscellaneous ideas that crop into a manager's mind quarters has been a bedlam for past three weeks. Jack Nation, Jack Hardy, Roy Faustino, Bonecrusher Skeene, Larry Faust, Professor Holbert, Rose Wallace and other individual show managers all arrived with new ideas and as a result carpenter and paint departments worked overtime to carry out their ideas, and also feeding department, as all seem to work better with a full stomach. Two sound cars have been redecorated and are

SOL'S LIBERTY SHOWS

OPENING APRIL 16

Leaving Winter Quarters April 12

"——"

Best Equipped Show of Its Kind in America

"——"

We Invite Your Inspection and Criticism

"——"

Permanent Address

Caruthersville, Missouri

working in Granite City, where show opens. Pee Wee Thomas, who has band, is rehearsing daily. Sam Benjamin is out ahead but will be in for opening. Many visitors in quarters when showmen's ball was held in St. Louis. Among them Jimmy Laughlin, Bruce Barham and Doc Wilson. Warren Wright has adjoining quarters and all meet together and cut up jackpots every night. Four Sensational Jacks and Five Flying Fishers are booked for season. Walter Jaap and son, Archie, arrived from North Dakota and are busy building their new show, Mystic China. Henry Wagner was a visitor from Houston, Tex. Elisabeth Yearout, who will be secretary this year, arrived and took up her duties with rides that have been playing St. Louis lots for past three weeks. Theodore Odell, steward at quarters, will leave for New York for a 10-day visit with relatives after opening and then return to open his cleaning and pressing establishment on lot. H. W. SMITH.

F. H. Bee

SPRINGFIELD, Tenn., April 2.—Folk are coming in quarters every day. Paint brushes, hammers and saws are humming. All workmen are busy building and repairing equipment so as to have everything spick and span for opening. P. H. Bee Jr. returned from successful booking trip. Bee will change route from previous years and invade West Virginia with a much larger show than in former years. Gus Bethune completed new cookhouse and finished painting truck. Jay Williams and family arrived and building and painting concessions. He is former circus man. Leonard McLemore has eight men working in his private quarters, getting kiddie rides and concessions in shape. He received new canvas for all concessions and rides. McLemore will feature a new idea in kiddie rides by fencing in all rides and having teeterboards, and piles and woman attendant to look after little tots while parents take in shows. E. E. Baker, ride superintendent and electrician, returned to quarters and is overseeing work on rides and hooking up new transformer truck, and says that all new canvas will adorn his concessions. Mrs. Baker and son, Buzzie, are also in quarters. John Stewart, trainmaster and

lot man, is looking after rolling stock. Mr. and Mrs. Arthur Carroll, who have been in Georgia all winter, returned to quarters. John Thompson will be in with Hawaiian troupe of seven natives. He will have a new 40 by 60 top. I. W. Reynolds is due to get Anona Show ready and advises he will have complete new outfit. Bob Parker has diggers and visited on way to Michigan to get new Kony Coach trailer. Writer and Mrs. Hicks are holding down lobby of Colonial Hotel and are very much elated at outlook for this show. WILLIAM R. HICKS.

Clint & Clark

WASHINGTON, Pa., April 9.—Work in quarters almost completed. All rides and equipment have new coat of red and white paint. Hubert Van Seigrist will operate new kiddie ride purchased from Harry C. Ritter Co. Sam McMaster and wife will have charge of new dual Loop-o-Plane. Marvin Hunt will be Merry-Go-Round foreman and Frank Kopeha second man. John Walker will have Chairplane, with Huston Shively as assistant. N. R. Waters and Dennis Jackson will operate Big Eli Wheel. Una Meadows will have front gate. Billy Morgan has sound car. Theodore Meadows, electrician. Charles Huntley, general agent and promotions. Charles Wertman will be *The Billboard* and mail agent. Rae Adele Clark is secretary. Show will carry free acts and operate 10-cent gate. Evelyn Townley, of Columbus, O., claimed as America's most beautiful girl at Hotel St. Moritz last August and judged by Bernard Macfadden; Ted Shawn, renowned dancer; Arthur Von Frankenburg, famous cover artist; Ethelda Bleibrey, former Olympic swimming champion; Al Altman, Eastern casting director and scout for Metro-Goldwyn-Mayer, and Ethelda Bedford, novelist and authority on beauty. Townley will make personal appearances each evening on showgrounds. Harry Probesa, high-awing pole act, will be used as act No. 2, and Johnny Wages, original one-man band, will be featured as act No. 3. Concessioners booked are Mr. and Mrs. Charles Proudey, Mr. and Mrs. Dave Harris, Mr. and Mrs. Jack Daniels, Mr. and Mrs. J. H. Teter, Mr. and Mrs. Johnny Johnson, Mr. and Mrs. Ted Meadows, Mr. and Mrs. M. S. Earl,

ARCADES

WILL PAY BIG THIS SEASON WITH

EXHIBIT'S

NEW LINE OF AMUSEMENT MACHINES AND SUPPLIES

WRITE AT ONCE FOR FULL PARTICULARS ABOUT

"HI-BALL"

Vertical 5-Ball Amusement Game.

"CHAMPION BAG PUNCHER"

Always an Arcade Favorite.

"BARREL OF FUN"

New, Novel and Different.

"LOVE METER"

"DISPOSITION REGISTER"

"PERSONALITY INDICATOR"

A New Rage for 1938 Arcade Season.

"BLUE STREAK"

New Model Crane Type Dipper.

"NOVELTY CANDY VENDER"

Rotating Table Merchandiser.

"NEW DELUXE CARD VENDER"

and New Line Exhibit Cards.

"ONEY ISLAND"

New 5-Ball Novelty Pin Table.

"TURF TIME"

A Compact Counter Game With Console Appeal.

AND OUR BIG NEW LINE OF ARCADE SUPPLIES

Write for Descriptive Literature and State Your Needs.

EXHIBIT SUPPLY CO.

4122 W. Lake St. CHICAGO

Mr. and Mrs. Ben Chappell, Mr. and Mrs. Joe Demitro, Mr. and Mrs. H. S. Dwyer, Robert Grove and mother, Mr. and Mrs. Charles Wertman, Mrs. Jewel Huntley, William Perry, Sam Utley, Nell Ramsey, Mr. and Mrs. Cedric Hayes, Billy Robinson, D. G. Campbell, Bert Cochran, Dean Harriman, Mr. and Mrs. Walter Culbertson, Louis Black and father, Stanley Taylor and Duke Kinsey. Girl show will be operated by Mr. and Mrs. Guy White; Ten-in-One by Paul Gouldsberry and family, assisted by Captain Hooks and troupe. Mr. and Mrs. Gerald Weeks will operate monkey show. Ted Keller will feature Esther-Lester, half and half. Mr. and Mrs. S. Johnson will join with their new What-Is-It show, as will Denny Brown and Dark Town Strutters.

CHARLES C. HUNTLEY.

Hughey Bros.

LILBOURN, Mo., April 9.—Opening date but a few days off. Usual painting, rebuilding and overhauling of shows and rides completed. Everything in readiness for opening. Practically all showfolk contracted have arrived. Henry Heyn arrived with Tilt-a-Whirl and two kiddie rides, all looking their best in new coats of paint.

BILLIE BOWEN.

Sol's Liberty

CARUTHERSVILLE, Mo., April 9.—Few more days and this show leaves quarters for opening stand, which will allow couple of days for final art work. This midway is replete with innovations. Work has been going on since immediately after new year, mostly new building, because Manager Sam Solomon does not believe in using paint to cover old material, therefore orders have been to carry out his new slogan, "Everything new but title." Parked about fair grounds here are some 20 trailers and more arriving every day to join. Most of employees of Sol's Liberty Shows have been with it many years. Writer arrived at quarters to take charge of press department for season, handling newspapers, radio, billing, merchants and school tie-ups, assisted by Rubie Liebman with sound truck and Jack Daughdrill with billposting car. New printing ideas in all forms to be used this season. Mr. and Mrs. Sam Solomon visited with her folk in St. Louis over week-end and fraternized with friends on Greater Exposition, Dee Lang and West Bros.' shows. Also made trips to Memphis and Little Rock. General Agent William Solomon has route booked and will return for opening night. R. W. Recco and son, Russell, concessioners, over here last year and who will be on the Dodson World's Fair Shows this season, visited quarters. Billy Owens, secretary, has new trailer and invited writer to use it as press headquarters opening night each week. Judith Solomon, Gussie Liebowitz and Mabel Pierson make frequent trips to Missouri Show Women's Club in St. Louis. Jack (Doc) Wilson, family and assistants arrived from Minneapolis. Pop Whitman, master builder, has five light towers erected and lighted which makes daylight out of darkness at Fair Park.

FRANK J. LEE.

Dodson's

(Railroad)

EAST ST. LOUIS, Ill., April 9.—Large number of onlookers daily spend hours visiting quarters viewing activities. Active rejuvenation of show has been under way for past 10 weeks. More money than ever before is being expended on complete reconstruction program. An entire transformation from main entrance to smallest unit on midway is being given closest attention by crew of skilled craftsmen, nearly 90 in number who are busily engaged 10 hours a day under supervision of Assistant Manager Bert Miner. General Manager C. Guy Dodson, greatly benefited physically after long-winter vacation in Florida, makes tour of quarters twice daily checking over blue prints and to oversee plans on work now in progress. All repairs, painting and lettering of coaches and flat cars are finished. Every piece of rolling stock has passed rigid

1938 railway inspection. Main entrance arch, measuring 120 feet in length and height of 48 feet, is being painted and decorated by Jack Chamption and assistants. Arch will incase a globe 14 feet in diameter an exact replica of the world. An electric motor placed on inside will cause it to revolve slowly. Neon tubing and varicolored lights will be used for illumination purposes on outside. Ten new baggage wagons, 20 feet in length, and six new show fronts are in process of construction. According to schedules laid down earlier in year by Bert Miner, all work is moving along as prearranged. Opening day Bandmaster Charles Clark raises his baton for opening musical number. General Agent Melvin G. Dodson is off on prospecting trip. Eddie Davis arrived from Florida with his de luxe cookhouse and staff of chefs, cooks and waiters. His force is now feeding workmen at quarters. Candy concessioner Mike Green signed to circulate his wares on Dodson midway. Having fully recovered from severe attack of influenza Secretary-Treasurer Vernon Korin is busy in office wagon with pre-season duties. Special Agent Ed Bruer is on his way from Fort Worth, Tex., by easy stages. He and Mrs. Bruer spent winter months in the South.

DAVE CARROLL.

Royal American

(Railroad)

TAMPA, April 9.—Trains will start rolling for North Florida Fair from quarters here April 14, all work being up to day-by-day schedule, regular crew of workmen being enlarged to 150 with two shifts. Slim Sowerby's painters are spreading more than 90 gallons a day. Sedlmayr and Velare brothers announce an even brighter midway '38 season with more neon and more candlepower. There will be several lighting innovations to be presented at Jacksonville worked out by Vince T. Book, designing engineer, and Nath Nelson, electric superintendent. Movable parts of many rides will have neon in addition to powerful multi-colored reflectors. Raynoll will have an all-new Chez Paree with new costumes. Ellsworth and Cordero, dancing team, will be starred in several numbers. Walter and Marjorie Kemp have enlarged Thrill Arena and have added more girl riders. Billy Mack, comedian, has been signed for new sound truck. Doc Sunshine will handle Florida. Francis P. Healy and Mrs. Gladys Healy arrived April 1 from Beaumont, Tex., and took over publicity department. A new press wagon is being constructed. Mrs. Dillon Hurt returned from Lamar, Mo., Tuesday following funeral of her husband in that city. Mrs. Hurt will carry on cookhouse of which her husband had been manager since 1933. Bonzo, chimp star of Larry Bauthin's Monkey Town, is well again after a foot infection from a splinter. Albert Thornton left this week for Washington on business in connection with participation of federal government in Hernando DeSoto Celebration. (See SPRING QUARTERS on page 67)

Heart of America Showmen's Club

KANSAS CITY, Mo., April 9.—Telegrams of congratulations will not be sent to any carnivals or circuses on their opening dates this year, as club officials feel that some may be overlooked and thus create hard feelings among show owners. In view of this fact the club is taking this opportunity to wish all show owners and members that have or will in the near future start on their 1938 season not only a successful opening but a prosperous and happy season.

Few members here, as many of them have left for their respective shows. W. P. (Bill) Wilcox left to join the Ringling circus at Boston. Mr. and Mrs. Ellis White will have their cookhouse with the All-American Exposition Shows this summer. Mr. and Mrs. B. W. Wadsworth left for Krug Park in Omaha, where they have charge of the concessions. Mr. and Mrs. Owen Dauphinee and Ivan Mickelson will join the All-American Exposition Shows. Axel Bendixen, owner, has completed building a new ride here and has sent it on to quarters at Mason City, Ia. Letters from President Abner Kline from Salem, Ore., state that he will soon hit the road again, visiting various shows and sending in more new members. R. L. Bishop writes that he will have

a long list of new members to send in as soon as the shows get on the road. Jack Moon will join Fairy & Little Shows at Springfield, Mo., and George Ross will go to the All-American Exposition Shows.

John R. Castle and Toney Martone own the Heart of America Shows, which are in quarters in North Kansas City. Dave Stevens, just back from Florida, is acting as agent for the new show.

G. J. Chapman, who has been on the sick list, is up again and visited the clubrooms.

Mrs. Norris B. Gresswell, wife of one of our past presidents, underwent a major operation and is reported doing well. Membership drive is off to a good start, with Harry Altshuler in first place; President Kline, second, and P. Newell, third. Many members have been sending in dues and the following have received their 1938 cards: Henry J. Blake, Jimmie Morrisey, G. M. Pirsch, Jack Wright, O. W. Thornton, W. L. Meller, Max Wasserman, Myer Pellman and Joe Carpenter.

Ladies' Auxiliary

Club's last business meeting, Friday, this spring was well attended. President Myrtle Duncan presided. Hattie Howk was in the secretary's chair, as Elizabeth Yearout left for St. Louis. Ruth Ann Levin donated a Big Apple game and the committee filled a pint jar with navy beans and everyone guessed, with Loretta Ryan the winner. She also won the award of the evening.

Sally Stevens, just back from Florida, won the cake donated by Hattie Howk. Rely Castle was admitted to Menoche Hospital. It is reported she will remain there for two or three weeks. Gertrude Waring is up and around again after a recent illness. Following comprise the summer membership committee: Bud Brainerd, Margaret Haisey and Hattie Howk.

When the meeting adjourned Myrtle Duncan surprised the club by serving homemade cakes and Loretta Ryan donated the coffee.

HELEN BRAINERD SMITH.

Allan Herschell Busy On Kiddie Ride Shipments

NORTH TONAWANDA, N. Y., April 9.—C. V. Starkweather, of the Allan Herschell Co., announced here last week that there is much activity in the shop and shipping department for their Kiddie Auto ride.

One was sent out to Savannah, Ga., to William Zeldman, of the Mighty Sheesley Midway. Other orders for April delivery are for M. J. Doolan, Chicago; L. Holman, Seneca Falls, N. Y.; and P. E. Gooding, Columbus, O., Starkweather further stated.

BILLY TIRKO

WITH SOL'S LIBERTY SHOWS

Wants Side-Show People, Talker, Ticket Seller, few more Freaks, one to feature. Also Working Actr. Open April 16, Cape Girardeau, Mo.

WOLANDI

Climbing a Ladder on the High Wire, Dancing Without a Balancing Pole. WITH MIGHTY SHEESLEY SHOWS Open for Fairs. As Per Route.

Candy Butchers Wanted To Manage Shows

Have good proposition for Men who can Pitch, Rehab and Jam. Must be able to get results. To those men can offer long season's work with the largest Show on the road, having the best Fairs. If you are a hard worker, old concessioners all open, including Cook House and Concessions. Here is your chance. Write, giving full particulars; don't wire. All those that have worked for me before get in touch with me at once. HARRY GREEN, 1435 N. Franklin St., Philadelphia, Pa.

UNITED RAINBOW SHOWS

OPENING MAY 2, ELYRIA, O.; LORAIN MAY 5. WANTS Bikes except Merry-Go-Round and Chasing game. Shows with own routes, 25 ft. Best Hood, Clothing & Food, Dr. Kelley, Joe Bennett with Concessions all open, including Cook House and Concessions. Low rates. Dennis Hermon, old CAN PLACE Promoter, Electrician, Sign Painter and Free Actr. We will visit Ohio and Michigan industrial towns. Write LEO POWERS, General Delivery, Elyria, O.

WANTED

EXPERIENCED MOTOR DROME RIDERS

For Trick and Straight Riding. Must be reliable. Can use both Men and Girl Riders.

JOE DOBISH

General Delivery, Wildwood, N. J.

ISLER UNITED SHOWS

OPEN LAST OF APRIL. WANT SHOWS, RIDES, CONCESSIONS With Own Transportation; Not Conflicting. FOR SALE — 8-TUB WHIP — BARGAIN Will Buy or Book Chap-O-Plate. This is a Trade Show.

Address Care Billboard, Arcade Bldg., St. Louis, Mo.

WANTED

MOTOR DROME RIDERS Top Salary Paid. Write or wire WALLY SMITHLY, States Shows, Weldon, N. C., April 14-23, Marietta, Pa., April 25-May 7.

GOLDEN GATE SHOWS

WILL OPEN AT FAIRFIELD, ILL., CATUR- dale, Ill., on April 15, then Fairfield, Ill. Cook House, Corn Game, Bill Games, Cig. Gallery, Pitch- 20-ft. Wire, any Stock or Gated Concessions, corns, Braze and Performers for Big Shows. Have 200 ft. of Hula and Gown Shows. Book any Grand Show with outfit. Ride Mrs. Goss Co. This is a Trade Show.

WANTED

CAPABLE READERS FOR MITT CAMP. Show opens April 14; for 9 days, at Springfield, Mo. Address MRS. NOBLE C. FAIRLY, Care Fairly & Little Shows, Springfield, Mo.

Opening-READING'S SHOWS-Opening

APRIL 25, AUBUSPES JUNIOR ORDER, AT MY PLEASANT, TENN. Plenty of Money. Phosphate Mines All Working. PORTLAND STRAWBERRY FESTIVAL TO FOLLOW IN CITY PARK, THEN INTO KENTUCKY. WANT Pitch, Dippers, Bowling, Air-Ring, Garage, Pitch-U-Whirl, American Palace, Bill Games, Soap-La, Shooting Gallery. Low ratings on Stock Concessions. Advertising Men with Sound Truck. SHOWS WANTED — Five-inches, Free, any good Grand Shows. Long list of Fairs and Celebrations. 35th St. Showsman who can make openings and Ride. Help on Kiddie and other Rides. Have No. 2 Show open now. If you want money spots and red rates in the fall, join for the big opening. W. J. WILLIAMS, Manager, 802 Joseph, Nashville, Tenn.

Morton Talks Plans For New Haven Show

NEW HAVEN, Conn., April 9.—Hamid-Morton Indoor Circus will be presented for the third successive season here when Hajar Grotto sponsors it in the Arena. Bob Morton was here recently to discuss details with the committee. In previous years Knights of Columbus staged the show and drew large crowds. Carl Reickert, who did a good job the first year, is busy with advance details and supplants Harry Sterns, originally scheduled on the job.

Among acts will be Basile's Madison Square Garden Band; George Hanneford Family, equestrians; Captain Spiller, sea lions; Torelli's Comedy Animal Circus; Captain Carlos, ponies, greyhounds and comedy mule; Bob Eugene Troupe, comedy aerial bars; Blon-Din-Rellim Troupe, high wire; Helen Reynolds' Skaters; Gene Hamid Troupe, tumblers and pyramid builders; Woodford's trained Dachshunds; Silvers Johnson, comedy Ford; Dr. Bernard's trained elephants and Sensational Waldos, aerialists.

Workers at Ft. Worth Shows

FORT WORTH, Tex., April 9.—Home Show on March 29-April 3 in Will Rogers Memorial Coliseum here, sponsored by The Star-Telegram and Federal Housing Administration, drew 17,000 on the first four nights, with attendance on final Saturday and Sunday slightly more than 4,000 nightly, said Ira W. Curry, promoter-manager. There was a free gate. Concessioners included Don Ansley, silhouettes; A. C. Wolfe, covers; M. E. O'Meara, wild-life conservation; Vase Eaves, photo machine; Leo Sax, M. Dubinsky, jewelry; Jim Lobaugh, Ray Quiggin, playing cards; Dave Gordon and son, Roy, guess-weight scales. Murray Estell, concessioner, and Jimmy Polenzo, pastel artist, were visitors.

Hamid Acts for Sunbury

SUNBURY, Pa., April 9.—George A. Hamid, Inc., will furnish free acts for the 43d anniversary celebration of Friendship Fire Company and Band here, including Conley Troupe, featuring dogs, ponies and monkeys and high aerial act. Already booked are Jimmie Helman's Side Show, Monkey Show and Penny Arcade; Tommy Fallon's two girls shows, Roy Dover's Broadway Revels, Belthoffer's Hies and numerous concessions. Mel Bober, concession chairman, said there will be nightly band concerts, parades, drum major, twirling contests and other events.

Calif. Cities To Celebrate

LOS ANGELES, April 9.—Two suburban cities will celebrate 50th anniversaries and stage pageants produced by Fanchon & Marco. At South Pasadena Golden Fiesta entertainers, music and parades will mark a two-day celebration. Compton will celebrate its Golden Jubilee with civic officials and merchants conferring on a city-wide program. Joe Ben, of Fanchon & Marco, assisted by Russell A. Stapleton, is directing activities for both events.

HOPEWELL, Va., April 9.—Silver Bros' Circus will be here for three nights under auspices of Woodlawn Volunteer Fire Department, reports J. R. Russell, press agent. R. E. (Doc) Robertson will manage show and concessions. Popularity contest is being conducted to stimulate advance ticket sale and billing, newspapers and radio announcements are being used to publicize show.

WANT MORE REVENUE for YOUR ORGANIZATION?
Read "BINGO BUSINESS"
A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Wash. Plans Events Chain

OLYMPIA, Wash., April 9.—State Progress Commission called a meeting of 218 mayors of Washington cities and towns here on May 4 to discuss a State-wide series of golden jubilee events during 1939. Leo Welsfield, Seattle, jubilee committee chairman, estimates 100 rodeos, festivals and carnivals will be staged in cities to attract tourists to the State's 50th anniversary of Statehood celebration. He said the commission hopes to make a chain of celebrations, including Wenatchee Blossom Festival, Ellensburg Rodeo, Coupeville Indian War Canoe Races and other events.

Cavalcade Shows Contracted

ELLWOOD CITY, Pa., April 9.—Cavalcade of Fun Shows has been booked for Frisco Volunteer Fire Department's Celebration and Oddtimers' Day, reports Chairman Charles A. Miller. Midway will remain a week and there will be a parade and numerous giveaways.

Shorts

FOUR LAVERNES, featuring Billy and Patsy, juvenile gymnasts, have been contracted for Cambridge (Neb.) Veterans' Reunion.

FREDA MARCUM, appearing with the O'Neills, barrel jumpers, since February, has played night clubs and special dates in Illinois, Kansas and Oklahoma.

DATES for New York Amusement Co., presenting a Funny Act, will start after May 1, reports B. D. Lindley, Terre Haute, Ind. A new sponsor in an advertising stunt has been lined up for this season.

FOR Meadville (Pa.) Sesquicentennial Celebration the commission arranged thru Bill Martin, State rep for John B. Rogers Producing Co., for a historical pageant. A Rogers spec with cast of 1,500, parades, logrolling, river events and midway will feature New Brighton (Pa.) Centennial Celebration.

MICHIGAN Sportsmen's and Boat Show, which opened on April 3 for a week in the Coliseum, State Fair grounds, Detroit, with estimated attendance of 10,000, had two-a-day log-birling, chopping, sawing, canoe handling, tilting, bait and fly casting, fancy shooting and ski jumping. Exhibitions were given at West African Village, Sioux Indian camp, African hunting camp and Arctic show.

FREE programs nightly, parade, pagant and fireworks will feature Green Camp (O.) Centennial Celebration, said Secretary Dana G. Barber.

THE 1938 Fall Festival of New Holland, O., Post, American Legion, will be the 18th annual of this successful event, said Floyd W. James, post-service officer. William Skinner is secretary.

UNDER direction of B. C. Truex the O'Neills presented comedy acrobatics, barrel-jumping, high-ladder and table acts at Newton (Kan.) Food Show and Enid (Okla.) Food Show and will present their ladder drop act at St. Louis Police Circus again this season, reports James B. O'Neill.

THE ARNESENS, Barney and Jimmy, wire balancing and comedy acrobatic turn, have been booked for annual Firemen's Indoor Fair, Chester, W. Va. C. A. Klein arranged the booking.

SPONSORED by Bridgeport (O.) Retail Merchants' Association, second annual Better Homes Exposition will be held in Eagles' Auditorium, Bridgeport, and vaude, radio turns and bands will provide entertainment nightly.

HELP This Department by Telling Committees About It.

Funds Sought To Continue Milwaukee Summer Festival

MILWAUKEE, April 9.—Representatives of county board, county park commission and Midsummer Festival committee have gone on record as being "of one mind in agreeing on a continuation and development of a Midsummer Festival of permanence and lasting significance."
To finance preliminary work appropriations of \$5,000 each will be sought from county board and city council, while a festival subcommittee and member of park commission will confer with Governor La Follette in an effort to secure part of the State's \$50,000 advertising fund for the festival.

Lamont Act Not Paid Off

CHICAGO, April 9.—J. Lamont, of Lamont's Cockatoos, writes that the American Federation of Actors did not file suit against the Oconto Corn and Potato Show to collect the three-day salary due the act, as was reported in a recent issue. He adds that the management "agreed to pay off at the rate of 50 per cent, but it still owes me for the three days' salary."

Klein Unit Has New Dates

HOLLOWAY, O., April 9.—Klein's Indoor Circus will play here under auspices of Volunteer Fire Department. Unit now includes Carmen and Crowley, comedy acrobats; Arnold's Barnyard Frolics, animal act; Lillian Strock, trapeze; Myrtle Meinke, swinging ladder, and Barney Arnesen, wire act. Unit has several dates in Ohio and Pennsylvania during the next month, Manager Klein said.

LINE O' TWO

(Continued from page 48)
at Victoria House, Leicester Square, by Deakin & Bartsman.

CHARLOTTE, N. C., April 9.—Oon-Nell Corporation, with principal office in Charlotte, has been formed to own and operate a general amusement business. Authorized capital is \$50,000, with \$300 subscribed by W. A. Lemmond, C. S. Wilson and L. C. Cauthen, all of Charlotte.

EAST ST. LOUIS, Ill., April 9.—Dave Carroll, season 1937 press agent for Dodson's World's Fair Shows, has signed for this season to handle newspaper and radio publicity. He will work with and under direction of Melvin G. Dodson, general agent for shows. Carroll took up his duties last week at quarters here.

HARTFORD, Conn., April 9.—Only four carnivals will be granted permits to exhibit in this city this season under new city law. They will be required to play for World War Veterans' auspices

exclusively. Hartford is rated as one of best carnival towns in New England and carnivals have always proved popular with citizens and auspices.

PULASKI, Tenn., April 9.—J. F. Sparks Shows have been awarded midway contract for annual Kentucky Fair at Germantown. Elwood Dillon, secretary of event, signed up James H. Timmons, shows' secretary, announced here this week. Event will be held in August.

TAMPA, April 9.—Francis F. Healy and wife, Gladia Healy, of Beaumont, Tex., arrived here April 1 and took over press department of Royal American Shows. They succeeded Jack E. Daddwell and Ed Squires in that capacity. New press wagon is being built with every known facility for handling newspaper and radio publicity, Elmer O. Velare, business manager of shows, announced this week.

WILLARD, O., April 9.—J. R. Edwards Attractions have been contracted for the midway for annual Firemen's 4th of July celebration here. This event will be part of 150th anniversary celebration of Northwestern Territory. All attractions will be located on streets, making return of street fairs in this town.

WANTED!

Shows, Rides, Acts and Concessions

Decatur Free Street Fair and 4-H Club Exhibit

August 1-6 Inclusive
DEE FRYBACK, Concession Chairman
JOHN L. DEVOSS, Secretary
Care Chamber of Commerce, Decatur, Ind.

CARNIVAL WANTED

By the Central Labor Union, Clarkburg, W. Va., September 2-10, 8 Big Days, 2 Saturdays, 1 Sunday and Labor Day Celebration, American Legion State Convention here on same date.
SAM CORBIN, Secretary.

WANTED

FREE ACTS, EXCLUSIVE RIDES AND SHOWS, JUNE 8-10-11, COLDWATER'S CENTENNIAL AND AMERICAN LEGION FAIR, Big Crowds, Good Prospects, Write C. H. HOYNG, Secretary, Coldwater, O.

QUAKER CITY HOME-COMING

AUGUST 18-19-20, First-Class Carnival Wanted, Also Free Act, I. W. HARTLEY, Sec'y., Quaker City, O.

WANTED

CONCESSIONS, RIDES, SHOWS, ETC., FOR FOURTH OF JULY CELEBRATION, Write E. D. ODDY, Sec'y., C. of C., Weonocket, S. D.

WANTED

Good, clean Carnival for early season date. Must have high-class Free Act. I would like to hear from February J. Jones and Dodson Carnivals, ROY E. PARRISH POST No. 12, AMERICAN LEGION, Meyer Street, Chairman, Waldo Hotel Bldg., Clarkburg, W. Va.

WANTED

Carnival, September 6 to 9 inclusive. Attendance in excess of 50,000.

NATIONAL BEEF CATTLE SHOW
S. P. STUMP, Secretary. FORT DODGE, IOWA.

WANTED

RIDES, SHOWS AND CONCESSIONS
BARREN HILL FIREMEN'S FAIR
JUNE 17 TO 25

Communicate with EDWIN LIGHTKEP, Sec'y., Lafayette Hill P. O., Pa.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Second Line and Name Black Type)
Figures Total of Words, at One Rate Only
No Ad Less Than 20c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

MODERN ORCHESTRA ARRANGEMENTS—Swing or sweet. Reasonable rates. Satisfaction guaranteed. **WILL GREEN**, Excelsior, Minn.

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN—MAKING PALMER'S Original Chipped Glass Name Plates, Numbers, Mirrors, Signs. Illustrated literature and sample free. **E. PALMER**, 522, Wooster, Ohio.

A TROPICAL WONDER—PLANET TABLETS. Containing a rare extract from Papaya fruit, used to restore and continue good health, taken right now as a spring tonic. Salespeople write to **PLANET PRODUCTS CO.**, Orlando, Fla.

AFTERNOONS FREE FOR OUTDOORS, SHOWS. \$34.00 month home. Unique plans. No canvassing. Prepare for surprise. **FOLIO**, Station D, Los Angeles.

AGENTS—50% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago.

AGENTS—SELL OUR BLEACHING CREAM to the colored trade. Big hit. Fast money. **PRIMAL CHEMICAL CO.**, Indianapolis, Ind.

AGENTS, FITCHMEN, STREETMEN, DEMONSTRATORS—With special permission for short time in each city to introduce 25c Skillwin Games. Sell at introductory price, 15c. Cost 6c. After demonstration Skillwin is wanted by everybody. For details see "The Annals of Mathematics, Second Series, Volume 3, Page 35-91 at Public or University Library. Send 25c coin for sample and territory. **SKILLWIN CO.**, South Bend, Ind.

AGENTS, DISTRIBUTORS AND MAIL ORDER Dealers—First time offered. Absolutely new. Actually mends hairy runs so they cannot be seen. Entirely automatic. Weighs less than one ounce. Anyone can use it. Splendid profits. Full details free. **MURRY WEND PRODUCTS CO.**, 187 Delaware, Buffalo, N. Y.

ATTENTION, SUBSCRIPTION SALESPERSONS—If you work east of Rock and north of Mason-Dixon, line write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, Dept. 43, 4922-28 Lincoln, Chicago.

DANCING SAMBO — THE TAP DANCING Dummy. Sure fire sales when demonstrated. Samples 50c. **SESLER NOVELTY CO.**, 5730 Kingsbury Blvd., St. Louis, Mo.

EXPERIENCED SUBSCRIPTION MEN WANTED. Attractive club three national farm magazines; very liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo.

FACTORY TO YOU—FREE TRANSPORTATION. Buy direct for less. Moth Cakes, Toilet Deodorants, Sunlighters; other items. Free list. **MASTER MANUFACTURING CO.**, 814 E. 9th St., Kansas City, Mo.

FREE MEXICAN FRAMED FEATHERED PICTURES 5 1/2 x 8 1/2" costs 49c, retails \$1.00. Sample, 50c stamps, refunded first order. **MARQUEZ-B**, Apartado 1176, Mexico City.

LORD'S PRAYER OR TEN COMMANDMENTS on a Penny. Sells on sight, with Good Luck Cards, complete, \$4.50 gross. Samples 50c doz. **PERKINS**, 4527 Detroit, St. Louis.

NEED MONEY QUICK?—SELL "FORTUNE TELLING CHARTS" thru Silent Selling System. No experience. Easy. Work anywhere. Sample 15c. **SIDELLA**, Schuykill Haven, Pa.

AGENTS AND SALESMEN

read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

MAKE MORE MONEY—ON THE SIDE in your spare time. Inexpensive way to get the lowdowns. Small capital starts you. Steady income. Literature free. **MILTON PUBLISHERS**, Dept. 24, Box 772, San Jose, Calif.

NEW "RIDE 'EM" PUZZLE — OVER 300% Profit. Dime brings sample and dealer's price. **UNITED SPECIALTY CO.**, Dept. 8-2, Smithboro, N. Y.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York.

OVER 100% PROFIT SELLING TIES—LATEST Styles. \$1.25 and \$1.75 Dozen; Hand Made, \$3.50 Dozen. 25% cash, balance C. O. D. Send \$2.00 for Sample Dozen, money refunded. **FREEDLINE TEXTILE**, 105 W. 9th, Los Angeles, Calif.

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif.

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, Bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD G. PUBLISHERS**, 925 Broadway, New York.

535 WEEKLY FROM 3 HOURS' WORK AT Home—204 other moneymaking plans. Particulars free. **STAMFORD**, 636-C Riverside Drive, New York.

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Glass, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SLAKE KING**, Brownsville, Tex.

DENS LARGE FRESH SNAKES — RATTLES, Bulls, Whips, Kings, etc., \$15.00. Also \$10.00 Dens. **ELLISON MITCHELL**, Collecting Naturalist, St. Stephen, S. C.

FOR SALE—A BEAUTIFUL FREAK CALF, with two babies, eight legs, two tails and one head, mounted. **N. E. LINDSTEDT**, Copenhagen, Neb.

FOR SALE—PERFORMING COCKATOOS, DOGS, Canaries, Four Cal. Morris Monkeys (high stunts walking, bicycle, skating, violin, piano playing). High School, Scotland, Penn. All Equipment. **MRS. STEPHEN GOOD**, Casson, Tex.

FOR SALE—HONEY BEAR, SNOOKUM BEAR and Pecary, all acclimated, for \$40.00, if taken at once. **GEO. FULLER**, Wonegan, Wis.

LARGE DEN'S HEAVY FAT SNAKES—INCLUDING Rattles, Bulls, Kings, etc., \$15.00. No delays. **THE AMAZON SNAKE FARM**, St. Stephen, S. C.

LIVE ARMADILLOS—PERFECT SPECIMEN AND Good Feeders. Each, \$2.00; Pair, \$3.50. All sizes. Prompt delivery. **APLET ARMADILLO FARM**, Comfort, Tex.

MONKEYS, PARROTS, CHIPMUNKS, LOVE- Birds, Finches, Parakeets. Largest Importer on the West Coast. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. Write for complete price list.

SELL OR EXCHANGE FOR TRAINED ANIMALS. One good healthy Black Bear, small; one Penn. Male Deer, hand tame. **CAPT. MACK FARM**, R. F. D., Paterson, N. J.

2 AFRICAN LIONS—UNTRAINED. TRAILER Cape, Steel Arena, Pedestals; 3 Coats, Props, Pony, Chacma Baboon. **GEO. GAINES**, 459 Josephine Ave., Columbus, O.

4 TRAINED DOVES AND PROPS — CLIMB ladder, roll barrel, ride Ferris Wheel and Merry-Go-Round. **THOS. FINN**, Hoosick Falls, N. Y.

BUSINESS OPPORTUNITIES

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates. Free. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

P.O.P. CORN MACHINES — NEW MODELS. Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia.

SELL SNOW BALLS—OWN A BUSINESS. 400% profits. Outfits, \$4.75 up. Free price list, circular. **SNOW BALL COMPANY**, Jacksonville, Fla.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOUR CARICATURE DRAWN IN COLOR — 8 1/2 x 11 1/2", \$2.00 each; 3 for \$5.00. Send photo. **KRANIS**, 319 W. 167th St., New York, N. Y.

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 BARGAIN — 3 ELECTRIC DIGGER Machines, 1c or 5c slots, only \$20.00 each. Original cost \$175.00 each. Remit 1/3 deposit. **ROBBINS CO.**, 11418 DeKalb Ave., Brooklyn, N. Y.

A-1 USED MERCHANDISE WANTED — EX-hibit Races or any other 7 Nickel Play-Amusement Service Co., 2606 Detroit Ave., Cleveland, O.

AA-1 CONDITION—ROTARY MERCHANDIS-ers. Late serial numbers, \$54.50, crated. **AMUSEMENT SERVICE CO.**, 2606 Detroit, Cleveland, O.

ALL GAMES IN FIRST CLASS SHAPE—CLASSIC. Pamco Palooks, Paddock, Springtime, Bee Jay, Chase, Ballof, Challenger, \$15.00 each; Jumbo, \$5.50; Husky Grip, \$3.50; Electric Shock, \$3.50. **C. E. SHUTE**, 132 Lawnwood Ave., Longmeadow, Mass.

ALMOST NEW—25 OLD AGE PENSIONS, 5c Slots, \$8.50. Deposit required. **NICKEL NOVELTY CO.**, Oklahoma City, Okla.

BARGAINS—MILLS BLUE AND RED FRONT Nickel Mystery Gold Award Vendors, Serials 319,000 to 352,000, \$35.00 each. Mills Dance-masters, \$35.00 each. 1/3 deposit. **EDWARDS**, 2009 Pender Ave., Wilmington, N. C.

CASH FOR PEANUT MACHINES, SLOTS, ONE Balls, Consoles, Cigarette Machines, Photographs, Counter Machines, Salesmen's Carnival Wheels; Pin Games. **O'BRIEN**, 98 Thoms, Newport, R. I.

CHICO DERBY, LONG BEACH, DUX, \$29.50! Bally Bumper, Re-play, Wizard, Electric 21, Home Run, Daval Baseball, \$10.00; Ball Fan '37, Hold 'Em, Happy Days, \$8.50; Skooky, \$13.00; Round World, \$17.50; other Late Games, too new to advertise. **COLUMBIAN VENDING CO.**, Parsons, Kan.

COLLECTION BOOKS — 10 CENTS EACH. 5/8 Ball Gum, 100 Boxes Cass, \$11.00. Freight paid. No C. O. D. Write for low prices on used Pin Games, Slots, Diggers, Candy Bar Vendors, Giant Grip Scales, Vending Machines. **MILLER VENDING COMPANY**, 615 Lyon St., Grand Rapids, Mich.

COUNTER GAME SALE—REEL RACES, \$5.00! Reel 21, \$5.00; Reel Dice, \$5.00; Tri, Tat, Toe, \$5.00; Double Deck, \$7.50; Reel Spot, \$12.50; Ginger, \$12.50; Cevi-a-Smoke Dividers, \$9.50; Trip-Pack, \$4.50; High Tension, \$7.50; Nugger, \$5.00. Six Assorted Games, \$25.00. Slot Machines, Consoles, Novelty Games, Pay Tables, Grip Scales, Vending Machines. Write your needs. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa.

EIGHT TIDBIT PENNY, NICKEL VENDERS, \$5.00 each; one Rushour Nickel Selective Bar Vendor, \$18.00; three Lowboy Type Penny Scales, \$18.00 each. Half deposit. **CLEVELAND COIN**, 8125 Superior, Cleveland, O.

EXTRA SPECIAL SALE — EACH AND EVERY Machine has been completely reconditioned and made almost like new in our own factory. They are absolutely mechanically perfect. In fact, it would require an expert to tell from brand new machines. **Jig Joy 5-Ball Novelty** Tables, \$49.00 each; Monte Carlo, one-shot automatic, \$20.00; Tom Moby Radio Rifle, \$175.00 each; Soft Shot Day Radio Rifle, \$90.00 each; Jr. Rock-O-Balls, 10 feet long, \$125.00. 25% deposit required on C. O. D. orders. **ROCK-OLA MFG. CORP.**, 800 N. Kedzie Ave., Chicago.

FIVE COTTLEB TRADING POSTS, FIVE EX-hibit Retays, like new, \$69.00 each. **CLEVELAND COIN**, 8125 Superior, Cleveland, Ohio.

FOR SALE—COTTLEB'S DERBY DAY, \$35.00 each; one (1) of first models Cottleb's Derby Day with Clock, \$25.00; Turf Champ, \$35.00 each; Prekness, \$39.50 each; Arlington, \$75.00 each; Koeney's Ten Strike, \$15.00; Bally's Round Up, \$10.00 each. All games in perfect operating condition. One-third deposit, money order or certified check, balance C. O. D. **ENID MINT COMPANY**, 711 No. Independence, Erie, Pa.

FOR SALE—7 REK 1c PAYOUT MACHINES \$12.50 each. Sacrifice 1 Dux, \$29.50; 1 Beamite, \$29.50; 1 Long Beach, \$24.50; 1 Silver Flash, \$24.50; 1 Bally Bumper, \$9.50; 1 Cross-Line \$9.50. One-third down, balance C. O. D. **C. M. WIND**, 4101 N. W. 22d Ave., Miami, Fla.

FOURTEEN PACES RACES FOR SALE—LATE 1937 30-1 Payout, Walnut Cabinets, Serials 4600 up, \$200.00 each. **PALMANTIER-KING SALES CO.**, 1107 West Tenth Street, Canton, O.

GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

LEGAL EQUIPMENT — LOW PRICES ON Bowlttes, Bally Rolls, Targettes, and Bally Baskets or will trade for late model Slots, Pay Tables, Counter or Novelty Games. **AUTOMATIC**, 628 Madison Ave., Memphis, Tenn.

MILLS BLUE FRONTS — HIGH SERIALS, 5c play, \$33.50; 10c, \$35.00; 25c, \$37.50. Mills Extraordinary, 5c, \$19.00; Reel Spot, \$10.00; Spork Plug, \$5.00. Deposit. **WEST COAST AMUSEMENT CO.**, 820 S. Lisbon Ave., Tampa, Fla.

RECONDITIONED CIGARETTE MACHINES OF every description. Prices on application. Send for list. **X. L. COIN MACHINE CO.**, 1353 Washington St., Boston, Mass.

SACRIFICE—1.25c PLAY PHOTOMATIC, COM-plete with all equipment, special visible indicator, cabinet, 1500 Photoframes, Chemicals, Retoscope, cost over \$1,000. Used less money, \$750.00 F. O. B. Phone, write or wire 1/3 deposit. **BILL FREY, INC.**, 120 N. E. 1st, Miami, Fla.

SIX PENNY PACKS, \$7.00 EACH; FOUR CENT-A-Packs, \$6.00 each; Prekness, \$37.50. A-1 condition. 1/3 deposit. **O. S. WEST**, 14301 Idarosa Ave., Cleveland, O.

SIX WURLITZER SKEEBALES, \$59.00 EACH! Two Koeney Bowlttes, \$49.00; ten Genoa Bank Rolls, \$59.00 each; two Jr. Rollators, \$33.00. Crating extra, half deposit. **CLEVELAND COIN**, 2125 Superior, Cleveland, O.

TRADE FOR COTTLEB GRIP SCALES. — WANT Penny Packs, A. B. T. Target Skills, Always Cargo, X-Ray Poker Machines. **MARION COMPANY**, Wichita, Kan.

TRADE YOUR USED COUNTER MACHINES ON Silver King Vendors or other equipment. Write for descriptive literature. Largest stock in Southwest. **MARION COMPANY**, Wichita, Kan.

TURF CHAMPS, TICKET, \$29.50; BALLY Bumper, \$9.00; Tops, \$37.50; Mad Cap, \$5.00; 10c Mills Bell D. I., \$29.50; Punched, \$3.00. **JOSEPH BRADISH**, 536 Centre St., Freeport, Pa.

TWO POPMATIC MACHINES — LIKE NEW, \$150.00 each. 400 Lbs. of Corn with each. Write for trade for Wurlitzer Phonos. **MATHENY VENDING CO.**, 1001 W. Douglas, Wichita, Kan.

WANT TO BUY—USED AUTOMATICS AND Paces Races. Describe and quote lowest cash prices. **WESTERN NOVELTY CO.**, 2 S. Mill St. (Rosedale Station), Kansas City, Kan.

WANTED — MUTOSCOPE FAN-FRONTS OR Factory Red-top at right price. **REX NOVELTY COMPANY**, 255 Natoma St., San Francisco, Calif.

WANTED TO BUY OR TAKE IN TRADE ALL types Consoles. **CLEVELAND COIN**, 8125 Superior, Cleveland, O.

WANTED TO BUY—ALL LATE MODEL CON-soles or will trade for Oneballs or Novelty Games. Wire quantity and price. **CLEVELAND COIN**, 8125 Superior, Cleveland, O.

WANTED TO BUY—DERBY DAY AND LIBERTY Bell Consoles, Tanforan, Track Times, Exhibit Races, Dark Horses, Fairgrounds, All-Sens, Keenette, Arlington, Prekness, Long-champs. Send prices. **CLEVELAND-CHICAGO AMUSEMENT SALES CO.**, 2729 Prospect Ave., Cleveland, O.

5 1/2" BALL GUM, FACTORY FRESH, 11c BOX! Tab, Stick, Midget Chips, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

10 1c SNACKS—THREE MONTHS OLD! 2 Deluxe, 4 Angle Stands, \$230.00. **BUCKEYE VENDING CO.**, Mt. Vernon, O.

50 MILLS, JENNINGS, ROCK-OLA, CALLIE Slots—5c, oak cabinets, clean, A-1 condition. Free vendors, I. P., serial numbers 70,000 up, \$17.50 each. 1 Buckley Digger, 9 Merchants, modernistic walnut cases, A-1 condition boxed, F. O. B. San Francisco, \$275.00. 1 Portable Barrel Bar, \$37.50. 10 Snack Penny Vendors, like new. **NEWMAN NOVELTY CO.**, 1002 Golden Gate Ave., San Francisco.

100 EIGHT-RECORD SELECTIVE SEBURG Phonographs, reconditioned and modernized, uncared, \$1,500.00 for the lot. In lot of five, \$20.00 each; Samples, \$25.00 each. Fifty percent deposit, balance C. O. D., no pictures, the machines have just been taken off of location and are all in working order. Instead of asking for further description, just order a sample. **SOVENCO**, 717-19-21 W. Forsyth St., Jacksonville, Fla.

1936 CAPEHART PHONOGRAPHS—IN GOOD condition, \$50.00 each. Sample \$65.00. One-third cash with order. **BOX C-490**, Billboard, Cincinnati, O.

1937 POPMATIC AUTOMATIC POPCORN MACHINES — Demerita Topp, good as new, \$10.00; Tom Mix Radio Rifles, \$125.00; Rock-O-Ball Senior Bowling Alloys, \$50.00. INDIANA POPMATIC CO., 136 N. Pennsylvania, Indianapolis, Ind. my7

COSTUMES, UNIFORMS, WARDROBE

ATTRACTIVE GOWNS—CAPES, \$3.00; Chorus Costumes, \$1.00; Novelty, \$3.00; Hindu, Hulas, Fans, Slippers, Headgear. CONLEYS, 310 West 47th, New York. ap23

NINE SETS (SEVENTY COSTUMES) CHORUS Wardrobe, including Spanish, Chinese, Hawaiian, \$20.00 cash takes all. Also Orange and Black Cyclorama with border, beautiful Garden Drop, Gold Tinsel Drop, all regulation, \$35.00 takes all three. DANCE STUDIO, 330 S. Main, Dayton, O.

SPRING SALE OF USED THEATRICAL COSTUMES—All modern wardrobe. Large variety of jazz, Tiller, Modernistic, etc. Prices 25c and up. MILES AMUSEMENT COMPANY, 404 North Chester Bldg., Cleveland, O. ap23

TEN RED BAND COATS, \$25.00; 10 RED CAPS, \$15.00; beautiful Cyke, \$35.00; Orientals, Trunks, Fans, Cellophane Skirts. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

ANY FORMULA, 35¢—THREE FOR \$1.00 OR money returned. Write your wants, DEPT. 1, 1431 E. Washington St., Indianapolis, Ind.

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. tfrx

EXPERT ADVICE ON MANUFACTURING Formulas—Ideas developed. Order your Formulas from experienced chemists. They can help you out in emergencies. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORT, 4042 N. Keeler, Chicago.

GREY HAIR—COLOR BACK NATURAL Shade, Won't wash out. Not sticky. Formula \$1.00. LETTIE RHODES, Queensborough Station, Sheepsport, La. my7

FOR SALE—SECOND-HAND GOODS

CANADIAN OPERATORS—TWO YORK AND one Kohr Frozen Custard Machines, Ice Motors guaranteed. Cheap for cash. WM. STONE, 554 Wellington, Ottawa, Can.

CANDY FLOSS MACHINES—SINGLE OR Double Heads. All electric. Excellent condition. VRINI, 40 Corham St., Rochester, N. Y.

FOR SALE—ONE 1500 WATT, 110 VOLT, A.C. Current Kohler Light Plant, KOKOMO INN, Cambsilton, Fla.

FROZEN CUSTARD MACHINE, YORK, USED one season, \$250.00. In storage Carlen, O. M. MILLER, 711 West Seaside, Long Beach, Calif. ap23

CORN POPPERS, GASOLINE, ALL-ELECTRIC, Rotary, heavy giant Aluminum Popping Kettles, Caramel Corn Equipment. NORTHSIDE CO., 1528 19th, Des Moines, Ia. ap23x

NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. ap16

POPCORN MACHINES, CRISPETTE, CARMELITA, Protato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. m73x

SMALL PENNY ARCADE FOR SALE—OR will be sold to responsible party in Southern Indiana, Illinois or Western Kentucky. LEO SAUM, 1411 W. Maryland, Evansville, Ind.

TANGLEY AUTOMATIC CALLIOPHE AND Blower—Used last season, \$90.00. Priced to sell for quick sale. Reason I am using only hand this season. CHASE & SON CIRCUS, 3211 E. 31st St., Kansas City, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS—HOLLYWOOD SEARCHLIGHTS, two sizes; powerful battery attraction. Either carbon or incandescent light. ROY C. LEE, 1705 McKinney, Dallas, Tex. ap30

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. ap23

FOR SALE—SIXTEEN AND TWENTY-FOUR-Seat Chair Planes, complete with Motor, extra Ticket Booth. CALVIN GRUBER, Rockwood, Ill. ap23

FOR SALE—16 SOLID RUBBER TIRES, TRUCK Wheels, several Van Bodies and two good trucks. State your desires in first letter to L. BLANCK, 6344 Penn Ave., Pittsburgh, Pa.

FOR SALE—MERRY-GO-ROUND, FERRIS Wheel, Whip and two Lighting Plants mounted on Ford Trucks. Write SIDNEY M. LITNER, ESQ., 18 Tremont St., Boston, Mass. x

Show Family Album



THIS GROUP of burnt cork artists, John W. Vogel's Big City Minstrels, snapped at stage entrance of New Sun Theater, Springfield, O., in August, 1917, will bring cherished memories to many lovers of old-time minstrelsy. In the top row, left to right, are Louie Knetzger, juggler; Al Tint, yodeler; Sidney Downs, musician; William Morton, stage carpenter; James A. Tierney, tenor; Harry Daniels, musician; George C. Nunn, producer, and Charles Davis, musician. In the center row are a house stagehand; Nick Glynn, Thomas Donnelly and Bobby Gossans, endmen; Virgil Sides, singer; Leland Foster, female impersonator, and John R. Loyd, baritone. Lower row: James L. Finning, musical director; Clyde Chain, interlocutor; Hanford Billings, singer and pianist; Leon Daughters, musician; Mickey Arnold, dancer; Harry Fox, female impersonator; Tommy Miller and Billy Mack, dancers; Harry Redell, tenor, and a house stagehand. Nunn, Donnelly and Foster are dead. Gossans is now manager of Knickerbocker Theater, Columbus, O., and Glynn lives in retirement in Concord, N. H. Chain is a restaurant proprietor. Arnold now does a dancing act with Jimmy Leary, billed as Jimmy Leary and Dad. Miller is a burlesque comic, having appeared for the past five years in stock at National Theater, Detroit, and Mack, now known as Boso Mack, is also in burlesque. Tint does sound-effect work in the radio, stage and night club fields.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. 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 who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FOR SALE—SPILLMAN 40-FT. PORTABLE Merry-Go-Round, in first-class condition, with Wurlitzer Organ. In actual use less than two years in one location. P. O. BOX 666, Old Orchard Beach, Me. ap30

FOR SALE—2 TANGLEY AIR CALLIAPHONES, 43 Note. Uses Clark 10-Piece Music Roll. Reconditioned. 3-Horse Gasoline Engine and Blower Combination. WESTERN STATES MFG. CO., P. O. Box 365, Sioux City, Ia.

FOR SALE—TANGLEY CALLIAPHONE, GUARANTEED good condition, with Motor and Compressor, twenty-four Rolls Music. Ideal for skating rink, \$250.00. JOE MUNKHOFF, Iowa City, Ia.

FOR SALE—TWO POLE AERIAL SUSPENSION, \$15.00; Black Art Act, \$15.00; Powers Motor M. P. Machine, \$12.00. AUGUSTUS RAPP, Box 211, Madison, Wis.

FOR SALE—SINGLE LOOP-O-PLANE, PERFECT condition, plenty flashy. Also Chevrolet Truck with 10,000 miles and special loading device, \$1,000. HAROLD BROWNING, Rockwell City, Ia.

FOR SALE—40x60 TENT, STAGE, SEATS, Proscenium, Scenery, Marquee, \$125.00. BOX 173, Grandfield, Okla.

FOR SALE—TWO-ABREAST SPILLMAN Merry-Go-Round, 40 Ft. and 32 Ft. Will sell for cash. HOWARD HAWK, 5616 Pennington Ave., Baltimore, Md. ap23x

LAUGHING MIRRORS, NEW, FEW SLIGHTLY Used. For Parks, Carnivals, Fairs, Museums, etc. Small investment. Big return. C. J. MURPHY, Elyria, O. ap16

LORD'S PRAYER ON PENNY, BLUE DOT. Good condition. Will buy High Striker and Ball Game. GERSBACH, 149 Butler, Madison, Wis.

MINIATURE TRAIN—COMPLETE, 1,000 FEET of Track. Sacrifice for cash. Perfect condition. P. J. MARTIN, 6334 E. Forest, Detroit, Mich.

TENT SHOW—COMPLETE STAGE, SEATS, Holmes Sound Picture Outfit, Film, Tangley Calliophone. All or part. GREEN, 615 LOCUST, Evansville, Ind.

WAX SHOW—COMPLETE—LAW AND OUTLAW. Consider Penny Arcade, Exchange, Klucki Tent, 20x40; two Ball Games, Cat and Bettle, Design Awa Fon, Slide Show Banners All A-1. CHAS. HILLERT, 737 33 St., North Bergen, N. J. x

THREE 1937 PAL DRIVE-IT-YOURSELF AUTOS—Fence and Ticket Booth. C. Y. McMAHON, Marysville, Kan.

1937 HAMMOND ELECTRIC ORGAN, NEVER used. Cost \$1,275. Sacrifice, make me an offer. MRS. OPENLANDER, 418 Peach St., Erie, Pa.

HELP WANTED

DRAMATIC OR MED TEAMS—THAT DO SPECIALITIES preferred. Open April 18 in Illinois. M. J. DRESSEN, Chitticothe, Ill. ap23

FIRST ALTO, TENOR SAX, TRUMPET, TROMBONE. Must read, fake, swing. Twenty guarantee. Wire, others write. LEONARD DOTO, Iron Mountain, Mich.

GIRL MUSICIANS WANTED, UNION, FOR location work. First-class only apply. BETTY BRYDEN, Fox Theatre Bldg., Detroit, Mich. ap16

HYPNOTIC SUBJECTS—MEN, WOMEN (FOR window catalogue, rigidity and other experiments). Also Advance Agent. BOX 860, Billboard, 1564 Broadway, New York.

MUSICIANS—ALL INSTRUMENTS FOR BIG Show Band. Few more acts wanted. Pit Show privilege for rest. ATTERBURY CIRCUS, Dakota City, Neb.

MUSICIANS—ALL INSTRUMENTS, SIGHT readers, tone, reliable, union. Swing band. Salary. Start immediately. H. GIBSON, General Delivery, Springfield, Mo.

RISE OPERATORS WANTED—MUST BE experienced, sober and have mechanical knowledge to make own repairs. Write all qualifications, first letter. PARK & BEACH SUPPLY CO., INC., 205 E. 42d St., New York.

WANTED—ELMER MORRIS, YOU HAVE been recommended to me. Have job for you and son. Answer by wire. CHARLEY MEADE, 1304 Carow Tower Bldg., Cincinnati, O.

STRING BASS, DRUMS, PIANO, SAXES, Brass State everything, piano expected. Best entertaining Dividend band. Wire RAY KEYS, Albert Lea, Minn. ap16

WANT BOSS CANVAS MAN—WEEK STANDS. Opening Virginia. State salary. Give names former employers. MILTON TOTMAN, Krotz Springs, La.

WANTED—ADVANCE AGENT WITH CAR. State lowest salary. Other Useful People write, McCALL BROS., DOG AND PONY SHOW, Middletown, Mo.

WANTED—ENTERTAINING 5-PIECE ORchestra. Ten weeks, beginning June 16. Must be good. JACK YERK, Lake Ronkonkoma, Long Island, N. Y.

WANTED—MEDICINE PERFORMERS THAT can change nine nights. State salary and what you do in first letter. R. J. ATKINS, North Star, O.

WANTED—MUSICIANS BETWEEN THE AGES of 18 and 23. Tenor Sax Players who can transpose. Piano, Players, Trumpets and Drummers. Wire or write all essentials in first letter. Send recent snapshot. Address: WALTER HAGEN, care The Pines, Greenville, S. C.

WANTED—MED TEAM, UP IN ALL ACTS. Single and Double Specialties. Must be good comic. State your lowest. BILLY BLYTHE, P. O. Box 354, Highspire, Pa.

WANTED—FERRIS WHEEL FOREMAN, ONE that don't drink. HARRY D. WEYDT, River Falls, Wis.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. New 148 illustrated page catalogue, 30c. Since 1921. Beware of imitators. NELSON ENTERPRISES, 198 South Third, Columbus, O. ap30

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. my7

MAGIC BOOKS, TRICK CARDS, LOOK-BACKS, X-Rays, Novelties for selling. Bingo Games, Markers, Specials. Lowest Price List, WARWICK NOVELTY, Conimicus, R. I. ap16

NEW AND USED VENTRILOQUIST FIGURES—Bargains. J. TURNER, 1214 N. 11th St., St. Joseph, Mo.

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. PINKY, 1313 N. Wells, Chicago, Ill. Illustrated folder free.

SENSATIONAL MAGIC—NIGHT CLUB PORT-able illusions, Flashy Flower Tricks, Milk Can Escape, \$25.00. Lists 10c. MARSHALL, 1634 Larch, Akron, O. x

VENTRILOQUIST FIGURES—24-PAGE ILLU-Strated Catalog, 10c. FRANK MARSHALL, 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. ap16

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. APFEL ARMA-DILLO FARM, Comfort, Tex. ap23

FOUR FOR TALENTED ACTORS FROM our Summer Group. Small fee. Write WALLING DRAMATIC COMPANY, 1300 W. Franklin St., Elkhart, Ind.

UNIVERSAL MIGHTY VOICE PUBLIC ADDRESS System—Latest type, low priced, portable. Swell for voice and music. Write UNIVERSAL SOUND LABS, Shelbyville, Ind.

M. P. ACCESSORIES & FILMS

A STEAL IN 16MM. NEW TALKIE PROJECTORS and Equipment. Latest Cinemaphone Projector complete, \$200.00 cash; \$400.00 value. No extras. Latest 9x9 Portable Western Electric Sound Screen in trunk. List \$100.00; our price \$37.50. Newest ITA 16mm 16MM. Metal Reels, \$2.00. WALDO FILMS, Waldo Bldg., Cincinnati, O.

COMPLETE TALKING PICTURE OUTFIT, \$200. Two Holmes Projectors, Silver Screen, Cables, etc. Nothing else to buy. CARL DALTON, Onalaska, Wis.

FOR SALE—FEATURES, SHORTS, 8MM., 16MM., 35MM. Sound and Silent. New prints. Sample Art Film 10c. NARROWWIDTH FILMS, 7218 7th Ave., New York City. my7x

HOLMES EDUCATOR 35MM SOUND PRO-jector, complete with Amplifier, Speaker and all connections. Used less than dozen times and is like brand-new. Cost \$650; will sell for \$475 cash. AYWON PRODUCTS CO., 352 East Commerce, San Antonio, Tex. ap16

MOTION PICTURE EQUIPMENT—SPECIALS In Portables, Supplies, Accessories. Send for big free catalog. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York City. ap30x

POWERS SEMI-PORTABLE SOUND FILM OUT-fit, complete with Amplifier, Speaker, Portable Outfit, complete with Amplifier, Speaker, ready for show, \$188.00. R. C. A. Soundhead, complete, \$120.00. Sound Files, \$3.00 a reel. Silent DeVry 35MM. Portable, \$29.50. Acme, \$35.50. Holmes, \$45.50. All complete. Shorts, Features, \$1.00 reel; 8x10" Screen, \$10.00; Reel, \$2.95; Cement, 25c; 5 Reel Case, \$1.75. We carry full line parts for all makes. Specialists in conversion silent to sound. Still Cameras, Amplifiers, Mikes, Recorders, new, used. Trades accepted. RCA 16MM. Portable Outfit, complete with Speaker, Amplifier, 2,000 ft. capacity, \$186.00. Get our Bulletin before buying elsewhere. 8,000 Shorts. Features for sale. Write for our free catalog. Silent Library. MCGILL'S 1944-B Boston Road, N. Y. C. x

PORTABLE SOUND PROJECTOR, RELIGIOUS Features for sale; also one Auto Public Address System. C. A. H., Box 426, Georgetown, Colo.

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Write APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. my14

SOUND 35MM—LATE AS 1936 FEATURES, \$10.00 up. Same as new prints. Serials, Comedies, Cartoons. Free list. GUARANTEE FILM, Box 914, Cincinnati, O.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S. free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ap23

WANTED—TWO SILENT S.V.E. ACME PORTABLES. A-1 condition, cheap for cash. Also Silent Features. BILLY BLYTHE, Box 334, Highgate, Pa. x

\$1,000 CASH — CIRCUIT, PAYING TOWNS, Holmes Equipment. Act quick. Must be seen to be appreciated. Now operating. Sell Circuit alone. HERRICK THEATRE, Herrick, Ill. x

PERSONALS

CHESTER KINNIMON—WILL THE PARTY OF that name who had a trained Police Dog perform at the Miami-Biltmore Pool in January, 1936 write or phone the undersigned? J. C. HESSLINGER, 1 Liberty St., New York City. Tel: John 4-2881.

SAM MARGON, WHAT'S WRONG?—GILBERT sick, need money. Must cash policy; need signature for release. Airmail care Billboard, New York.

SILK PRESERVATIVE FOR HOSE AND LINGERIE 35c. Three for \$1.00. No more runs, snags and fading. Special offer for agents in gross lots. DEPT. 2, 1431 E. Washington, Indianapolis, Ind.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT price. Our new PhotoStrip Outfit, 1 1/2x2 or 2 1/2x3 1/2 complete, \$14.00. WABASH PHOTO SUPPLY, Terre-Haute, Ind. ap16

DIRECT POSITIVE STRIP CAMERAS AND Mechanisms of all sizes. Jewelry Camera, Lenses and Shutters. Specialized Prints for "True Image" Photos. PHOTRAIT, Box 3800, Cleveland, O.

NEW AND USED 4-FOR-10c PICTURE MACHINES at bargain prices. All supplies carried in stock. Immediate shipment. Lowest prices. PHOTO MACHINE SUPPLY CO., Box 714, Louisville, Ky. x

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS STUDIO, Unionville, Mo. my7

4-FOR-DIME OPERATORS—NOW READY. A new horizontal 1 1/2x2 outfit at a price that will astound you. Don't buy any outfit until you receive our announcement! Write for information. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. ap30x

SALESMEN WANTED

SALESMEN—SELL FLASH BOXES OF CANDY, also Swaggers, Sticks, Cakes, Baseballs and general line. Liberal commission to represent us with carnival and concession trade. Write at once. S. LACHMAN & SON, 709 D St., N. W., Washington, D. C. ap16

SALESMEN — SELL BUSINESS STATIONERY, Book Matches, Advertising Gummed Taps, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Rubber Stamps, Tags, Office Supplies, Business Cards, \$1.50 thousand, 35% commission daily. Free facts. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 25, Chicago. x

SCENERY AND BANNERS

AAA BANNERS — BRILLIANT COLORS ON both used and new canvas. Experienced artists, reliable. C. J. STERNER, 3022 W. Van Buren St., Chicago.

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. my14

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. ap23

NEW PROCESS BANNERS, DYEDROPS—MORE artistic, brilliant, durable, inexpensive. Order now. Send dimensions for lowest estimate. ENKEBOLL STUDIOS, Omaha, Neb.

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL, Hand Reaped, Clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent Bargains. KERR COMPANY, 1954 Grand Ave., Chicago. ap23

THEATRICAL PRINTING

COLOR HANDBILLS—3x8, 1,000, \$1.25; 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 1,000 \$6.00, 200 Letterheads, 200 Envelopes, \$1.50. prepaid. STUMPRINT, South Whitley, Ind. ap23x

SENSATIONAL! — SIX-COLOR BUSINESS Cards. Real class; beautiful designs; priced low. See samples first. Other printing. RIGGS PRESS, Vovay, Ind. ap16

WINDOW CARDS—14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit balance C. O. D. plus shipping charges. THE BELL PRESS, Winton, Penna.

500 GUMMED LABELS—4 LINES 30c; 250 Envelopes, \$1.00; 2-Line Rubber Stamp, 45c. Catalog 10c. LAMMING, 6457-B Eggleston, Chicago. x

100 14x22 CARDS, \$2.60; 5,000 9x12 Circulars, \$8.15; 1,000, \$2.75, postpaid. Drawings and Cuts made. CRESSMAN, Washington, N. J. ap30x

200 6-PLY 14x22 WINDOW CARDS, \$6.00; 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 BUSINESS CARDS OR 200 LETTERHEADS, \$1.15, postpaid; 3-Line Rubber Stamp, cushion mounted, 35c. C. CHAMPION, 4625 Wells, Milwaukee. x

WANTED TO BUY

AUTOMATIC MECHANICAL SHOOTING GALLERY, at sacrifice price. Prefer Evans Gallery "M," eight feet by eight. RICHARD C. HOLT, Franklin, N. C. x

WANTED — CHAIROPLANE FOR CASH. Address JOHN BARLOW, 3011 Montrose Ave., Chicago, Ill.

ATTENTION, RELIABLE AGENTS, RESORTS, Ballrooms, available May 15th—Very modern Ten-Piece Orchestra and Girl Singer. Plenty personality and what it takes to go over. Sweet swing or can stamp it out. Plenty Double Bass, Trombone, P. A., two-chairs wardrobe, complete library, have own Arranger, Floodlights and transportation. Band also has Two Men Vocalists, one a Featured Comedian. All young, neat, reliable. Prefer one-night stands thru Missouri and Kansas or resort location. Write or wire. JIMMIE MCGOWAN, 935 S. Pope St., Independence, Mo. ap16

PHIL-GERRY AND THEIR 13-PIECE BAND— Composed of clean-cut college men with personality appeal. Attention, bookers. Desire summer engagements in Maine or New York State, but will go anywhere. Free to travel. Sober, reliable, experienced. Have P. A. System, fronts and modern arrangements. Feature both smooth and swing rhythms. Write or wire PHIL DESJARLAIS, Box 315, Baltic, Conn.

ROY SANDERS' SYLVANIANS — 11 MEN. Union. Desire summer location. Now or location. DEL EDWARDS, 1017 N. 9th, Reading, Pa.

SUMMER RESORT-CLUB ORCHESTRA — 9 Pieces. Completely equipped. Very reasonable terms for season. Write for photos. BOX C-487, Billboard, Cincinnati, O.

TEN-PIECE ENTERTAINING SWING COMMERCIAL BAND. Attention, reliable bookers in Central States. BOX C-488, Billboard, Cincinnati, O.

THE GENIAL GENTLEMEN OF SWING— Outstanding six-piece band, uniformed, up-to-date library of specials, vocals, novelties. Open for spring and summer engagements. Suitable hotels, cafes, ballrooms. Live agents and managers contact immediately. LEADER, Box CH-46, Billboard, Chicago, Ill.

6-PIECE GIRL ENTERTAINING ORCHESTRA— All doubling. Attractive vocalists. Union. Special arrangements. Available after April 15. Location preferred. Wire immediately. State full particulars. BOX C-484, Billboard, Cincinnati, O.

A 12-PIECE BAND—Swing and have own P. A. and front flash. Also Girl Singer. No play the same bills in Michigan. Only reliable club managers and bookers answer. Will send photos on request. Write or wire to ERNIE HADIN, the location preferred. Live agents and managers contact immediately. LEADER, Box CH-46, Billboard, Chicago, Ill.

ATTENTION, HOTEL CLUB MANAGERS—Five Nine-Piece Swing and Commercial Band available immediately. Union, single, neat and sober young men. We have uniforms, P. A., fronts, bus and boy attendants. We satisfy the public anywhere. Five vocalists, sweet and hot doubles, novelties. Interested in hotel work, so let's hear from you managers if you want a real band that can really swing and stay commercial. At present working every night, but desire a change, as we have been here too long. Write or wire. LEADEL case Box G-171, Billboard, Cincinnati.

FINE FOUR-PIECE ORCHESTRA—Prefer safe, club or hotel. Major novelties and vocals. Smooth swing, good double bass. Sober, reliable, neat uniforms. Also Girl Singer if desired. Write or wire ORVILLE BERNHARDT, care The Cave, Livingston, Tenn. ap20

OLLIE HOWARD'S EIGHT PIECES—Unexcelled musical entertainment. Latest equipment. Dependable. Strongest resort, hotel, sporting. State specialties first letter. Will answer all. Home at dress: Chanute, Kan. ap22

ORGANIZED TRIO—Available June 1st. Piano, Sax, Trombone, double two Violins (Classical). Hotel, Adirondacks or New England only. Dance and dinner music. Write BOX C-459, Billboard, Cincinnati, O. ap23

SWING QUINET—Concluded Boston club; available at call; prefer location. Average age, 25; all details will be returned. Very lively, Bookings, Singers and Trio included in band. Can transport for shows. Plays smooth as well as swing. Send for details of equipment. Complete contracts selected. Reliable Bookers, take notice. Write or wire JOSEPH A. DONARE, 605 East Fourth St., South Boston, Mass. ap16

AT LIBERTY CIRCUS AND CARNIVAL

LADY ARTIST — FULLY experienced in Scenic Painting, prefers work by season on contract, including transportation, with Circus or Carnival. MRS. VIVA MEYERS, 415 N. Warren Ave., Saginaw, Mich.

BOSS CANVASMAN—CAN DO THIRD MAN parts. Limited wardrobe, sober, age 25, good appearance, dependable. Phone, wire or write ODELL HOGAN, Brownfield, Tex.

THE ORIGINAL GERALDINE GERALD—HALF and Half for coming season. Wardrobe and ability guaranteed. Show string or would-be managers lay off. 4 Meekcain St., Glen Falls, N. Y.

AT LIBERTY — Eloquent Man, Sober, reliable. Can sing. Will do it. Also trained. BLACKIE BOWMAN, 1005 Woodland, Inverria, Kan.

ATTENTION—Punch and Judy (London), double female. Next wardrobe, Circus, carnival, parks. Ticket, see Working Bits Cafe, this city. 1900 CANDLEL, 2 N. 2nd Ave., Mt. Clemens, Mich.

STEWART AND CHEF for small shows. Thirty years' experience. H. H. HAYES, Depot Square Hotel, Ostrizing, N. Y. ap23

AT LIBERTY COLORED PEOPLE

COLOR SWING BAND AT Liberty—11 Pieces with two Girls and one Boy entertaining. MANAGER, 3808 Finney Ave., St. Louis, Mo.

COLOR BAND AT LIBERTY—Twelve Pieces, Girl Vocalist, Modern Arrangements. Good entertaining music. Will travel or locate after May 1st. Would like to hear from reliable ballroom promoters. Address GREATER UNITED AMUSEMENT SERVICE, 609 N. Bell St., Kalamazoo, Ind.

HANDLPH'S FAMOUS DICK WOODS of Broadway of Chicago, at Liberty for summer engagement. Plenty of features and novelties. All clean-cut, reliable, A-1 musicians. Best of references. Will go anywhere. Write CHAS. T. HANDLPH, 928 Anzole Ave., Baltimore, Md. ap17

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—DRAMATIC TEAM. LEADING Woman, Comedian, A-1 experienced trouper. Specialties: Have car. Been with the best. Small advance. Also double Agent. Address EVANS, 1007 LaCue Ave., Alamosa, Colo.

AT LIBERTY—STAGE DIRECTOR PAR EXCELLENCE. Most versatile actor, former Max Reinhardt student. Repertory from Shakespeare to the modern Comedy and Drama; also Musical Plays, Operettas and Opera. 36 years extended experience in everything that makes the show. Agents, producers write or wire. WM. A. MULARS, 39-62 65th St., Woodside, N. Y.

CHARLES HISER—LEADS OR AS CAST. Eugene Kellier, General Business, as Cast. Up in 8th and Acts. Have car. EUGENE KELLIER, General Delivery, Asheville, N. C. ap16

AT LIBERTY—Price and Gentry, Walter, Co. sending back to orchestra. Hideo, Chastain, General Business, Piano, real, fake, trombone, Singe and double specialties. Gladstone Hotel, Kansas City, Mo.

AT LIBERTY MAGICIANS

A-1 MAGICIAN and Slight of Hander, Two Modern Punch and Judy with P. A. System, 3 Nal and Broken in New Act. Will accept reasonable proposition from responsible shows, direct or indirect. Write or wire all to PROP. PONCE DE LEON, 492 W. 164th St., Apt. 10, New York City, N. Y. ap16

DALINI—Magician and Slight of Hand Artist. Will sing, Madame Ray, Mentalist and Chalk artist, will cruise in New Act. Will accept reasonable proposition from responsible shows, direct or indirect. Write or wire all to PROP. PONCE DE LEON, 492 W. 164th St., Apt. 10, New York City, N. Y. ap16

DARWIN — Magician, Yentriloquist, Fine other specialties, twelve changes. A-1. Know acts. Jap anything that pays. Ticket if you are. Experienced. 521 Woodward, McKee's Books, Pa.

AT LIBERTY MISCELLANEOUS

SECRETARY—GIRL, AGE 22, PERMANENTLY employed but would like position traveling with Dance Band, Theatrical Agency. Charming personality. JEAN NOLEN, 509 N. 12th, Waco, Tex.

LECTURER—Young Man, owns Brand New Professional 1013M. Projector and equipment. In direct association with high-class units, lecturer of circular work. Also in Babay only. Write KICK, BOX C-447, Billboard, Cincinnati.

MEDICINE LECTURER—With line of certified products, registers, wants proposition. Would double with small show, entertaining team or trio for night shows. Am also entertainer, pianist, straits. Know how to show business. Tell all. BOX C-479, Billboard, Cincinnati.

OPPORTUNITY WANTED—A-1 reliable man desires work on concession, need show or show man. Strictly sober, intelligent, adaptable. Work for interest of employer. Minimum salary. Recent graduate after, show order cook, study business, need show, fair pianist. F. C. care Hoffman, 158 East 87th St., New York City.

AT LIBERTY M. P. OPERATORS

SOUND SYSTEM OPERATOR—SIX YEARS' experience. Can secure sound equipment. KENNETH STOLL, Mt. Pulaski, Ill. ap30

AT LIBERTY MUSICIANS

ALTO SAX ORTENOR Clarinet—Experienced, no take off. Union young. RUSSEL ADAMS, 518 Griffin Ave., Punxsutawney, Pa.

A-1 LADY TRUMPET PLAYER—EXPERIENCED. BOX C-485, care Billboard, Cincinnati, O.

DRUMMER—AGE 28, UNION, WILL TRAVEL. Reliable, experienced, can read and lead. Would like to locate with northern band. CHUCK ANDREWS, c80 N. E. 2d Avenue, Miami, Fla. ap15

DRUMMER, XYLOPHONIST, DOUBLING SOME Trumpet, for night club, hotel, location dance band. No trouping. Union. Read out floor shows. Age 32. Solid, steady rhythm. DRUMMER, 2028 Kincaid, Eugene, Ore. ap16

DRUMMER—SWING, SWEET, EXPERIENCED, read, fake, Vocals, entertain. Union, young, reliable. Go any place if steady. JIMMY THOMAS, Wabasso, Minn.

GUITARIST — RHYTHM AND ELECTRIC Steel. Experienced in all lines. Will go anywhere. Can join immediately. BOX C-477, Billboard, Cincinnati. ap16

At Liberty Advertisements

3c WORD, CARE (First Line Large Black Type), 1c WORD, CARE (Small Type), 1c WORD, CARE (Small Type) Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

PRESS AGENT AND ADVISOR Man—Ten years' experience. Will accept connection anywhere. Write BOX 676, Ocala, Fla.

OUTDOOR ADVERTISING MAN WITH CAR seeks connection with reliable concern. Address ADVERTISER, 1345 Twelfth Ave., Hickory, N. C. ap23

PRESS AGENT JOB SOUGHT BY NEWSPAPER Man with car. References. Address EDITOR, 1345 Twelfth Ave., Hickory, N. C. ap23

CIRCUS CONTRACTOR, Free Agent, 24 Hour Man—Full staff, reliable capacity. Twenty-two years' experience. Night seasons Robinson Book. R. R. Circus, Contractor, publicity man. State salary. Jobs on wire. P. JOSEPH SAUL, 414 North Wacker, Adrian, Mich.

SECOND AGENT—Contract, Post-Tark, Lithuania. Very experienced. Circus, Minister, Musical Comedy. Sober, reliable. Ten years with P. N. Webster Attractions. H. L. PRISBIE, Box 461, Post Gibson, Miss.

YOUNG MAN—26, Experienced Theater Manager and familiar with all phases of the amusement business, desire position with roadshow, carnival or circus that offers a future. Pleasant personality, neat, honest and dependable. Can handle advertising and publicity. Book anything anywhere. All offers considered. Can report at once. Write BOX 454, Reservoir, Minn.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—FIVE-PIECE HILLBILLY STRING Band, available April 10th. Theater, night clubs and radio work. Go anywhere. Want a reliable booking agent. Write 134 GOODMAN ST., Charlottesville, Va.

ATTENTION—NITE CLUBS, RESORTS, BEER Gardens. Fast Swing Trio available. Play hot and sweet. Novelties, vocals, entertainment galore. Union. Consider all propositions. W. R. BENEDICT, Winona, Minn. ap23

FRENCH LA RENZE ORCHESTRA—Featuring Electric Steel Guitar, Vocals, Novelties and plenty of Doubles. Available June 10th. Reliable location job desired. Pancies lay off. Minimum four pieces. Union. Now playing City Nite Club. For information write 524 Dakota St., Winona, Minn.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Cameras Going Stronger Than Ever; Candid Leads

Fall and winter popularity indicates outdoor workers will give picture boxes big play this season—many attractive low-priced numbers on market

NEW YORK, April 9.—With the coming of spring and summer the camera craze, which has been rolling along at a phenomenal rate, is expected to assume even greater heights. There has been no apparent let-up in public interest in picture taking. Pic magazines, with rare exceptions, are doing bigger business and selling more copies than ever, with only one important "folding" among the flock of magazines recently introduced. This was the mag *Picture*, and there are rumors that it might be revived. Replacing it, anyway, since this department's last story on the camera craze is the new and successful *Focus*.

Camera and film companies report greater sales than at any time in the past. Certain concessioners report plans to set up stands featuring cameras exclusively, using such types as regular snapshot boxes, candid and candid-type (or what might be called imitation candid) and motion picture cameras.

Favorite is the new low-priced candid type. Falcon has a number carried by several jobbers which has all the earmarks of a winner. It uses standard Eastman No. 127 film and is equipped with Wallensak 50mm. lens. It is made of black melite with chrome-plated metal parts and takes 16 shots on one roll of film.

Newspapers, magazines and commercial organizations are renewing their photo contest sales-building efforts, whetting the appetites of the camera fiends and hyping interest in picture taking all over the country.

Reason given for statement that cameras will prove big concession item this season is that folks in small towns all over the country in spots played by carnivals and other shows do not have the opportunity to purchase worth-while

cameras at a low price. They will, therefore, welcome the opportunity to obtain such cameras when offered as prizes by concessioners.

A number of outdoor bingo operators also told this reporter they were planning to give cameras a big play on their merchandise stands. And in the games still operating indoors at churches and among other organizations, operators, too, are showing a greater preference for cameras as prizes than ever before. One operator, running the game for a Manhattan church, stated that his players have asked him to introduce cameras and feature the item as the prize on at least five games out of the 35 played.

Spring and summer, at any rate, have always been the biggest time of the year for the picture takers, and with the momentum the camera craze has picked up during the past fall and winter there seems to be no reason why concessioners and other operators should not be able to cash in handsomely.

Circus, Rodeo Workers Are Going Into Action

Manufacturers are working on items which are particularly suitable for these fields—new cowboy mufflers look good—monkey mitts promise comeback

NEW YORK, April 9.—With the opening of the Ringling-Barnum circus at Madison Square Garden here yesterday the circus season got under way in the metropolitan area and in many other sections of the country. Novelty men have done well for years with merchandise especially designed for sale at the circuses. Among these are such numbers as stuffed toy animals, whips, pennants and banners, dolls, novelty hats and canes. Several manufacturers have recently gone to great expense to produce items particularly suitable for the circus novelty men.

THE ISSUE IS CHOCK-FULL of bingo advertisements by such outstanding leaders in the field as E. S. Lowe, Schulman, World Trading, Automatic Button Co., Winner Sales Co., Bingo Supply Co. and others. And the merchandise prizes suitable for bingo ought to gladden any operator's heart. First, of course, there are enough dummy dolls to make a good-sized army; then other fine prizes are presented, including lamps, clocks, watches, radios, bedspreads, cameras, stuffed toy animals, cutlery and silverware sets, fitted overnight cases, electric razors, furniture, pillows and doll cushions, beverage sets, blankets, umbrellas, electric door chimes, dresser sets, cocktail sets and countless others. It is our hunch that many a game is going to (See BINGO BUSINESS on opposite page)

The rodeo field is another for which manufacturers have produced especially suitable items. One of the most recent introductions is the new American-made cowboy muffler. Muffler is made of rayon satin or rayon taffeta and comes in seven brilliant colors. Item has proved a popular seller at rodeos and Wild West events.

A number which at one time was extremely popular at circuses but which for some reason waned is the monkey mitt. This item makes for an exceptionally interesting and humorous demonstration and sells thru a strong appeal to grown-ups as well as kiddies. Jobbers and manufacturers have recently reintroduced the item and from early reports indicate that it will enjoy a quick climb back to the position it once held among demonstrators.

Balloons, appropriately decorated, have, of course, always been good sellers at both circuses and rodeo, as well as at carnivals, parks, fairs and other outdoor locations. One of the latest and most appealing numbers in the balloon category and one which should be a fast seller is the line of Snow White and the Seven Dwarf balloons. Popularity of all

"Down With Nicotine" Spirit Boosts Ciggie Filter Sales

NEW YORK, April 9.—Slick national advertising has suddenly made the nation's smokers nicotine-conscious and has imbedded in them a "down with nicotine" spirit which bids fair to make the many new ciggie filters on the market the season's hit item.

Filters are being furnished to direct sellers on attractive self-selling display cards. Cards are sold to barber shops, cafes, drug, candy, auto supply and stationery stores, hotel cigar and ciggie counters and many other locations.

Price is low enough to leave salesmen a large profit as well as net the store-keeper using the cards a neat take. Operators in other fields, such as concessioners and bingo ops, are offering filters as consolation prizes and finding them popular movers.

Basic principle of all filters, of course, is to place one ciggie inside the filter and smoke another ciggie thru the first. Idea is that the inside ciggie catches the nicotine coming thru the ciggie being smoked. Claims are that this method of smoking eliminates from 75 to 90 per cent of the nicotine.

Filters have been selling for anywhere from 50 cents to \$2 in various chain and drug stores. Average card comes with 12 filters. Card itself contains sales story and is decoratively printed in two colors. Sales story on cards tells how nicotine is eliminated and brings out other important features of the filters.

Filters come in several models, generally made of black bakelite, trimmed with either gold-plated or chrome-plated metal bands. For users wishing to pass the filters out individually as consolations

prizes, they come in special individual boxes.

Success of the number shows once again that if the proper advertising and promotion are put behind any item with merit the item can be made a winner. There have been a number of filters on the market in recent years, but not until smart national advertisers got behind the current crop of filters and educated the public to their uses did the item catch on to any great extent.



By BEN SMITH

Last week we said there would be many items in the Spring Special which operators could work profitably on a deal. And you must agree with us there were plenty of such items featured. Among them were:

THE MYSTERY PIPE LAMP. This has the finish and appeal to move well on a one-shot board or otherwise. It's a good man's item and yet attractive enough to please the women as a decorative piece around the house. It is finished in bronze and chromium and has three pipe holders attached. Mystery lies in the fact that no switch is seen—lamp is lighted by turning the three swans. Deccasters Co. has been unusually successful in manufacturing for this market and seems to have another winner here.

PLAY BALL. Another straight merchandise deal offered by Spots along the same line as its World Series. Operators should find it a good producer this spring and summer. Jedro is handling the deal in the East.

DUMMY DOLLS. Charlie McCarthy is still a popular radio figure and the various dummy dolls on the market are still going strong on cards and boards. The Spring Special featured a good selection of these—N. Shure and Paris Bead and Novelty, with Charlie McCarthy; New Art Toy and Feather, with Lippy Lou; Goldfarb and World Trading, with Dummy Dan; Standard Sales, with Micky McGuire; and Kindel & Graham, with Gabby Joe, Willie Talk and Dummy McSmarty.

ELECTRIC SHAVERS. Of course, these have had such a heavy play in the past couple of years that interest in shavers has naturally fallen off a bit. However, Kwik-Shave, featured by Elgin, and the Monarch, featured by J. J. Stone, are priced low enough for a fast turnover on a small deal.

RADIOS. Midget radios have made more money for operators than almost any other item we can think of. Two of them look like honeys. Silver Dwarf, by Silver Mfg. Co., and the Hart Midget, by Hart Products. They have the flash, seem to be priced right and should turn over nicely—especially if the operator can afford to place a set with each card he lays. Of course, we all know what a swell job Evans has done with its PW Woo Detroit.

THERE ARE MANY OTHER ITEMS. Including candid cameras, beverage sets, cutlery sets, clocks, strip-tease glasses, stuffed dolls and tie deals. If you haven't (See DEALS on opposite page)

Items decorated with the new sensational Disney characters has been proved in a number of instances and there is no reason to believe the girl and her dwarfs will not increase balloon sales as well.

Calling All Concessioners

Now that the outdoor season is actually getting under way and concessioners are out on the road, it is the intention of this department to run as much news and as many features as possible of interest to them. This box is to serve as an appeal to all youse guys and gals out there in the hinterlands to keep in touch with us and tell us of your activities. We'll be glad to print anything of interest to others and we know if you co-operate you'll get a great deal of pleasure and perhaps some real value out of reading about the doings of the concession boys and girls.

Popular 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.

French Specs

A new-type sun glass which gives full protection on three sides, is the latest appealing prize and premium offering of the Emerald Co., Inc. Specs are claimed to be non-shatterable, non-inflammable and anti-glare. The purpose of the sides on the glasses is to provide protection from the often blinding reflection of sun, sea or snow. Its low price in quantity orders should enable ops and agents to cash in on the demand created by advertising in smart magazines.

Easel Alarm Clock

Concessioners who use clocks as a premium would do well to look over the line manufactured by the Majestic Clock Mfg. Co., which is featuring a clock that has found favor in the general premium trade. It is an easel alarm clock and comes in four jewel mirror colors, namely, Rock (crystal), Sapphire (blue), Champagne (gold) and Emerald (green). Clocks are 40-hour guaranteed winding alarm and dials are metallic embossed. Chrome trimmings set them off nicely. Clocks are said to contain American movements of the finest construction.

Doll Cushions

For a novel premium item, doll cushions manufactured by the Standard Doll Co. appear to be attracting wide attention, not only from concessioners but also from salesboard and bingo operators. A finely finished doll is permanently attached to the cushion, which is made of satin trimmed with lace and filled with kapok. Size is 19x22 inches and makes a wonderful flash. Firm states that it holds the United States design patent on the item. Company is also noted in the premium field for its boudoir dolls and has a reputation for manufacturing.

having created several specialties that gained quite a vogue in the premium trade.

Novelty Hat

Epstein Novelty Co. is demonstrating how an old established item can sometimes, with a slight change, be placed in the class of a new number. Firm recently took the regulation "Spanish hat with tassels" and by adding a rose under the brim started the novelty hat off on a new career. Firm presented the idea to several well-known concessioners and the latter immediately became strong for it. With the addition of the rose, the effect is chic and classy. Item bids fair to become one of the leaders of the outdoor season.

BINGO BUSINESS

(Continued from opposite page) come to new life when operators start offering these attractive prizes.

ONE OF THE MOST INTERESTING numbers introduced in the Spring Special is the new transparent "See Thru" bingo marker offered by Automatic Button Co. Markers are 3/4 inch in diameter, and player can plainly see number on his card right thru the marker.

THAT'S A NICE ARRANGEMENT Mayor Merle F. Wells worked out in Davenport, Ia., with bingo operators. Instead of making operators pay license fees to conduct the games, he arranged for them to contribute 2 per cent of the gate receipts to the Community Chest. Said the mayor: "As long as bingo is such a popular game I can see no harm in permitting charity to profit from it. Our local chest represents poor relief and other worthy charities, so I took it upon myself to enforce payment of the pledge." This last refers to a condition which we cannot for the life of us understand. Here a town's mayor offers the bingo operators an opportunity to contribute part of their proceeds to a good cause, which must necessarily help the game. And still there are certain operators who do not have the good sense and the foresight to make their share of the contributions. It is this type of operator who hurts bingo more than it can possibly be hurt from any outside source.

NICE BREAK IN THE NEW YORK WORLD TELEGRAM last week for E. S. Lowe, head of the supply and equipment house of the same name. Staff writer Edd Johnson did a number of feature stories on bingo's popularity and quoted Lowe in several instances. And why not? Lowe even offered the services of his charming stenographer, Claire Locafsky. Claire posed pretty for a picture to ornament the second of the feature stories.

THIS IS AN OFFICIAL INVITATION to all outdoor bingo operators to drop us a line about their games, their season's openings, their planned routes, the types of merchandise and equipment they are using and anything else which they feel might be interesting to fellow readers of this column. Let's hear from you.

DEALS

(Continued from opposite page) yet bought the Spring Special issue of The Billboard do so today.

Large deals seem to be definitely on the way out. Almost all of them this spring and summer will probably take in less than \$20, with a large percentage taking \$10 or less. Operators generally believe that the small deals give them a smaller net profit they will make more money in the long run thru a greater turnover.

Ralph Artigas infoes that Master Distributors should be ready to introduce his new item soon. Deal has been in the works many weeks and, with the attention given, it should be good.

NOW 3.50 Per Dozen for the Genuine CHARLIE McCARTHY



Here is Edgar Bergen's Original "CHARLIE McCARTHY" DOLL. Made entirely of rubber. Every detail is perfect. The style of the full dress suit, the high hat, the white shirt front and even to the familiar monocle that CHARLIE wears. Stands 9 inches tall and the face is a replica of CHARLIE'S features. This new number is selling on sight. DON'T WAIT—RUSH YOUR ORDERS IN and cash in on this profit maker. **\$3.50** BSN209. Per Dozen

N. SHURE CO.
200 W. Adams St., CHICAGO

MEN'S POCKET WATCH — WELTHAM OR ELGIN, 12 SW. 1/4. Occasion or round case. Re-constructed movements. Etc. **\$3.25** with 5-yr. Wtd. Lts of 3, 5, 7, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100. Also big assortment of Swiss Ladies' and Watches. From \$2.00 up. 25c Extra for Samples. 25c Dis. Sent. C. O. D. Send for Catalog. **J. KAHAN**
88 Canal St., NEW YORK, N. Y.

ATTENTION - NOVELTY MEN - ATTENTION

SENSATIONAL LOW PRICES

Orders Shipped Same Day



FLYING BIRDS, Large Size	1.75	LADIES' SWAGGER CANES, Silk Tassels	4.75
CIRCUS SPECIAL BALLOONS	2.50	CHINA HEAD SWAGGER CANES, Silk Tassels	6.50
SPIRAL, KNOBBY, SERPENTINE BALLOONS	3.25	BLACK HANDLE MFG. CROOK PARADE GANES	7.50
LARGE DEMONSTRATORS, Etc.	.25	BARBED CROOK HANDLE PARADE GANES	4.50
OAK'S Gummi MICKY MOUSE TOOS UP	4.50	SILK Whistle Handle LASH WHIPS, VARNISHED CIRCUS SPECIAL	7.20
7-inch PAR MONKEYS	4.00	LASH WHIP	6.50
8-inch MAC WEST DOLLS with FEATHERS	4.80	27-inch CIRCUS SPECIAL STRAIGHT WHIP	4.50
7-inch New Orleans DOLLS with FEATHERS	3.40	Miniature RIDE 'EM COWBOY HATS	7.50
GIANT 12-inch MAC WEST DOLLS, \$2.00 Dozen	24.00	LARGE SPANISH HATS with Tassels	18.00
25-inch SILK PARABOLA, \$1.25 Doz.	14.40	MEXICAN HATS with Fringe Tassels	18.50
SAILOR, COWBOY and DRUM MAJOR DOLLS, \$3.40 Gross—LARGE SIZE.	21.60	LARGE RUBBER ANIMALS, Doz.	24.00
		WITH BASE BALLS, Doz.	10.00

NO ORDERS SHIPPED WITHOUT ONE-THIRD DEPOSIT, BALANCE C. O. D. NO CATALOGS—ORDER FROM ABOVE PRICE LIST—NO CATALOGS

MILTON D. MYER CO.
332 THIRD AVE. The Underselling Supply House PITTSBURGH, PA.

RABBIT ASSORTMENTS

See US FOR THE MOST COMPLETE QUALITY LINE OF COMIC COSTUMES

PRICE

PLUSH RABBITS — PIRATES — CLOWN — SAILORS — SPANISH FANDANGO — COWBOYS — MR. & MRS. PETER, EIGHT SMASH HIT MONEY-MAKING DEALS. WE STOCK 38 STYLES AND SIZES.

"WILLIE TALK," 23 inches Tall Dozen, \$ 9.25
We Now Stock 15 "Willie Talk" Numbers.
"HOT CHA" GLASSES Per Gross, 14.40
CHARMS, 132 Styles Per Gross, .70

State Your Business When Writing, Please!

WISCONSIN DELUXE CORP.
1900-12 N. THIRD ST. MILWAUKEE, WIS.

LIPPY LOU - VENT DOLL

HIGHEST VALUE ON THE MARKET. Dressed in Sport Suit. 21 inches, Dozen \$5.00
Dressed in Full Dress, White Gloves, Patent Leather Shoes, White Veil and Shirt, and Moveable Head. Sizes from 21 in. to 28 in.
PRICES FROM \$7.50 TO \$12.00 PER DOZEN.

We carry a complete line of TOYS, NOVELTIES, CANES, DOLLS, BALLOONS, HATS, SLUM, etc. All kinds of Feathers for Plastic Manufacturers and Feather Dresses for Dolls. Our Catalog Ready. Thousands of Items in Stock.

NEW ART TOY & FEATHER CO., 20 East 10th St. NEW YORK CITY.

PREMIUM DISPLAY PADS FOR SALES BOARD DEALS

CRUSHED PULP. (Colors: Red and Blue). Each
Size 16 W. x 18 H.50
Size 18 W. x 20 H.90
Size 20 W. x 24 H. 1.10

METALLIC PAPER. (Colors: Red, Blue and Gold). Each
Size 16 W. x 18 H. \$0.45
Size 18 W. x 20 H.55
Size 20 W. x 24 H.65

PADES MADE TO ORDER. ACCORDING TO YOUR OWN SPECIFICATIONS.
Tailor-Made Display Pads—Sturdily Constructed—One-Piece Easel—Will Not Warp—Withstands Rough Handling. Write for Literature. Manufactured by **IDEAL SALES, Inc.** 116 MARKET ST. ST. LOUIS, MO.

BARE PANTY BACK GLASSES

12 Different Designs for Small Glasses, Large Glasses

NEW DESIGNS HOT SUBJECTS, RIQUOUS COLORS. Packed 6 in Plastic Sales Display Box. The Following can be supplied in BARE or PANTY BACK. State which on order.

WHISKEY GLASS Doz. 75c; Gro. \$8.50
CORNF. GLASS Doz. 50c; Gro. \$5.00
OLD FASHIONED GLASS Doz. 1.00; Gro. \$10.00
HIGHBALL GLASS—Med. Doz. 1.15; Gro. 13.00
Large, Doz. 1.30; Gro. 14.50

MAKE YOUR OWN BAREBACK OR PANTYBACK GLASSES
Our Decals are easy to put on. We put them up 6 Different in a Plastic Colorful Sales Envelope with Instructions to Apply.
G 11—6 Bareback Decals for Small Glass \$2.00 Doz. Envelopes
G 12—6 Pantyback Decals for Small Glass 2.00 Doz. Envelopes
G 13—6 Bareback Decals for Large Glass 2.00 Doz. Envelopes
G 14—6 Pantyback Decals for Large Glass 3.00 Doz. Envelopes
We have 2 Different Sets of Each Type Listed Above. Sample Set Small Decals 30c; Large Decals 50c. Prepaid.

Our NEW and Other Big Sellers
HOT PEPPER GUM—More It's Chopped Hitter It Gets. Box \$.65
FUNKY U GOTTA GO GUM (Lassies). Doz. Packages50
SQUIRT LABEL BARY—Give 'em a Bash. Doz.80
POCKY SPIDER—Mechanical, Funny. Doz. 1.20
COMIC MEDALS for Lions, Chicken Chasers, Bull Shooters, Etc. 6 Kinds. Per Dozen
Send \$2.00 for 50 Assorted Samples of Jokes, Tricks, Etc.
NEW CHARMS—50 Different in Stock, 25c Gross; 65 in 10 Gross Lot
SEED PEARL FINISH CHARMS, \$2.00 Per Gross.

MAGNOTRIX NOVELTY CORP., 136 Park Row, New York

Happy landing.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Snow White and the Seven Dwarf Dolls



- Cash in on this Walt Disney movie sensation. Greenroop and children alike are crazy about them.
- B18X103—Original 11" Dwarf Doll, Dopey, Doc, Sleepy, Happy, Grumpy, Sneezy and Bashful. Dressed in stylish colored removable clothes. Each... \$ 1.00
 - B18X104—Flashy 14" Dwarf Dolls, 2 popular characters only. Doz. ... 2.00
 - B18X107—14" Baby Dwarf Dolls. Doz B18X105—Comp. 8 1/2" Dwarf Dolls. Doz. ... 2.00
 - B18X106—14" Original Snow White Dolls. Each ... 1.44
 - B18X107—14" Snow White Dolls. Doz. ... 4.00
 - B18X102—Genuine 14" Charlie McCarthy Dolls, in summer formal suit. Each ... 2.75
 - B18X101—3" Rubber Charlie McCarthy. Doz. ... 4.50
 - B18X108—Comp. Hi-Hat Dummy Dan. Doz. ... 3.95
 - B18X08—21" Hi-Hat Dummy Dan. Doz. ... 8.00
 - B18X09—27" Hi-Hat Dummy Dan. Doz. ... 12.20
 - B18X100—33" Hi-Hat Dummy Dan. Doz. ... 24.00
 - B18X06A—24" Gabby Joe. Each... 55c

NOTICE In Billboard last week our half-page add on page 143 shows erroneously an electric dry shaver under the name EQUINE. We do not make or distribute a shaver under that name. The name should read WILLARD. We supply the following makes only: PAKKARD, CLIPSHAVE, RAY, MOTOHAVE, MIRACLE, SHAVE, KING, MARVEL, MAJESTIC, WILLARD, KWIK-SHAVE, MONARCH, NICHOLL-VELVET, REMINGTON.

25% Deposit on G. O. D. Jewelry, Novelty and Precision Cat. No. 382 or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

DIRECT SALES STUFF

By WALTER ALWYN-SCHMIDT

Starting out as a direct salesman while still a student, James Brakeman now does a shoe business of over \$20,000 annually by house-to-house sales methods. His customers are business executives, army men and others who appreciate well-fitting shoes. He works from a store 5 1/2 feet wide and 28 feet long, but his real stock in trade is his sample case that is always ready for an immediate call. This direct-selling success story reaches me thru The Boot and Shoe Recorder. It shows what can be done with a good idea and that the direct-selling field is never overcrowded.

My call for contributors to this column has brought results. First, my old friend Jack Horwitz, writing from Cleveland, says: "I read the column every week and enjoy it and have received many good tips from it. I think every direct salesman should read it." Thanks, Jack, for your letter. I am going to write you more fully in a few days.

If you are interested in knowing what's going on in New York, here are a few items I have picked up last week from men who called at my office. Cold calls are not much good these days unless you have something really new. Fairly good business can be done in offices with men's articles and women's wear. A man selling men's shirts is doing good business in the evening. He prepares his call by a telephone canvass and says it is worth the trouble if you have a good calling list. He gets his list thru the recommendation of his customers, who give him the names of other prospects.

A certain sales manager is handing a bouquet to the lady members of his organization. He says that they generally inform themselves better about a product's selling points. The average salesman, he explains, is too much inclined to sell himself, forgetting about the article he wants to sell. Find out what is different about your item. Be ready to tell your customer what she wants to know. Present your story in an easily understandable manner. When you are thru, ask questions.

Flora Sawyer writes from Los Angeles that she has established a good business selling kitchen aids by instructing women's groups in their use. She contacts local clubs and offers her services as a lecturer. Shows the members how they can make their daily work easier and get better results. One of her personal helps is a scrapbook in which she collects all kinds of household hints, advertisements of novelties and all other information which she believes might be of interest. If she finds something new she gets a sample and uses it in her demonstration. This frequently leads to orders. Some of the clubs where she

lectures take a small admission charge, with the proceeds going to charity. She finds this system makes for a better audience. Often the local gas and electric company will co-operate. In this case she lectures in a showroom and cooks a meal on a gas or electric stove.

Salemen who work cottage colonies are advised that frequently lecture and demonstration facilities can be had free of charge by applying to the local resident or property owners' association. Talk must be entertaining and instructive. Sales can be made either among the audience or by calling the next day at the homes of interested parties. There is no end to the articles which may be sold in cottage colonies. The season opens about the middle of May.

Good advice comes from Anton Hubner, who cautions against traveling too fast. When you have located a good village or town stay in it until you have thoroughly covered it. Most sales come as the result of recommendations. If a few days must pass before the merchandise is delivered, go on but come back in a short while and cover the place again.

Jep Jepson, super salesman, says: What's the good of raising your hat if you have nothing underneath?

A New Hot PREMIUM JUST OUT!

- An Amazing Sales-Getter!
- Sensationally Low Priced!
- No One Else Has It!

Something NEW... utterly different... red hot... unrivaled anywhere. It's absolutely unique... right in season... amazingly low priced. The most remarkable premium offer in America today! Don't pass this by... Write or call for complete details NOW!

EVANS NOVELTY CO.
945 W. DIVERSEY -> CHICAGO, ILL.

BE THE LIFE OF THE PARTY

FUN—MAGIC—MYSTERY.
Over 500 Articles to choose from. Send 25c for SPECIAL WHOLESALE Catalog (Refunded with first order), or better still, send \$1.00 for 25 Book list items.

T. R. PAYNE, 25 Cardinal Place, New York, N. Y.

Our NEW 1938 CATALOG Will be Ready about APRIL 25th

SEND FOR YOUR FREE COPY TODAY!

- CONCESSIONAIRES & NOVELTY WORKERS
- FITCHES & AUCTIONEERS & PAINTER
- SPECIALTY MEN & STREET WORKERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at prices that defy competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Flashy Plaster Novelties
Personal Service by **ARTHUR GIULIANI** (Sole Owner)
Send for Price List.

ILLINOIS PLASTIC PRODUCTS
2132-34 Gravois Ave., ST. LOUIS, MO.
(Phone Grand 8938.)

Extra Value! \$2.25 Each

5 for \$10.50

No. 55 5553—Ladies' Bracelet Watch... Exquisitely Styled 10 1/2 L. Case... in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whitened premium item. Save money NOW by ordering five Watches for \$10.50.

RONDE-SPENCER CO.
223 W. Madison St. Chicago

HOOPS FOR DARNING OUTFITS EACH

BRIGHT SILVERY METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR MACHINE DARNING KITS

1¢ EACH

THE GIBBS MANUFACTURING CO. CANTON, OHIO

RAZOR BLADE SALE! LOW PRICES!

- DOUBLE EDGE BLADES—Blue Steel, Packed 5's. Cells. Per 1000... \$2.25
- SINGLE EDGE RAZOR BLADES—Packed 5's. Cells. Per 100... .40
- AVO STRIP TYPE BLADES—Packed 5's. Cells. Per 100... .40
- PEACOCK DOUBLE EDGE RAZOR BLADES, Packed 5's. Cells. Per 100... .40
- BIG BEN DOUBLE EDGE RAZOR BLADES, Packed 5's. Per 100... .35

Send for Catalog

BENGOR PRODUCTS CO.
576 BROADWAY, NEW YORK, N. Y.

Flashy Rings - Crosses CHARM BRACELETS

Send \$2.00 for 18 samples

Laurence M. Weisberg Co. Transportation Building 122 E. 7th St. - Los Angeles, Calif.

Carnival Novelties New Stock—Just Arrived

- B181 Men's Tor Wrist Watches, 1 in. dia. Gro. \$3.75
- B182 Gillette Style Razor Blades Per 1000 3.00
- B183 Flying Birds, Outside Whistle Gro. 1.25
- B184 Flying Birds, Inside Whistle Gro. 2.25
- B185 High Hat Fur Monks, 8 1/2 in. Gro. 3.75
- B186 High Hat Fur Monks, 8 in. Gro. \$6.75
- B187 Party Wagon, Compo. 8 1/2 in. Doz. 1.25
- B188 Cell, Doll, 7 in. with Mirror Gro. 8.50
- B189 Gro. 8.50
- B190 Swager Strips, 3 1/2 in. Gro. 4.75
- B191 China Head Swager Strips, Gro. 4.50
- B192 Jan. Cup, Glass Gro. 1.45
- B193 Beach Beacher Balls, Doz. 2.25
- B194 Carnival Print Balloons, No. 8 Gro. 2.50
- B195 Spiral Balloons, 4 1/2 in. Gro. 2.50

Parade Cases, Balloon Toss-Ups, Dolly Cork Greys and Corks, Wood, Aluminum and Iron

MBB Bottles, Case Rings, Hoopla Rings, Cowboy and Mex HATS, all sizes; Min. Straw Hats, Bayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1938 CATALOG READY SOON. WATCH BILLBOARD FOR ANNOUNCEMENT. 25% DEPOSIT REQUIRED ON G. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

LOOK! IF YOU HAVE NOT RECEIVED OUR LATEST CATALOG No 937, CONTAINING 180 PAGES OF LATEST AND FASTEST SELLING ITEMS AT THE LOWEST POSSIBLE PRICES, WRITE TODAY. Be sure to mention your line of business

MIDWEST MERCHANDISE CO.
1006-08 BROADWAY, KANSAS CITY, MO.

EXTRA PROFITS DAILY - FOR YOU!

- U. S. MADE GOGGLES—Carded and Boxed. Dozen, \$1.00.
- IVORY CHARMS—Large Assortment. Gross, 50c.
- Lowest Prices—Items for LIVE Waqomo—Pitchers—Stretches—Mugs and Glass Carvases—Eldridge Merchandise.
- Saleboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, Fly Swatters, Blades, Soaps, Balloons, New Electric Clocks and Lamps.

Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

CHAMPION SPECIALTY CO., 814-N CENTRAL ST., KANSAS CITY, MO.

Selling Like Wildfire! DRIVER'S LICENSE HOLDER & KEY RING. Your license always with you—clean—when needed, sample and toll detail only 25c postpaid.

The Billboard

SPRING SPECIAL OFFER

from April

to November



Including All Special Numbers



30 Copies less than 7¢ each

MAIL THIS COUPON NOW

Special Offer Coupon

Until April 15th
You Save \$2.50

The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.

Please mail The Billboard for the next 30 weeks for which I inclose not the \$4.50 thousands pay at the regular single copy price, but only \$2.

Name: _____ New
Address: _____ Renewal
City: _____ State: _____ My occupation is _____

Regular rate: One Year, \$5. Single Copy, 15 cents.

NOTES from SUPPLY HOUSES

Many popular items will be found in a price list recently issued by the Greenwich Toy and Novelty House. It contains toys, souvenirs, noisemakers, books, novelties, magic and puzzles. House is conducted by Mr. and Mrs. Harry Rosen and has been established for over 37 years.

Samuel Baum, who conducted the Baum Sales Co., has discontinued his business and is now a member of the Bengor Products Co.'s sales force.

Ben Hoff, of New Art Toy and Feather Co. and well-known concession supply man, is starting the season with the most complete line of concession merchandise he has ever carried. Hoff recently returned from Florida, where he was in contact with Southern concessioners and immediately started on his stock for the 1938 season. Foremost item featured is a new low-priced ventriloquist figure which he calls Lippy Lou. Item comes in both sports dress and full dress, and ranges in size from 21 to 25 inches. Hoff is optimistic about the coming outdoor season and thinks showmen will have one of their old-time years.

Marvel Candy Co. has added two new numbers to its large catalog of candy specialties. They are "Beans" package and "Favorite Sweets." Max Freedman reports that he is elated over the advance orders received and anticipates a lively season.

Berk Broe, Novelty Co. has informed the trade and is running paid advertising to the effect that any of its old customers owing it money should forget about payment, as the firm is marking all open accounts "paid in full." Ben Gelber states: "Many of our old-time customers who owe us money and cannot pay it feel obligated and embarrassed and therefore do not come to us for new merchandise. We would like to do business with the boys and therefore are asking them to get in touch with us for any of their needs and not feel obligated about any old debts. We have forgotten them and cleaned them off the books and want our friends to come back to us."

SPRING QUARTERS

(Continued from page 58) bration commemorating landing of DeSoto 400 years ago at Tampa Bay. United States is to have all space in new buildings being erected. Milford Smith, Campbell Tent and Awning Co., was a one-day visitor, returning with several last-minute large orders. Mr. and Mrs. P. T. Szieder, of Florida State Fair, Tampa, returned to grounds with daughter, Elizabeth, after vacationing in Carolina. Al Carsky, head candy man, was vanguard of returning RAS-folk, trains and highways daily adding to colony that will start out for Jacksonville 1,200 strong.

FRANCIS P. HEALY.

Goodman

(Railroad) **LITTLE ROCK, Ark., April 9.**—Less than two weeks to go before opening takes place at shows' quarters location. Max Goodman has given orders for full speed ahead and everyone in quarters is functioning efficiently to have everything in readiness. For past few weeks several rides have been operated Saturdays and Sundays at Fair Park to satisfactory business. This has helped to get some idle men warmed up for season. Recently arrived and actively remodeling his Lion Drome is Bo Sherman. Drome has been erected and is undergoing complete rejuvenation. This front, amid numerous new fronts that have been constructed, is in complete harmony with artistic designs being carried out on entire midway. General Manager Milton M. Morris is directing application of modernistic art work in putting finishing touches on equipment, as well as directing general construction work. Mrs. Joe Goodman recently arrived. Mr. and Mrs. D. B. Stock are giving considerable time and thought to furnishing

PENNANTS

CIRCUS DAY
STOCK PENNANTS
CIRCUS—RODEO—FAIRS—AMERICAN LEGION, KY. DERBY and all Other Subjects.
300 Lots, 1000 Lots
5x12 ... \$3.00 100 ... \$25.00 1000
9x27 ... 8.50 100 ... 60.00 1000
Tinted Colors 1/2c Extra on Quoted Prices.
Deposit 1/3 on All Orders.
NORSID COMPANY, 17 E. 16th St., N. Y. C.

ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches
AS LOW AS \$3.35
No Extra Charge for Service Order.
Send for FREE Extra Money Making Watch and Diamond Catalog.
NORMAN ROSEN
WHOLESALE JEWELER
801 SANSON ST., PHILADELPHIA, PA.

SVENGALI MAGIC DECKS

Here is the Best Svengali Deck ever manufactured. Made of new Cards, better size, all size run. Decks \$3.25; Gross, \$38.50. Sample, Postpaid, 35c. Other excellent demonstrating items priced by the Dozen, as follows: Check-Book, Severe, Binder, 100 Powder, 25c; Drink Booth, Showcase, Matchbox, 5c; Show Book Matchbox, 5c; Hole Dancer, Plaster's Secrets, Ball & Vase, Rubber Glass, 40c. Other good ones: Top Bottle, Butterfly, Pickles, Jump Shooters, Rubber Gun, Snow Machine, Bingo Hand Shakes, Deconitina, Shaver, Toy Hammer. Ask for free catalog. S. S. ADAMS CO., Albany Park, N. J.

and equipping their Colonial house trailer with modern facilities. Another recent arrival is everybody's friend, Isadore Pireside Murphy, who will present his popular cookhouse. Special Representative Joseph A. Rowan put in an appearance and is actively engaged in duties for opening. Visitors: Mr. and Mrs. Homer O'Holland, he special representative of Hennes Broe's Shows, who was passing thru Little Rock en route to Fort Smith, Ark. Sunday, March 27, Mr. and Mrs. Max Goodman, together with Mr. and Mrs. Joe Goodman and Mr. and Mrs. Milton M. Morris entertained a number of prominent guests from New York at a cocktail party and later at dinner in shows' cookhouse where an elaborate course dinner was served. Among guests were Honorable Senator Kenneth F. Southernland and Manuel Jackson, Samuel Franks, Mr. and Mrs. Sydney Kahn and brother, Jack Kahn; also brother, Simon, and wife, of Little Rock. R. W. RICHARDS.

Patrick
SPokane, Wash., April 9.—Shows open here for Disabled American Veterans. New semis are being built as well as transformer truck. Transformer is one of latest models built by General Electric Co. All new electrical equipment has been purchased. Merry-go-round has plenty of flash. All horses are brightly painted and inside crown is like "fairland." Loop-o-Plane is white enamel with gold and red striping. New marquee ordered and has been delivered. Ten-piece brass band under direction of Jack Whitney. The Enos Trio will furnish free act. W. H. Patrick has been kept busy night and day, assisted by Mrs. Patrick. Mrs. Monroe Eisenman is okeh again, getting around nicely. Shows booked are: Lee Hoagland, Mystic Temple; W. E. Schumann, Tropical Zoo; E. E. Jesmer, snake show; C. E. Lindell, girl show; Andy Carnahan, Ten-in-One; Eugene Foster, ponyland. Concessioners: Eddie Lane is due from California as well as Bull Montana and family. Mr. and Mrs. Bill Fiedling arrived from Portland. Mr. and Mrs. Chandler have picture machine; Dick Collier, pop corn, candy floss and Penny Arcade; Happy Wightman and wife, from Texas; Steve Evans, from Oklahoma; W. H. Olson, ham and bacon; William Adler, long-range shooting gallery; George Ritter, cookhouse. People now in quarters are Mr. and Mrs. W. R. Patrick, Mr. and Mrs. Monroe Eisenman, Mr. and Mrs. Lee Fee, Mr. and Mrs. Olson, Mr. and Mrs. Miller, Mickey McVary, Red Fitzgerald, Cal LaVelle, Scotty Flavell, Elra Starke, Corkey Allen, Martin Larsen, Robert Gonderman, William Boyce, Mr. and Mrs. Bill Fiedling, Jack Whitney. Visitors: Mr. and Mrs. Oscar Levitch and son, Harold; Mr. and Mrs. Jim Greer, Mr. and Mrs. J. G. Kitterman, Mr. and Mrs. V. R. Nims, MONROE EISENMAN.

THE NEWEST TOSS-UP HIT!

OAK-HYTEX TUMBLING DUMMY
A NEW NOVELTY that is sweeping the country—a genuine big-money hit! Two-color print on both head and body. Packed with cardboard feet in a flashy 3-color glassine envelope, or in bulk. No. 281 Tumbling Dummy stands 21" high. No. 282 Tumbling Dummy is 21" high. At Leading Jobbers.



The OAK RUBBER CO. RAVENNA, OHIO.

NEW CROSSES!!

Ideal for PROFITABLE PRE-EASTER PROMOTIONS!!! 20 EXCLUSIVE DESIGNS, combining STYLE and QUALITY. 14-K GOLD finish on NEWEST LINK ACID-PROOF chain. Send \$1.00 for samples BEFORE placing IMMEDIATE DELIVERY! Also showing latest RINGS in WHITE-STONE and GEMED. Gold and Rhodium. Send \$2.00 for 20 samples. New Catalog. OLYMPIA NOVELTY CO., 307 8th Ave., New York, N. Y.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
Write us your needs. **ARGO PEN-PENCIL CO., Inc.** 220 Broadway, NEW YORK CITY.

Rare Imported Photos

Snappy Cartoon Books, Kaley Stories. Complete set of 10 Imperial Photos, also 6 Snappy Cartoon Books and a 300-Page Book called the Country Member's Catalog. Every page contains snappy cartoons. And many jokes and stories. Complete set, including every thing mentioned, will be sent for \$1.00. We pay the postage. Samples 25c. Send cash, stamps or money order. **RELIABLE SALES CO.** 1141 Broadway (Dept. B.B.), New York City.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

50%-TO DISTRIBUTORS-50%

Sell Guaranteed MASTERLITE LAMP. American made. Fully guaranteed for 1000 hours. Write at once for catalog and proposition. **MASTERLITE CO., Dept. G29** 110 East 23rd St., New York.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Printer of Constitution. Every body must have one. Will Rogers' Latest Jokes. 26 Flashy American Day Evening Cards. 5c. Veterans' Magazine. Holiday Photos. 5c. Veterans' John Jones. 2c. Jn. Fetschle Calendar. Hot Season. 5c. Remembrance. 10c. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

MED. MEN OPPORTUNITY

Use G.P.I. Quality Preparation. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request. **GENERAL PRODUCTS LABORATORIES** Manufacturing Pharmacists 107 E. Spring St., Columbus, O.

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

AL DECKER . . . blew into Cincinnati last week after a tour of Midwestern States. During a visit to the Pipes Desk he informed that business in Kentucky territory didn't prove any too lucrative for him. He plans to remain in the Queen City for a while.

IDEAS ARE THE things these days. Why not set your mind to capitalizing on them? Remember the fellow who patented the rubber return ball? He made a million.

W. H. ELLIOT . . . is reported to be getting some money working Omaha with flowers.

HARRY MAIERS . . . is working Philadelphia to reported fair business.

C. A. ELLIS . . . is reported to be working Washington to fair-to-middlin' takes.

MADALINE E. RAGAN . . . tells from Marshall, Tex.: "Have been working the Courthouse here on a free reader with Mr. and Mrs. Pat Dana for the past 10 days. Will leave for Greenville, Tex., to work the first Monday there. Business in Texas has been fair. Worked in refineries in Port Arthur to good results. Have seen very few of the boys and girls. Plan to kill a couple of weeks in East Texas and then head for Oklahoma. Rice is working intensifiers here and is clicking."

DO YOUR SHARE for the uplift of your profession and you'll see others in the business follow your lead.

"AM TAKING THE baths and obtaining subscriptions here to only fair business," wiggles H. H. Dawson from Hot Springs, Ark. "Pitchmen and showmen coming here will find a good friend in Roy Blake, ex-trouper, whose hotel seems to be the mecca for pitchfolk. This is a wonderful spot and I hope to be back in the hills of Kentucky fully recovered in a few days. Any of you fellows have any information regarding conditions in Kentucky?"

HORACE VAN KAMP . . . reports from Binghamton, N. Y.: "Just had a pitchmen's convention at the Washington Hotel here, where business has been picking up pretty well. Among the fraternity here are Doc Woods, Harry Pepper, Doc Atlas, Marty (Murray) Hamilton, Magese Family, Doc Perry, Doc Fundy, Charlotte Woods, Mary Jones, Billy Jones and Sam Cohen. The proprietor gave a farewell party for the boys and girls, all of whom are contemplating hitting the road soon."

THE SEASON is on—started. All of which we hope means bigger and better passouts for everyone.

OUR SCOUTS . . . report that the parking lot at Second and Washington streets and the Playland doorway in Phoenix, Ariz., are open to pitchmen at \$1 per day and no reader. They add, however, that about all the spots are good for is gas money.

PAT FAHEY . . . is still cavorting about in California territory, according to reports emanating from that sector.

HAVEN'T HEARD . . . from Shorty Grace lately. Wonder if he is still confined in the hospital in California.

IT SEEMS AS THO some people just won't remember to sign their letters, including news notes for publication. Three of 'em hit the desk again last week. All were good pipes and we're really sorry we can't use them.

JACK CURRENT AND . . . Gummy Johnson come thru from Tallahassee, Fla., with their first pipe in four months: "Worked Houston Christmas week to good takes on Main street, where there was no reader on o. m. In New

Orleans we enjoyed four weeks of good business. The Mardi Gras city was open on o. m. Mobile, Ala., gave us three weeks of the best business we have enjoyed in five years. We then went to Pensacola, Marianna and Tallahassee, Fla., where we are now. We'll head for Nashville, Tenn., from here. Come on, Jimmie Byne, Bob Posey and Edgar P. Clark, pipe in."

TOBY'S COMEDIANS . . . will open their outdoor season in Northwestern Ohio territory about May 1, according to Stan (Toby) Decker, director. Line-up includes Carl Bates, who will handle the comedy chores: Sunny Smiley and Peggy Decker and Toby Decker. Toby says he would like to read pipes from Chief Lighthouse, Cal Townsend and J. C. Light.

SAY, YOU NORTHERNERS, are your feet "itching"?

"THREE CHEERS FOR . . . the Pipes column, for without it life wouldn't be the same," blasts Donald E. Crabb from Muskegon, Mich. "Still up here playing the role of 40-miler and getting a little money working peckers, juicers and hones, but work around the shops is shaky and the natives are tightening up a bit. Old John Law is playing havoc again, as the reader is tightening up a doorway and you must be a block off the main stem. You can, however, work on the main drag if you can find a doorway, but there's only one of 'em and you must pay 25 per cent of the gross. You can't get crowds, because if you do they'll break up the tip. Local chain stores have a few demonstrators working, but they get far from good money. Plan to remain here until the last of the month and then I'll be happy to get out and tell it to 'em. Will work a chain store with egg colors Easter week. Let's have some pipes from the boys up Minnesota way, and what has happened to George Hess Jr. and Red Winterhalter?"

SPRINGLIKE WEATHER makes any road man just a little nervous to get going, doesn't it?

PRINCE YOGI . . . and his assistant, Dick Hobbes, are working scopes to good business in Youngstown, O., despite the recession which has hit the city. The Prince, according to Eddie Gillespie, who is also working the spot, advises that he is beginning to think his layout is really a strong one. A mentalist sprang the other day and even suggested a private reading. He wanted the clearing house number! Yogi also advises that he worked Wheeling, W. Va., recently and conditions were good. He adds, however, that Canton, O., was no good when he worked it.

"AM UP HERE . . . in the furniture city where the shops are working about five days a week," letters Sam Berman from Grand Rapids, Mich. "Town is open to doorways on your own o. m. Would like to read pipes from Art Engle."

BOY! WHAT A WONDERFUL feeling it is to get out in the open spaces after spending the winter in a large city. Get out to the stick towns and you'll know what we mean. It's worth a try, isn't it?

DAVE SCHOEN . . . blade and watch worker, had a red-hot doorway in Youngstown, O., last week and grabbed off a fat bank roll, despite the recession conditions. Dave has three or four good layouts ready for the fair season and is literally oozing with optimism.

JACK (SNOWBALL) BEARD . . . comes thru with some valuable tips for the boys who are contemplating making Oklahoma. Writing from Lawton, in the Sooner State, Jack says: "In Temple, sales lots can be worked for 10 per cent; but it's closed to a lot about, while Walters is open to both. Snyder is open, and Grandfield may be worked on a 10-

REMINGTON

The New **SPRING-O-MATIC** Pen.

A Life Saver for Pen Workers.
JOHN F. SULLIVAN
488 Broadway, NEW YORK CITY.

UNDERWOOD


PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
GRODIN PEN CO., 280 Broadway, New York City.

ELGIN & WALTHAM

WRIST WATCHES \$3.95
In New Cases.
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unretorted Diamonds in the country.
H. SPARBER & CO.
100 North 7th Street, St. Louis, Mo.

PEN WORKERS

SPECIAL LOW PRICES ON JUMBO PENS AND COMBOS.

Write for Latest Price List
PENS—PENCILS—COMBOS & SETS.
SUPERIOR PEN CO., 15 Beekman St., New York City.

963% PROFIT
Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$5.00. MONEY-BACK GUARANTEE.
KAPLAN
8-1910 E. Kottner, Chicago, Ill.

The only Pen just like a Banker, is another Banker. Streamlined Bullet Shape. All Styles. Combos—Fountain Pens—Vacuumaks. Fountain Pens, Shrivertwisters & Premium Users . . . get my Price List.

JAS. KELLEY, The Fountain Pen King,
487 E-way, N. Y. CHICAGO, 180 W. Adams St.
1054 Mission St., San Francisco, Calif.

\$10000 PER WEEK
Yes, it's possible to get your money. Our new scheme is a 400 per cent profit with the New Line-O-Pens cigar lighter. Subscriptions from year to year with no additional investment, no salaries, full credit card. Good opportunities. Please work every high class business man. A money maker without equal in the U.S.A.
M.W.M. Co., Dept. B-4, Santa Monica

LUCKY OSCAR
Unbreakable Doll Bunny. Something New. Sample 25c.
WALLENBECK MFG.
Sandwich, Ill.

Every \$1.00 Gets you \$5.00
Yes, sir, read presto, Goodrich Home Works is a strictly new concept, and when you tell your friends Home Works are made by the Goodrich Co., Est. 1874, they get with confidence. Printmen, Window Workers, Photo, write for our free prices. Best prices ever! Sample 5c.
GOODRICH,
1500 West Madison, Chicago
Dept. 20-4.

COMIC PIGS-MIRRORS-

Lady Kilders, Fan Dancers, Shante on Xmas, Broomer, Snappy Postcards, Lovers, Bachelors, Girls, Booklets, Photos, Jokes. Any 3 samples, mirror, price lists 25c. Complete assortment, over 50 articles for \$1.00. Assorted Views, New York, D. C. Illustrations, Coupons, 100 samples 40c; 1,000 lot \$1.50 postpaid.
ARTFORM CO., 1710 Underhill Ave., New York

ATTENTION!

Hunters, we are now ready to supply you with our style Lady's Prayer on Copper. They sell on sight. Write for free sample. Dealers write for our low price. We buy and sell every Rebuilding Machine.
CHICAGO BRACELEY CO.
131 So. Monroe St., Chicago, Ill.
Send your correspondence to advertisers by mentioning The Billboard.

per-day reader. Waurika is open for \$2.50 per day. While Duncan is open to readers, as are Anadarko and Chickasha. Among the pitchfork working in this territory are Walter McInnes, R. E. Louis, Doc Colby, Doc Peirce, Tom McNeely and Bobby Wheeler."

REPORTS EMANATING from Grand Rapids, Mich., have it that Tom Kennedy worked to large tips and good business in a local chain store on a recent Saturday. From the same source comes the information that Tom will make a few shops in Kansas City, Mo., and head for Detroit.

WE KNOW A PHILOSOPHICALLY inclined and learned business man who once remarked, "No matter if one's vocation is of the most humble significance, it behooves him to do all in his power to make it look worth while and honest in the eyes of the paying public."

LEND AN EAR... fellow, and listen to the following effusion fog-horned thru from Youngstown, O., by Eddie Gillespie: "Have been working cleaner in a chain store here for two weeks to good results considering the condition of this larry spot. Mills are only working about three days per week. This town is open, and Friday and Saturday of pay week here are okoh, especially at the mill gates. Will work the forms here Easter week and then hit the road again. Would like to read pipes from Fred McPadden, Charlie Kaaber, Leonard Rosen, Ray Lindsey, Hubert Nelson, Earl Davis and the rest of the boys I know in the business."

REPORTS DRIFTING into the pipes desk from New Castle, Pa., indicate that the pottery there is a good spot and may be worked to lucrative results.

ARE YOUR pipes and the ol' kelster ready? Ya? Well, then, put new packing in the terket and prepare to ramble.

JACK (BOTTLES) STOVER... and Billy (The Kid) Dietrich are still going strong on the leaf in the gullies of West Virginia. They report that they saw their old friend Col. C. A. Matland and wife there recently. The Matlands are associated with Miller Bros.' Shows.

GEORGE SABER... was the guest of honor at a surprise party tendered him in McKeeney's Restaurant, Cleveland, recently in celebration of his birthday anniversary. Well-known pitchmen who arranged the rest included Bill Newcomb, Ed Bleiman and Fred Langer.

GIVE THE BEST THAT'S in you at all times. It's bound to be good results.

MY PROFESSION'S deadliest enemy is intentional misrepresentation and deliberate falsehood.

PA CLIPPING... The San Antonio Light is an indication. H. E. Haas, of med show fame, is going to town with his herb medicine in the Texas city. The paper devoted two columns to pictures depicting Haas working to huge tips and collecting plenty of the old geodas.

CULTIVATE THE HABIT of gaining public confidence, not abusing it.

L. M. DeMANSUELLE... ind worker, who has been working in the for the past four years, letters from Rocky Mount, N. C., that the med business down there isn't so hot.

DO YOU THOROLY... read on the article or subject you are asking about? It's a point to consider when you have visions of becoming a success in the pitching business.

FREE! 1938 WHOLESALE CATALOG Has 260 pages of World-Wide H. A. goods, 4,000 salesman's specialties, 15 selling plans, new creations, outstanding values - at rock-bottom wholesale prices. This catalog is FREE. Send for a copy today. SPORS CO., 4-28 Superior St., La Cator, Minn.

MIKE HOLLANDER... former sex-book purveyor in Texas, has forsaken the pitch business and is now meeting the public as an ad salesman for a radio station in Albuquerque, N. M. He writes that he would like to read pipes from his friends in Pitchdom.

HOW'S ABOUT... more pipes from the oldtimers, telling about the good old days?

MEMORIES: Remember way back when Doc George M. Reed was splitting time with John L. McCloskey at London, O.? It seems that John sold a fellow one of his ball scopes and the man dropped it. Seeing it had been filled with water, he walked up to Mac and said, "Will you please tell me what kind of water you use in that scope?" To which Mac replied: "Well, friend, it's a secret, but I'll let you in on it. It's boiled ice water." "Well, why wouldn't any kind of water do?" the fellow asked insistently. Mac answered, "What? Don't you know how clear ice water is?" And the man replied, "That's right, sir, I never thought of it that way. Just give me two more scopes." That, we believe, is the ultimate in salesmanship.

ALONZO (BLACKIE) JARVIS... tells from Swanton, O.: "Bob Taylor, Max Lorenzo and I spent a week-end in Detroit recently having a look at conditions and purchasing supplies for our concessions. Don't know whom we will book with as yet. Who says there is nothing new in the concession line? We are coming out about May 1 with animated cats, a short-range golf game and a mechanical dodging toy. Saw quite a number of the boys frozen in the Motor City, but they were optimistic about prospects for spring and summer."

CHARLES A. EMERY... opines from Gilmonton, Pa., that he is anxious to read pipes from M. O'Connor, who worked calculators at the San Bernardino (Calif.) Orange Show.

FAMOUS LAST WORDS: "Hi ya, pal. Cot a buck ya don't need, I got a C. O. D. package waiting for me at the post office."

FRANK REED... letters from Milwaukee that he is wintering there and working to fairly good business. He adds that he is anxious to purchase some horn nuts, but all his efforts in that direction have thus far been unsuccessful. He says he would appreciate learning the address of the company selling them.

YOU FELLOWS... who are adverse to educating the Johnny-come-latelies: Isn't it logical to assume that it's far better to educate the newcomer to become an asset to the profession than to permit him to ruin it?

TRIPOD OPININGS: Demonstrating and selling thru stores has a good future for the pitchman who picks a meritorious article and conducts his sales legitimately.

DOC MACKAY... who reports that he isn't doing badly himself in the big Eastern metropolis, comes thru with the following from New York: "This is my first pipe in many years, but while reading The Billboard recently I noticed where several boys wanted to read pipes from Tisha Buddha. I had the pleasure of watching him work last winter in a store on Broadway where it was so cold you'd think a fellow would freeze. But it didn't seem to bother him, and without a word of it I think he is about the best speaker and salesman I've ever seen. He has been holding down a circuit of chain stores and many of the managers claim he is one of the best money getters they've ever seen. I suppose, boys, a real pitchman is born, not made. He has everything it takes - personality, ability and salesmanship."

JOE BLUE... blazes from Tampa, Fla., that conditions in the South seem to be okoh, and that merchandise and other things seem to sell. "The big outdoor shows," writes Joe, "are heading northward and the first-of-Mays are getting ready."

"ALTHO I'VE BEEN... in the pitch business for 30 years, this is my first attempt at contributing a pipe," scribes Bert Glauner from Detroit. "Here's the real dope on the Motor City. To all the boys and girls who like me and to those who don't, take a real tip and don't come here expecting to make a living, as it just can't be done. I have the best corner in the city on a \$3-per-day reader and I can't even make ex-

PROMOTE JEWELRY SALES... CROSSES! RINGS! A promoter's dream come true: that's how tremendous Cross sales and Ring sales are going over now. Exclusive, expensive looking styles. Write for Catalog No. 21 showing best styles in CROSSES WHITESTONE RINGS CAMEO RINGS ENGRAVING ITEMS HARRY PAKULA & COMPANY 5 N. Wabash Ave., CHICAGO, ILL.

AGENTS - DEMONSTRATORS - PITCHMEN Fastest Demonstration Item in the Country Today! Just the Item you need for Fairs, etc. PEELER - SHREDDER - SLICER Can Be Used on 20 Different Vegetables and Fruits. Make 300% Profit. A well made Tool, highly polished, finest steel. Mounted on an attractive Individual Display Card. \$14.40 Gross - \$13.75 PER GROSS IN SAMPLE BOX. 5 GROSS LOTS \$1.50 25% Cash with Order, Balance C. O. D. G. N. COUGHLAN CO., Orange, N. J.

penes, and I have merchandise that sells. Shops are down like they've never been before and they show little indication of reopening soon. J. C. Moldenhour, king of all low pitchmen, couldn't get money here this winter and went right into Milwaukee, and I notice that he is in the money and driving a new Packard. Gypsy Brown is only one getting any money, and he really works for it. Those of us ensconced here were grieved to learn of the death of Birdie Simms. We knew Harry and Birdie well and it certainly must have been a surprise to the St. Louis med workers. Birdie helped financially and fed many a pitchman. If Louie Whitman thinks Columbus, O., is tough, he should come here. Flint, Mich., is even worse than Detroit. More than one-third of the population is on welfare and the city is in the throes of two strikes. The sportsman show here has been a joke as for as pitchmen are concerned. There just doesn't seem to be any money. I'm preparing to head for the Northwest and away from the smoke stacks until they begin to smoke again. Would like to read pipes from Fido Kerr and some of the other Western boys."

14 Kt. GOLD FINISHED CROSSES ON Guaranteed Acid-Proof Chain, 4 Different Popular Styles, Hand-polished front and back. SEND 50c FOR SAMPLES. SATISFACTION GUARANTEED. Complete Line of Jewelry and Engraving Items for Fair Sales. LA MODE BEAD & NOVELTY CO., 42 West 23d Street, New York City.

DEMONSTRATORS ENGRAVERS Illustrated Ring made in Sterling or 1/20 14k. Gold, Dwg. \$1.75, \$18.00 Gross. Sample Ring 25c - (Deposit with Order). Send for Catalog of newly-created Crosses, Pins, Identification Bracelets, etc.

THEODORE KANE CO. 19 WEST 34th ST. NEW YORK, N.Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 18 Size, in R. H. Engraved Case, \$1. Send for Price List, Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

THINGS WE NEVER HEAR: "Use any premium you like even if it does conflict with what we local merchants are handling. We don't mind; in fact, that's the type of competition we like."

Events for 2 Weeks (A New Weekly Service)

- (Week of April 11) CALIF.—South San Francisco, Jr. Life-Stock Show, 10-14. Red Bluff, Red Buff Round-Up, 10-17. CONN.—Hartford, Dog Show, 10. GA.—Atlanta, Dog Show, 10-15. IA.—Maquoketa, Centennial Celebration, 14-17. MINN.—Mankato, Dog Show, 14. St. Paul, Dog Show, 14-17. N. C.—Charlotte, Home Expo, 11-15. VA.—Danville, Police Indoor Carnival, 11-14. (Week of April 18) ALA.—Birmingham, Elks' Circus, 18-24. CALIF.—Los Angeles, Home Show, 21-May 1. Oakland, Sportsman's Expo, 22-24. Riverside, Dog Show, 24. Saugus, Rodeo, 24. FLA.—Jacksonville, Duval-Jacksonville Fair, 19-24. GA.—Atlanta, Fat Cattle Show, 19-20. SAVANNAH, Dog Show, 18. ILL.—Chicago, Dog Show, 24. Crystal Lake, Mardi Gras, 20. KY.—Henderson, Farmers & Merchants' Fair, 18-24. LA.—New Orleans, Rodeo, 24-May 1. MASS.—Cambridge, Dog Show, 18. MINN.—Minneapolis, Sportsman's Show, 18-24. MO.—St. Joseph, Dog Show, 23-24. N. J.—Elizabeth, Dog Show, 24. Savannah, Dog Show, 24. N. Y.—Buffalo, Shrine Circus, 18-23. N. C.—Charlotte, Dog Show, 23-23. Goldsboro, Merchants & Mfrs' Expo., 18-23. O.—Riversville, Merchants & Mfrs' Expo., 20-22. Cleveland, Rodeo, 17-24. OKLA.—Enid, Industrial Expo., 18-23. Guthrie, 50th Day Celebration, 21-23. PA.—Philadelphia, Electric & Radio Show, 18-24. S. C.—Columbia, Dog Show, 20. TEX.—Palestine, Dairy Show, 18-23. San Antonio, Fiesta de San Jacinto, 18-23. WASH.—Tacoma, Dog Show, 23-24. W. VA.—Martinsburg, Dog Show, 24. WIS.—Madison, Elks' Carnival, 21-25. CANADA—Toronto, Ont., Royal Canadian Circus, 17-23.

CROSSES and NOVELTY JEWELRY Buy Direct From Manufacturer THE BEST LINE in the NATION Biggest variety of FAST MOVING FLASH ITEMS for LARGE PROFITS. Crosses are Going Big now and we have every type of cross from 75c per dozen and up. SEND \$1.00 FOR 12 DIFFERENT STYLES. CROSSES, RINGS, ENGRAVING ITEMS President Novelty & Jewelry Co., Inc. 1220 Broadway, NEW YORK CITY

DREXEL BLADES Buy Direct From the Manufacturer 20 Million DREXELS Sold in 1937. 50 Million Will be sold in 1938. Send 10c for Samples

REGENT MFG. CO. 134 W. 22d Street, New York City. Mystery Pig... Dwg. \$1.50; Gross \$17.50. Dancing Plate-Lifter... Dwg. 1.50; Gross 17.50. Whoops Beak... Dwg. .75; Gross 7.50. Jacks Head Monkey... Dwg. 1.25; Gross 12.50. and 9,000 other items in Jokes, Tricks, Puzzles, Magic, Novelties, Noise Makers, etc. Deposit with order. Write for price list. GREENWICH TOY & NOVELTY HOUSE, Inc., 161 Greenwich St., New York City.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS



Hartmann's Broadcast

THE pat on the back which we gave The Brevard County Daily News of Melbourne, Fla., for directing its attack solely at the mayor and police department for permitting games to be operated ruthlessly at the Melbourne Mid-Winter Fair has been gratefully acknowledged by The Brevard City Advertiser. Under the heading, "Daily News is Quoted by the Showman's Mag," the Advertiser in its issue of March 10 said:

"Stating that daily newspapers can clean up any condition that leads to

show concessions 'clipping' patrons, especially when the root of the evil lies at home, The Billboard, national publication with circulation throughout the entire world, complimented The Daily News on the stand taken during the recent Mid-Winter Fair held in Melbourne. The periodical devoted over a column to the discussion of the situation throughout the nation, and stated that a militant newspaper like The Daily News had set an example of the power and influence a newspaper can use in cleaning up undesirable concession operators that are a menace to the fairly operated booths.

"The magazine stated further: 'If such exposes spread to other newspapers in sufficient number, it would be only a matter of time and the operation of those concession games where player wins at the pleasure of the operator would be a thing of the past.'

"The article appeared on page 71, of the issue of The Billboard of March 19, under the heading of Hartmann's Broadcast."

That information should be welcomed by every operator who wants to see the concession game business built up.

THE DAYTON (O.) JOURNAL has been running a series of stories relative to advance circus activities. Preceding the installment which appeared in its issue of March 27 and under the heading, "Advance Man Is Subject to Trickery—Local Example of What Goes On," appeared the following, which speaks for itself:

"To give you an example of how advance forces of the circus world resort to trickery in seeking advantage for their own show, the following incident, originating in Dayton last week, is related. We are indebted to The Billboard for the story. The Billboard, by the way, considers this method as 'stooping pretty low.'

"It seems the contracting agent for a certain circus coming to Dayton was in this city seeking advantageous space for billing his outfit when he received a wire carrying the name of his superior to proceed to Pittsburgh, where further instructions would be awaiting him.

"He did so and on arriving in Pittsburgh there was another telegram supposedly signed by the same man instructing him to go to Boston, where further instructions would be awaiting him. He went on to Boston and there was a wire telling him to go to Bangor,

Me., 'where The Billboard will show June 10. Great publicity.'

"That wire was a tip-off that it was a rather despicable hoax to get him out of the way here for another outfit's men. He phoned his superior, who told him he had sent no wires and was surprised to find that he was in Boston instead of Dayton."

WE ADMIRE men on exposition staffs who are considerate of those applying for space or work. We mean men like Frederick Weddleton, director division of concessions of the Golden Gate International Exposition in San Francisco.

Fred is at his office to do business and he realizes that a prospective concessioner visiting his sanctum with the idea of obtaining a concession considers his time as valuable as Fred does his—and without a question the concessioner is right.

"Therefore," says Fred, "all such matters are expedited—no brass hats, stuffed shirts nor doormen to mar their visit."

"This office handles between 25 and 35 interviews daily. Brief as some of them may be, everyone is satisfied. This, in connection with the rest of my work, makes every day a full one, including Sundays and holidays. The members of my entire staff are experienced in the fields in which they are operating, even to my secretary, who has operated with me on most of my trade shows."

YOU CAN paste this in your hat: There soon will be on the market a new water ride that will be quite revolutionary. And the inventor is by no means a stranger in show business. You'll have to be content with this meager information until the time that the ride and names of the inventor and manufacturers are ready to be announced.

Philadelphia

PHILADELPHIA, April 9.—Museums still doing fair business as weather turned cool again.

South Street Museum this week has Margery White's *Nautilus on Parade Review*; Ted Burgess, impalement act; Gene Ward, anatomical performer; Mme. Camille, mentalist. In annex dancing girls.

Eighth Street Museum has on bill this week Dot Smith and Company in "Blue Streak" comedy; Nait Corey, comedy magician; Jack Garrison, glass blowing; Van, tattooed man; Illusions and Poes Plasticque. Dancing still holds forth in annex.

Charles Cohen was visitor in city arranging some business matters. He is with Cetlin & Wilson Shows.

C. Jack Shaffer, who will have penny arcade and Monkey Show with Frank West, was looking over some attractions for a couple of days during week.

Joe Casper, this year with Oscar C. Buck Shows, was in city looking up attractions. He has attractive girl revue this season.

Employees of South Street Museum gave Tom Haason a surprise party on his birthday this week and presented him with some remembrances.

George E. Roberts, manager of Pama-haska's Dog, Pony, Monkey and Bird Circus, of this city, has been featured attraction at Arcadia Restaurant Night Club here. It is claimed one of outstanding attractions ever booked in that place. Especial feature is Cockatoo Bird Circus.

Workers Hold Open House

MILWAUKEE, April 9.—United Show Workers of America, Inc., on March 28 held open house at its new clubrooms, 1133 N. Third street, second floor, with about 150 in attendance. Entertainment for the event included a 10-act floor show with the acts furnished thru the George Francis Booking Agency.

Lot Carnivals in Detroit Get Snow; Five Permits Issued

DETROIT, April 9.—The several small carnivals playing lots this week, all under auspices, got worst weather breaks imaginable and probably worst at this

time of year in a decade.

Preceding week had a splendid weekend, Sunday being warm and sunny and drawing crowds to lots. Temperatures on one occasion rising above 80 prophesied good days to come. Then toward end of last week thermometer fell, overcoats came out again and very cold, cloudy Saturday with slight flurry of snow was succeeded by a Sunday that brought a wet snowstorm in late afternoon, nearly two inches falling.

Continued cold weather prevailed and Wednesday morning a fall of two inches was on ground, the snow continuing all day long, killing this week's business on carnival lots.

Despite these bad omens various shows went right ahead with plans for future dates next few weeks. Five permits were taken out by veterans' organization this week, including three American Legion posts, College Park Post No. 327, Drum and Bugle Corps of Beadury Post No. 126 and Metropolitan Post No. 185; Carlos Hoover Post No. 37, Disabled American Veterans, and Detroit Naval Post 233, Veterans of Foreign Wars.

MARRIAGES

(Continued from page 31)

gician, and Dorothy Barclay, his assistant, in Pittsburgh April 5.

LIPTON - HASTINGS — Earl Lipton, tenor of the Radio City Music Hall Glee Club, and Peggy Hastings, member of the Radio City Rockettes, dancing troupe, in New York April 4.

SCARLE-ATWELL — Charles Scarle, member of George Duffy's Orchestra at the Texas Hotel Den, Ft. Worth, Tex., and Claire Atwell, nonpro, in Dallas March 24.

SHEELY-LOWE—Dick Sheely, director and emcee of the Sheely & Reeves Venetians, and Helen Lowe, showgirl and daughter of Mr. and Mrs. Edward Lowe, of the Rubin & Cherry Shows, in Paines Gordo, Fla., April 4.

STRICKLING-GREENSTREET — Howard Strickling, MGM publicity director, and Gail Greenstreet, of the J. Walter Thompson publicity bureau, in Tucson, Ariz., March 6.

TUCKER-PETERSON — Frank Tucker, St. Louis dancer, and Norma Peterson, Duluth (Minn.) nonpro, in Kansas City, Mo., March 2.

WHITNEY-DOYLE—William Whitney, film director, and Maxine Doyle, screen actress, in Las Vegas, Nev., April 4.

ZIMMEY - GOLDMAN — Al Zimzey, emcee and singer, and Bobbie Goldman, nonpro, in Chicago April 3.

Births

A nine-pound son, William George, to Mr. and Mrs. Jack Cashin in New Berlin, Ill., April 6. Father is a bronk rider and rodeo performer.

A 7½-pound son to Mr. and Mrs. Robert Benge, of the Benge Scott United Shows, in Rochester, N. Y., March 30.

A 6½-pound son to Mr. and Mrs. Robert Powers in St. Joseph's Hospital, Pittsburgh, March 25. Mother was formerly secretary to Leo Abernathy in the horse office of the International Alliance of Bill Posters, Billers and Distributors.

PAN AMERICAN SHOWS WANT

Shows and Show People, Acts for Side Show; will furnish outfits for worth-while attractions. Want high-up Free Act; state all. Concessions: Can Place Legitimate Concessions of all kinds. Address PAN AMERICAN SHOWS, Jonesboro, Ark.

WANTED DONKEYS

WILL BUY FOR CASH Can use experienced Man to break and work Half-bred Bets. Might book reliable party with outfit. Price must be low. J. L. BARNES, 1618 Lawrence Ave., Chicago, Ill.

CIRCUS ACTS WANTED

Flying Act or other High Act. Sixty-foot ceiling. Wire, no time to write. State positive amount. O. H. TYRE, next week, April 18, East Coast Birmingham, Ala.

WANTED FOR DOWNIE BROS. CIRCUS

Hubbard and Wife—Hubbard to sell tickets, with 10 shows. Those with 200. Transportation preferred. Wife, don't write. MAX KASSON, Mecon, Ga.

SMITH'S GREATER ATLANTIC SHOWS

WANTS now and for balance of season—Chair-o-Plane or any ride not conflicting with M-G-R or Ferris Wheel. Have complete 10-in-1 Outfit, also complete Athletic Show I will turn over to reliable parties. All concessions open except Cookhouse, Diggers and Bingo. Union, S. C., this week; Wadesboro, N. C., Old Home Week, 18th, with Mooresville, N. C., Bay Scouts Convention, 25th. Get with a live wire show. No racket wanted. Chair-o-Plane. Wire

K. F. "BROWNIE" SMITH.

JOLLY TIME PARK

TROY, ALA.

OPENING SUNDAY, MAY 1. Opening postponed account unfavorable weather conditions. Will book attractions of all kinds on percentage basis. Want Legitimate Concessions. Have booked Cookhouse, Cotton Floss, Popcorn and Peanuts, Fishpond, Lead Shooting Gallery, Photo, Palmist, Penny Pitch, F. J. Koske, Eugene Gascoel write. Want Foreman for Wheel and Skooter. THOS. P. LITTLEJOHN, Mgr.

FAVORITE SWEETS ONE OF MY NEW 1938 CANDY FLASHES It's a High-Class Box. Size 5 1/2 x 3 1/2 x 2 1/2 and packed with First Quality Summer Candy that is Guaranteed to withstand all weather. Wrapped in Assorted Colored Cellophane. Packed 4 Dozen to Carton.

Dozen, \$1.10—\$4.40 Per Carton

25% Deposit With All Orders. Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Westcott St., NEW YORK CITY.

GREAT SUPERIOR SHOWS WANT

One more Flat Ride. Arthur Walsh wire. Can place one or two more shows. Have opening for a few well flashed concessions. Real showfolks wake up and look this route over. In order to make money you have to play where there is money. Gallatin, Tenn., week April 11-16; Coal Creek, Tenn., week April 18-23. Then Blackmount, Ky.; Harlan County, Ky., week April 25 to 30, and six weeks sold in the coal fields. Send all mail and wires as per route. JOE KARR, Business Agent.

WANTED

WHIP, FERRIS WHEEL, TILT-A-WHIRL, OCTOPUS, FUN HOUSE, MINIATURE RAILROAD, or any other good rides and legitimate concessions. Park operates 7 days, with one of the largest Swimming Pools, Ball Rooms and Skating Rinks in the State.

PUBLIC AMUSEMENT CORP., Dreamland Park, Newark, N.J. MR. H. GOLDSTEIN, General Manager.

B. & V. SHOWS

OPENING LODI, N. J., APRIL 23, SUNDAY INCLUDED

Three Weeks in New Jersey, Then New England States.

WANT CUSTARD, APPLES, Grind Street, Dart, Sling, Photo Gallery, Fishpond, Hoco-La, Wheels, Greenies, Hani and Becca, Della, Radio, Blankets all over. Will give Whip, Octopus or any Flat Ride good proposition. ALSO WANT Challenge Foreman and other Ride Help. WANTED—Shows with own outfit, also Ferris, Fun House and Monkey Circus. Exhibitor with Show Grounds, Union St., on lot from the 18th st. Write or wire 193 PARKER ST., GARDEN, N. J.

Asbury Park, N. J.

By RICHARD T. HOPPER

Plenty of paint, building materials and busy workmen as this city's mile-long Boardwalk takes on new signs of life. Harry Walters and Ike Harris readying their "walk flasher" games. Berkley-Carter, at hostelry about to begin beautifying the popular outdoor terrace. Walter Reade is to reopen the Paramount Theater in Convention Hall, which closed in January for first time since Reade has occupied it. Public Works Director Orville G. Winterstella announces that 2,000,000 tulip bulbs, planted in hundreds of public plots several years ago, will this year give the best display since they have been planted. Nat Morris and gadget shop on the walk attracting early season crowds.

Merchants pleased following revelation that city council and beach commission have large sums in annual budgets for publicity and exploitation. New beach body will spend almost \$25,000, including a \$10,000 revolving fund for entertainment, while city plans like amount. Nothing new on Reade's offer to turn back Convention Hall and Casino to beach commission. He holds a managerial lease from city but, following announced attempts by the beach board to visit him, offered to give the buildings back if the commission wanted them.

Ocean avenue wakes up, too. Mrs. Jay's Grill, newly decorated, having had a grand opening on March 26. Johnny Brown readying popular Actelion Grill. Johnny Schneider and Mondo Bregoleto again holding down Colonial Cafe. Ocean avenue, while Steve Brody, back from Florida, opened his large grill. WCAP started another series of Sunday afternoon "Man on the Boardwalk" programs. Miniature golf courses on walk did flourishing business last week-end. Plans being discussed by beach commission and board of trade about the New York World's Fair, with an eye to grabbing a large piece of business from visitors.

O. B. Jenkinson, operator of Jenkinson's Pavilion, Point Pleasant, where Sammy Kaye held forth last year, said Kaye will not be back this summer and Jenkinson, still dickering with MCA, has not chosen a band to replace him as yet. Workers have been busy at the Ocean County spot since first of the year, enlarging the dance floor by some 400 square feet and adding to amount of space roofed over. Edward T. Mitchell, operator of Asbury Park Bathing Co., lease of the bathing privileges here for 25 years, expected back soon from annual Florida sojourn. Concessioners on the city's "Walk scrambling to sign new leases with the beach commission following initiation of eviction suits against more than a dozen renters who have refused to sign new leases, contending paper signed by city council is binding.

Missouri Show Women's Club

ST. LOUIS, April 9.—President Norma Lang presided over the March 31 meeting for her last time this season, as her show opened in Alton, Mo., April 2. It was also last meeting for Mary Francis and Jane Pearson, whose shows also opened. Margaret Sherman, an old member, was welcomed after an absence of four years. New members present were Mrs. Bobbie Corey and Mrs. Esther Carson, presented by Lillian Murray Shepard; Lucille Joerling, presented by Grace Goss, and Mildred Beach, presented by Jane Pearson. Mr. and Mrs. De Lang presented the club with a beautiful cabinet radio. Lillian Murray Shepard offered \$10 as second prize in the membership drive. Box of stationery, donated by Nell Allen as attendance prize, was won by Elma Obermark. Nell Allen won the guest towels donated by Betty Castle. Judith Solomon was a week-end visitor and brought along a beautiful silk flag, presented by Jimmy Morrissey, of the Baker-Lockwood Tent and Awning Co. Mel Dodson Jr. came in as an invitation committee of one to escort members to International Association of Showmen's dining room, where Tom W. Allen and Charlie Goss had prepared a feast of shrimp and beer. Members voted Allen the champion shrimp cooker-upper. Reported by Kathleen Riebe.

ROUTES

(Continued from page 33)

- Yacht Club Boys (Cheer Parade) Chl. Dc.
- Yacopsis (Royal Palm) Miami, nc.
- Yacht & Boat Night White Guardsmen (Gibson) Cincinnati, O.
- Young, Margaret (Day '90s) NYC, nc.
- Yoursloff, Your (Old Mountaint) NYC, c.

DRAMATIC AND MUSICAL

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

- Brother Rat: (Hanna) Cleveland.
- Golden Boy: (Curtain) San Francisco.
- Hampden, Walter: (Cass) Detroit.
- I Married an Angel: (Shubert) New Haven, Conn., 14-16.
- Private Enterprise, A: (Playhouse) Wilmington, Del., 16.
- Room Service: (Selwyn) Chl.
- Suez-Wagon, The: (Grand) Chl.
- Women, The: (National) Washington, D. C.
- Yes, My Darling Daughter: (Nixon) Pittsburgh.
- You Can't Take It With You: (Geary) San Francisco.

FIRST CIRCUIT SHOWS

(Week of April 10)

- Campus Festivals: (Troadero) Falls.
- Looks and Legs: (Gayety) Washington, D. C.
- Modes and Models: (Hudson) Union City, N. J.
- Pirates of Melody: (Orpheum) Reading, Pa., 12.
- Rambling Revels: (Howard) Boston.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: (Third St. Lot) Macon, Ga.
- Anderson-Strader: Wichita, Kan., 15-23.
- Bart's: Connopstian: Dalton, Ga.; Athens, Tenn., 18-23.
- Barfoot Bros.: Toledo, O., 16-23.
- Baylender, A.J.: Ekoston, Mo.; Jackson 18-23.
- Beckmann & Gerety: San Antonio, Tex., 18-23.
- See, P. H.: Springfield, Tenn., 16-23.
- Bice, Hubson: Camden, Ala.
- Bortz Am. Co.: Bloomfield, Mo., 16-23.
- Bright Light Expo.: Houston, Pa., 15-23.
- Buck, O. G.: Fairfield, Conn., 16-23.
- Buckeye State: Meridian, Miss.; Vicksburg 18-23.
- Hubson Am. Co.: Sumter, S. C.
- Eyers Greater: Walnut Ridge, Ark.
- Eyers & Beach: Bellefonte, Ill.
- Campbell United: Madison, Ga.
- Central States: Edgeworth, Kan.; Lyons 18-23.
- Celia & Wilson: Burlington, N. C., 16-23.
- Cliet & Clark United: Washington, Pa., 16-23.
- Coleman Bros.: Middletown, Conn., 14-21.
- Colley, J. J.: Drumright, Okla.
- Commy Fair: Chatawch, Ga.
- Crane, D. Big: Maywood, Calif., 12-17; Lynnwood 12-24.
- Crosley's United: Wevoka, Okla.
- Crystal Expo.: Gaffney, S. C., 15-23.
- De Luxe Shows of Amer.: Baltimore, Md., 13-22.
- Dier, D. B.: Wichita Falls, Tex.
- Dyer's Greater: Aberdeen, Miss.; Amory 18-23.
- Edite Expo.: Independence, Kan.; Arkansas City 18-23.
- Eddy Bros.: (Legion Indust. Fair) Goldsboro, N. C., 18-23.
- Evangelist: Odessa, La.
- Fairly & Little: Springfield, Mo., 14-23.
- Gold Medal: (Lucas lot) Nashville, Tenn.; Bowling Green, Ky., 18-23.
- Golden Gate: Fairfield, Ill., 16-23.
- Goodman Wonder: (Overman Park) Little Rock, Ark., 15-23.
- Great Southern: Sumiton, Ala.
- Great Superior: Gallatin, Tenn.; Cookeville 18-23.
- Greater United: Shawnee, Okla.
- Gross: Greendale, Ind.
- Gruber's World's Expo.: Birmingham, Ala.
- Happyland: Wyandotte, Mich., 16-23.
- Haller's Anne: Dunellen, N. J.
- Hennies Bros.: Ft. Smith, Ark., 16-23.
- Heth, L. J.: Cookeville, Tenn.
- Holt Bros.: Palmdale, Cal.
- Hilderbrand's United: Petaluma, Calif.
- Hippodrome: Heald, Ark.
- Hodge, Al G.: Terre Haute, Ind.
- Hughes Bros.: Libbourn, Mo.; Parma 18-23.
- Hurst, Bob: Arp, Tex., 14-23.
- Hyer, Eric R.: Winnboro, S. C.; Gaffney 18-23.
- Ideal Expo.: Alexandria, Va.
- Jones, Johnny J.: Expo.: Greenville, S. C.
- Knox Expo.: New Bern, N. C., 18-23.
- Kelly's: Famous: Jacksonville, Ill.; Rock Island 18-23.
- Large: Kilmichael, Miss.; Duck Hill 18-23.
- Lallop Home State: Charleston, W. Va., 16-23.
- Lawrence, Sam: Morrilton, Tenn.
- Lewis, Art: Raleigh, N. C.
- Liberty National: Harrison, Ky., 15-23.
- McKee, John: Chandler, Okla.; Tulsa 18-23.
- Maglo Empire: Tulsa, Okla.
- Maltese Expo.: Milan, Tenn.
- Marks: S. Richmond, Va.; Richmond 18-23.
- Miller Bros.: Wichita, Kan.
- Miller Amusements: Panchatoula, La.; Albany 18-23.
- Model: Gainesville, Ga.; Rome 12-23.
- Modern Expo.: Franklin, Ga.; Bowdon 13-23.
- Motor City: (Liverson & Warren ave.) Detroit, Mich., 11-17.
- New England: Somerville, N. J., 14-23.
- Nail, C. W.: Moore, La., 14-23.
- Papa, J. J.: Expo.: Columbia, S. C.; Morgan-town, N. C., 18-23.
- Pan-American: Acceboro, Ark.
- Parade of Shows: Houston, Tex.
- Patrick: Spokane, Wash., 18-23.
- Raffery's Premier: Fayetteville, N. C.; Newport News, Va., 18-23.
- Ropers Greater: (8th & Archer) Nashville, Tenn.

Now BIGGER & BETTER than Ever

CONCESSIONAIRES!
Write Today for Your Copy of Our New 1938 Catalog

250 Pages of Outstanding Up-to-the-Minute Values.

FLASH — CORN GAME ITEMS — CHROME WARE — GAMES — PASTER — SLUM — AND NOVELTIES — **READY SOON**

Continental PREMIUM MART

3 RD. + WELLS ST. MILWAUKEE, WIS.

BE SMART---Get the Habit

MATT DAWSON SEZ: "START THE SEASON RIGHT."

CONCESSIONAIRES

NEW FLASH—QUICKER DELIVERIES.
PLASTER — SLANKETS — CHROMEWARE — SLUM — CORN GAME WINNERS — GAMES — DOLLS, ETC.
CATALOG READY SOON—WRITE TODAY.

ACME PREMIUM SUPPLY
3139 OLIVE ST. LOUIS, MO.

"If it's a New Item—We have it."



CANDY CRUSHED CHERRIES

SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.

100 to carton—Per Carton \$5.00
20% Deposit, Bal. O. O. D. Send for Free Illustrated Catalog.

DELIGHT SWEETS, Inc. 50 EAST 11th ST. NEW YORK CITY

- Rogers & Powell: Koscisko, Miss.
- Royal American: (Fair) Jacksonville, Fla., 16-24.
- Rubin & Cherry: Richmond, Ind., 16-23.
- Santa Fe Expo.: Kiowa, Kan., 14-23.
- Shesley Midway: Charlotte, N. C.
- See, J. Harry: Lewisburg, Tenn.
- Smith Bros.: Stratford, Okla.
- Smith Greater Atlantic: Union, S. C.
- So's Liberty: Cape Girardeau, Mo., 16-23.
- State Fair: Las Vegas, Nev.
- Straw: Weldon, N. G., 14-23.
- Sunset Am. Co.: Aurora, Mo.
- Texas: Raymondville, Tex.
- Texas Longhorn: Overton, Tex.
- Toffel, Johnny: Henryetta, Okla.
- Valley: San Saba, Tex.
- Wallace Bros.: Columbia, Tenn.; Clarksville 18-23.
- Wherley Attr.: (1940 S. Shelby st.) Indianapolis, Ind.
- West Bros.: Murphysboro, Ill.
- West, W. E., Motorized: Parsons, Kan.
- West Coast Am. Co.: Emeryville, Calif., 12-18.
- Weyler State: Houston, Tex.
- West's World's Wonder: Norfolk, Va., 14-23.
- White City: Coalinga, Calif., 12-17.
- Williams, S. B.: Purcell, Okla.; Norman 18-23.
- World of Fun: Glade Spring, Va.
- Wright's Golden West: Monterey, Calif.; Eagle Rock 18-23.
- Yellowstone: Gallup, N. M.
- Zeiger, C. F.: United: Winslow, Ariz.
- Zimdars Greater: Paducah, Ky.; Henderson 12-23.

EARN UP TO \$50 DAILY

Amazing Penny Enclosing Machine increases Lead's Power, Ten Combinations. American Legion of special design on penny. Spectacular souvenir. Write for FREE literature telling how to start profitable business. Costs money in Theaters, Bars, Circuses, Amusement Parks, Dept. Stores, etc. Send 25c and birthdate for Harcourt and S. assorted envelopes and GENUINE U. S. pennies (81 value).

RAY MFG. CO., D-248, 2250 Clybourn, Chicago.

WANTED FOR COMING SEASON

Fat Girl, Hunch, Mechanical, Ten-in-One and other good Shows. Will furnish new tops and fronts.

Opening May 8. Three Big Jump celebrations. Best falls and celebrations in the State.

FREDERICK AMUSEMENT CO.
Lexington, Neb.

CIRCUS AND WILD WEST

- Barnes-Sells-Photo: Hollywood, Calif., 11-13.
- Santa Monica 14; Glendale 15; Santa Barbara 16; Ventura 17; Bakerfield 18; Visalia 19; Fresno 20; Stockton 21; Martinez 22; San Jose 23; Santa Cruz 24.
- Cole Bros.: (Stadium) Chicago, Ill., 15-May 1.
- Dowrie Bros.: Macon, Ga., 18.
- Hess Bros.: Ashland, Ky., 12; Ironton, O., 13; Jackson 14; Athens 15; McConnellsville 16; Zanerville 18.
- Hagenbeck-Wallace: Peru, Ind., 14; Indianapolis 16 and 18; Covington, Ky., 19; Lexington 20; Frankfort 21; Louisville 22-23.
- J.E. Lash: Hodes: Cleveland, O., 17-24.
- Klein's Indoor: Holloway, O., 12.
- McCoy, Tim, Wild West: (Int'l Amphitheater) Chicago, Ill., 14-24.
- Mix Tom: San Antonio, Tex., 12; Abbe 13; McAllen 14; Brownsville 15; Harlingen 16.
- Newton Bros.: Ft. Payne, Ala., 13; Rome, Ga., 14; Carterville 15; Dabney 16; Franklin, N. C., 18.
- Parker & Watts: Emporia, Kan., 15.
- Rindling Bros. and Harum & Bailey: (Madison Sq. Garden) New York City 8-20.
- Russell Bros.: Rola, Mo., 14.
- Self-Sterling: Aurora, Mo., 23.

MISCELLANEOUS

- Arthur, Magician: Big Cove, Ala., 13-16; Palm Rock 15-16.
- Brown, Evans, Magician: Wilton, Ia., 13; Miles 14; Chicago, Ill., 15; West Allis, Wis., 16; Dubuque, Ia., 18; Beaver Dam, Wis., 19; Milwaukee 20; Harvard, Ill., 21; Chilton, Wis., 22.
- DeCoo, Magician: Marysville, O., 11-16.
- Ken's Fun Show: Chautauq, N. Y., 13; Theresa 14; Natural Bridge 15-16.
- LeVant Show: Cascade, Mo., 11-16.

INSURANCE

CIRCUIS, RIDES, TRUCKS, CARNIVALE.

Showman's Insurance Man.

CHARLES A. LENZ

Winter Quarters General Delivery, St. Petersburg, Fla.

Permanent Address,
440 Insurance Exchange Bldg., Chicago, Ill.

ON ACCOUNT OF DISAPPOINTMENT

WANT PIT SHOW.

HAVE COMPLETE OUTFIT.

ANDERSON-STRADER SHOWS

WICHITA, KAN., APRIL 11-16.

BRIGHT LIGHT EXPO. SHOWS

OPENS APRIL 15.

WANT Shows, Rides, Concessions, ELANER'S EXPO. SHOWS spots May 2. Address

JOHN GEORGE, Eckardt Hotel, Cantonburg, Pa.

- Marquis, Magician: Billings, Mont., 13; Powell, Wyo., 14; Workland 15; Graybill 16; Lovell 18-19; Helena, Mont., 20; Anacosta 21; Butte 22-23.
- Marine Hippodrome: Charlotte, N. C., 13-15; Durham 16-17; Winston-Salem 18-21; Raleigh 22-24.
- McNally Variety Show: Newitt, Md., 11-16; Miller, Al H., Show: Talbotton, Ga., 11-16.
- Princess Edna Show: Honda, Tex., 11-16.
- Prince Edna Show: Lenora, Minn., 11-18.
- Rickon's Show: Junction City, Ga., 14-16; Geneva 15-20; Medina 21-23.
- Sleeper's Irving Band: (Rex Night Club) White Lake, N. Y.
- Valentine Flyers: Overton, Tex., 11-16.



and represented the management at the pier this week while renovation began.

Reports have it that Frank Wirth's Indoor circuses in Waterbury and Hartford, Conn., have been whoppers. . . . Tex Sherman, who spent the winter in Miami, a visitor recently and reports that he's off again in a week or so. Will probably return to the South—but not Florida. . . . Ben Williams, carnival operator, who has been under the weather, is well on the way to recovery and expects to be fit as a fiddle by Brooklyn time for Ringling-Barnum. But it looks like he's lost the lot there. Ben has capitalized on Ringling crowds a good many years and it wouldn't seem the same with him absent. . . . Charles Girard, another midway op, has returned from the Pacific Coast to prepare his show. . . . That recent item here about Max Linderman's big attraction brought all sorts of similar announcements from Eastern carnivals. We only hope half of them are true—but doubt it. And so we are off to the Garden—for the Ringling opening.

International Showmen's Association MARYLAND HOTEL

ST. LOUIS, April 9.—The regular weekly business meeting was held Thursday evening, April 7. In spite of inclement weather 97 members were in attendance when President John Francis called order promptly at 8:30 p.m. At the officers' table were First Vice-President C. Guy Dodson, Treasurer Dee Lang and Secretary Vernon F. Korhn.

Much interest and enthusiasm prevailed at this session, which was one of the liveliest held since club was organized last November. Big moment was reading of reports by committee that worked untiringly in making first party and dance of club big success it proved to be. Treasurer Dee Lang issued his report stating club had realized a net profit of \$800. To celebrate occasion house committee, headed by John Sweeney, Clarence Sherman and Melvin Dodson Jr., prepared a repast that was relished by all. Barbecued roast, beef, pork and ribs, together with all fixings. Liqueurs, both mild and strong, were also served.

Women of Missouri Showmen's Club who are wives, daughters and sweethearts of members of International Association of Showmen's Club were invited to buffet lunch and dance. Dancing started after business session and held away until early morning.

Women's club contributed several large cakes and other sweets, all homemade.

Tom W. Allen is chairman of committee recently organized to assist in promotion of an outdoor show to be held on one of major carnivals. This show to be for purpose of raising funds for Showmen's League of America hospital, burial plot and home. Allen reports that he received a letter from President J. C. McCaffery and in it he stated that plans have been formulated to stage a big midnight show under canvas Friday, May 6, during engagement of Beckmann & Gerety Shows in St. Louis. A standing invitation is extended to all showmen who happen to be in St. Louis or passing thru to visit clubrooms and to participate in open-house festivities held each Thursday night. Eight new members were voted upon and accepted at this meeting. Reported by Vernon F. Korhn, secretary.

Turner Resigns McCoy Post

ST. LOUIS, April 9.—Charles V. Turner has been forced to give up his duties as manager of the Col. Tim McCoy Wild West show's opposition brigade due to the serious illness of his young son here. His resignation became effective today. Turner's place on the brigade has been filled by Claude Morris. Turner may rejoin the McCoy brigade later in the season.

Stutz Not Going on Road

CINCINNATI, April 9.—J. F. Stutzman writes from Reading, Pa., April 8 that Stutz Bros.' Circus will not go out on account of conditions and that he will be on advance of a motorized circus.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 9.—Notwithstanding our promise of last week to consider matters more practical of interest to carnival industry, we find that events of last few days have been largely matters relating to transportation situation as it affects this industry.

In rail transportation field we find that in last few days railroads have requested government to subsidize their operations and expansion activities. At this writing there is no certainty whatsoever as to attitude of government toward carriers' request.

In connection with immense amount of discussion which subject has had of late, we are particularly interested in noting an address delivered by Senator Burton K. Wheeler, of Montana, before Washington Transportation Club recent-

ly. Senator reviewed entire subject and pointed out that troubles with carriers were as much internal by reason of bad management as they were external by reason of competition. Senator suggested eight definite reforms which he felt would help situation, most of which related to complete house cleaning internally which members of Interstate Commerce Commission and others have previously suggested.

Holloway on Motorized Transportation

In relation to matter of motorized transportation we note recent radio interview of Hubert Holloway, of American Automobile Association. Holloway points out that 54 per cent of American families own automobiles and that volume of traffic resulting therefrom creates a situation which makes it necessary to have superhighways. Holloway further points out that if various taxes on automobiles, gasoline and oil, as well as accessories, were allocated to highway purposes, it would be an easy matter to complete superhighways which have been suggested and that use made of these highways will justify expenditure made.

LETTER LIST

(Continued from page 63)

- Woods, F. A.
- Woods, Walter
- Woods, W. H.
- Wright, George
- Wright, Harry A.
- Wright, Jack
- Wright, Rink
- Wright, Harry
- Wright, Walter
- X Bar X Ranch
- Yaeger, Stephen
- Yarabach, Rick
- Yeager, Jack
- York, Wiley
- York, Capt. A. D.
- Young, Eddie I.
- Young, Ernest
- Young, Harry
- Young, LeRoy
- Zaborski, M. W.
- Zaborski, Jerome
- Zaborski, Henry
- Zeller, C. A.
- Zelma, M. F. Dad
- Zeno, L.
- Zetter, Larry
- Zinger, Joe
- Zimmsky, Joe
- Ziska, Frank

- Abel, Orlando
- Abel, De
- Abel, William
- Abel, M. J.
- Abel, Capt. Billy
- Abel, Jack T.
- Abel, Hiram
- Abel, Jockey
- Abel, Simon
- Abel, Bill
- Abel, Nick
- Abel, Silvanus
- Abel, Benjamin
- Abel, William
- Abel, Frank
- Abel, Bob
- Abel, Walter
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George
- Abel, Fred
- Abel, John
- Abel, Art
- Abel, William
- Abel, Al
- Abel, Harold
- Abel, Frank
- Abel, John
- Abel, Tom
- Abel, Vern
- Abel, Carl
- Abel, Roy
- Abel, George</



Notes From the Crossroads

By NAT GREEN

CHICAGO Zoological Park is becoming more and more of an attraction every year, and showmen visiting Chicago usually find time to run out to Brookfield, some 20 miles from the Loop, to see the wonderful collection of wild animals housed in natural surroundings. Since the park opened in 1934 there has been a steady growth in public interest, and Director Edward H. Bean says the sumptuous in 1937 recorded 1,762,467 visitors. Of these, 127,852 paid admission. On Sundays, which are free days, it is not uncommon for more than 100,000 persons to visit the zoo. Starting with the George Getz private collection of animals, moved from Michigan in 1934, the zoo has had hundreds of animals added since that time and today it ranks among leading zoos of the country.

During 1937 the big attraction at Brookfield was the baby giant panda, 28-lbs., brought here from China and claimed to be the only one in any zoo in the world. A second panda arrived at the zoo a few months ago. Death of the larger panda last week brought

the zoo wide publicity and a consequent increase in attendance.

Con Colleano and wife arrived in Chicago a few days ago from Australia and Con is rehearsing his act here and no doubt will be trouncing shortly. . . . A. R. (Red) Cohn back from a winter in Florida looking and feeling great. . . . When R-W billing went up in Indianapolis for opening of the show Sunday, April 17, the preachers raised strenuous objection, our Hoosier stooge reports. . . . The papers took it up and gave the controversy front-page stories. . . . Result was the show agreed to switch to April 18 and 19. . . . Cole show has banners up for May 7 and 8. . . . Al Humke in Chi and will troupe with the McCoy show. . . . Bonnie and Gloria Hunt, twin daughters of Jack Hunt, manager of State-Lake Theater, have left for New York and by the time this is in print will be appearing with the Ringling show in the Garden.

Scores of showmen thruout the country who could not attend the Showmen's League Theatrical Night last week sent wires wishing the league a successful event. The league also received a cable from Bertram Mills, of London, Eng., and a donation of \$25 from him. There also were donations from various firms and individuals. President J. C. McCaffery was recipient of a beautiful basket of flowers from E. Courtemanche. One of the hard workers for the affair was Rita Kay, secretary of the American Hospital Fund, who for two weeks prior to the show worked day and night on correspondence and promotional material.

Bert Does, former flyer and now proprietor of the Circus Night Club at Bloomington, Ill., took several days off last week for a much-needed rest and was among those present at the league doings. . . . Harry B. Chipman, last season on the Al O. Barnes press staff, stopped off in Chicago for a day on his way east to join Charles Sparks. . . . Roy Bowen and Mike Healy, concession men with the Ringling-Barthum circus, passed thru Chicago a few days ago on their way east. . . . Ray Thompson, horse trainer, now has a training school at Springfield, Ill., and his letterheads read "Prof. A. Raymond Thompson." . . . Major J. H. LaVoy, veteran showman, vaude actor and manager, and father of Rev. Marcel LaVoy, of the Showmen's League, is seriously ill at his home in Aurora and little hope is entertained for his recovery.

BARNES DEPARTMENTS—

(Continued from page 39)

Bill Flaggerty; medicine chest, Frank Myler.

Long String Drivers—On eight-ups, Ray Edredge, Charley Miller, Tom Ahearn, Joe Skyes; six-ups, Bennie Wallace, John Rubie, C. R. Bush, Smokey Cole, Buck Dennis; four-ups, A. Williams, Paul Delaney, George Cameron, Bill Hudnutt. Teams, on pull up, Bill Blakelee, Jim Darcy; pullover, Andy Baker, John McCarthy, A. Darnell, Whitely Sowers. Tractors, Percy Merrill, Ace Donavin, Charles Harrison. Saddle ponies, A. McMillan. Helpers on tractors, Tiny Young, Pat McDonald, Jim Bramley, Lem Spivars, Red Baker, Howard Coons. George Tomlinson, night watchman. Helpers on long strings, Charles Jolly, John Gallagher, Chuck Flynn, Bob McGuire, A. McCoy, John Griffin, Bud Tomey, Mel Carsey, Biddy Sowles, Charles Arganbaugh. There are 96 head of baggage stock.

Ring Stock—Merle Rittenour, superintendent; Billy Corbett, Herb Graham, Cecil Ford, Bill Willis, Nick Slaga, Bob Bolin, Tom Smith, Gene Foster, Blacksmith shop, Peter Ebert, farrier; Joe Warmaley, assistant.

Mechanical Department—Red Forbes, superintendent; James McCarthy, Charles Noecker, Pat Gray, William Zolzasum, Woody Peel, Dick Doyle, assistants.

The Menagerie—Walter McClain, superintendent of elephants; Charles Morgan, first assistant; Scotty Noble, second assistant; Ed Miller, third assistant; Lonzo Mike O'Brien, Jack Spencer, Howard Davis, Cowboy Kelly, Red Sanders, Verne Duffie, Jack Dolan, Bill Lovejoy; Eddie Trees, superintendent; Gabriel "Wop" Costello, assistant; Oliver Riddle, chimp attendant; Ed St. John, hipp attendant; Fred Madison, Leveck, butcher; Mack Acton, shifter; Dad Copeland, Harry Brown, Eddie Knox, Al Wood, Alex Busick, Mike Paylo, cage men.

Property Department—G. H. Williamson, superintendent; C. P. Miller and

ART LEWIS SHOWS, INC.

"Eastern States Best"

FIFTEEN FAIRS AND SEVERAL CELEBRATIONS ALREADY CONTRACTED THROUGH NEW ENGLAND, CANADA AND THE CAROLINAS.

SHOWS—Can place Monkey Circus, Punchhouse, Penny Arcade and any other meritorious attraction, preferably with own outfit. Will furnish new carries if necessary or finance capable showmen only.

RIDES—Opening for Octopus or Boomarang.

CONCESSIONS—American Palmistry, Gigantic Shooting Gallery, Fishpond, Mouse Game and other Legitimate Concessions. WANT Piano Player doubling on Gallipoli.

HAVE FOR SALE—3 Unit Loop-the-Loop, used one season; Plymouth Sound Car with Webster Equipment, excellent condition; 2 37 1/2 kw Transformers and several Show Tops.

Address ART LEWIS, Gen. Mgr., Week April 11, Raleigh, N. C.; Week April 18, Elizabeth City N. C.; Week April 25, Portsmouth, Va.

PREMIER SHOWS

CAN PLACE FOR DOWNTOWN NEWPORT NEWS, VA.

FIRST IN FIVE YEARS
WEEK OF APRIL 18

TWO MORE RIDES—Loop-o-Plane, Caterpillar, Whip, Tilt-a-Whirl, Octopus. SHOWMEN, WE HAVE EQUIPMENT for your Worth-While Ideas. We can always place legitimate Concessions. Tommy Carson wants people with him before. Strip Tease and Oriental Dancers wanted. Frank Hildebrand wants Griddle Man. COME OVER AND CROW WITH US.

JIMMY RAFTERY, Sole Owner, Fayetteville, N. C., This Week.

BULLOCK'S AMUSEMENT CO. WANTS

To join at once, Foreman for Smith & Smith Chairplane, Second Man for Eli Wheel. Must be Truck Drivers, sober and reliable. Also first-class Griddle Man and Agent for Ball Game. Man preferred. Must be sober and capable, Sumter, S. C., this week.

SAM LAWRENCE SHOWS

Can place at once Octopus, Loop-o-Plane and Kiddie Rides. Have complete outfits for Girl and Grind Shows. Jack Montague, wire. All legitimate Concessions open. No racket. Studio, Custard, Lead Gallery. This week, Morristown, Tenn.

WANTED

Train Hands, Colored preferred. Herman Bostic, Henry Bateman, Willie James, Blue, or anyone I might know, address

P. J. McCLANE, Trainmaster, Hennies Bros. Shows
Fort Smith, Ark., week April 16.

MIDWEST SHOWS

HARRY MILLS, Manager, 427 W. Lapeer St., Lansing, Mich. Phone 42886.

WANTED—Legitimate Concessions of all kinds. Will sell X on Cook House, Candy Flies, Lead Gallery, Photo Gallery, Tallyho, Bigears. WANT Penny Arcade. WANT Shows, with or without outfits. (All lists, cover State and Clark Streets, Chicago, care "Lynch's Bath," will book or buy Two-Ahead (Over-Go-Round). WILL BOOK Chuck Wood on percentage. This Show will carry 16 Paid Attractions and will be the most spectacularly equipped material show in the Middle West. Will open second Mar 1 in one of Michigan's hottest spots, first in. All Shows and Concessions address
MIDWEST SHOWS, 427 W. Lapeer, Lansing, Mich.

SPRING FESTIVAL-AERIAL CIRCUS

AUSPICES GONS OF ITALY

ISLAND PARK, DERBY, CONN., April 21st to April 30th

WANTED—Custard, Grind Shows, Candy Flies, Scales, Penny Pitch, Shows of high standard, Penny Arcade. Help on Rides. Get in touch with DEAN CAMP, West Lebanon, N. H. Will Buy Gallions, must be A-1, no junk. Performers holding contracts report. WANTED—Bannerman, Jack Martin (Philadelphia) wire.

FRANK GRIMES, 2345 Broadway, New York, N. Y.

P. C. Lobay, assistants; Ned Bailey, chief rigger; Robert Sniddens, T. Parsons, Lawrence Lance, Max Delfo, assistant riggers.

On props, Claude Allen, Walter Asenheim, William Arnold, Mitchell Bamer, Delbert Carmen, D. Dragien, Baltazar Garcia, Joe Horton, Gall Hamrie, Art Huber, Charles Johnson, Joe Jacobs, A. Kave, Harry Katchee, Leo Lack, Jack Lyngsight, Harry Lewis, Charles La Verne, Willis Miller, Harry Moore, E. Miguel, Ed C. O'Neill, Ed Russell, Joe Sheffield, Ed Slinker, Lewis Turner, James Thomas, Joe Wunder, Leo Yantis, Smith Tattersley.

Medical Department—H. W. Dasse, M. D. in charge; A. O. Stanton, interne; Ruth McMeans, nurse.

Among visitors noted were J. Ed Brown, Patrick Francis Shanley, George McCaull, radio commentator; Bob Wallace, noted animal photographer, with Gardner Wilson getting art; Mr. and Mrs. Charles H. Priest.

WANTED

Ride Help all kinds. Concessions, Fun House, Shows. Can place Ride Foreman.

ELMER F. COTE
11728 Broadstreet Ave.
Detroit, Mich.

WANTED

Two Fast Combination Billers. Must be Main Street Lithographers.

EDWARD L. CONROY
Tom Mix Circus, Wichita Falls, Tex.

BAKER

Announces

TRI-PUTT

Sensational Coin-Operated Golf Game

A NATURAL FOR PARKS

See Announcement in Amusement Machine Section This Issue.

BAKER NOVELTY & MFG. CO.

643 N. Kedzie Ave., Chicago.

FIDLER'S UNITED SHOWS

OPENING APRIL 23.

WANT—Foreman and Ride Help for 12-Car Ride-O, No. 5 Wheel, Little Beauty Swing and Smith Chair-o-Plane.

Will Book Any Other Ride Not Conflicting With the Above.

WANT Legitimate Stock Concessions. Positively no Racket.

S. FIDLER, Mgr.
4217 No. Fleissant Ave., St. Louis, Mo.

FOR SALE OR LEASE

Amusement Pier—Beach and Yacht Wharf with Gasoline Service Station at popular Summer Resort, near Chesapeake Bay.

TURNER & SON, Inc.
Baltimore, Md.

GRACE McDANIEL

Wanted to Hialeahville, Ala., request made in your last issue. Reason was returned because you could not be reached. Got in touch with me immediately. Instantly!

DAVID ROSEN,
2125 Surf Avenue, Coney Island, N. Y.

FRISK GREATER SHOWS

2850 Grand Ave., North, Minneapolis, Minn.

WANTED—Excellent Electrician who can operate sound, Frisk. Man to take charge of Athletic Show. Also complete outfit. DAN FINE, Motorhouse and Party Hall. Also Frisk Outfit, Bomber, Country Club, String, Bouncing Ball Game, any legitimate Concessions—NO RACKET. Opening St. Paul for 7 and then Wisconsin and the Iron Range.



National Showmen's Association

Palace Theater Building,
New York.

Next Meeting April 20.

NEW YORK, April 9.—NSA's new clubrooms have been a mecca for show-folk since opening housewarming festivities on March 24. Although most members are either out of town on business or engaged in preparing for the road, rooms have constantly had between 30 and 40 members and guests from noon until late hours of morning. Executive Secretary John Liddy seems to be perpetually on the job and has things in general pretty well in hand.

Sam Rothstein, chairman of house committee and the man chiefly responsible for such rapid occupation of the new suite, continues to be on the job daily—encouraging fulfillment of donations and supervising additional improvements. Sam is a tireless worker and a member tremendously valuable to the newly formed organization.

President George A. Hamid is away from town enjoying a Caribbean cruise with Mrs. Hamid and Mr. and Mrs. Sam W. Gumpertz.

It seems appropriate at this time to laud several members who have gone to great lengths to aid and develop this club. Besides Rothstein, who has been in charge of clubroom development, other vital factors in making the big suite livable are Bill Block, Newark; Harry Schwartz and Max Finklestein, who have been doing mechanical and carpenter work; Mr. and Mrs. Jules Laures, who made and hung the window drapes furnished by the Auxiliary, and, last but by no means least, the entire Ladies' Auxiliary.

Recent donations to clubroom furnishings include an oil portrait of Hamid, done and presented by Orest Devany; a typewriter, desk and chair, thru the courtesy of Joe Landy; door signs and additional plaques, by Arthur Campfield; a rostrum, by Rappaport Brothers; one dozen sashbats, by Dave Epstein. Harry Sussman deserves credit for his accounting work to date, and H. Helfand and the Rappaports are certainly in line for honorable mention for donating 5 per cent of their gross receipts from business done with show people during March and April to the cemetery fund.

The charter, with Secretary of State Edward Flynn's signature, is up on the office wall. . . . Leonard Traube is expected to line up several new members in Atlantic City, where he is representing the Hamid interests at Million-Dollar Pier. . . . Ben Merson was a visitor recently. . . . And Mike Ziegler, Ziegler Shows, also dropped in for a sojourn last week.

New members since March include Jack Owen, Frank Bergen, Nathan Faber, Jack Feldberg, Frank Duffield, Alexander Brown, T. Ganin, Michael Soher, Ben Hoff, Danny Duggan, L. Hoffman, Danny O'Done, Sam Crowell, Harry S. Nelson, Carl Sedlmayr, Elmer C. Velare, Benjamin Meyers, Irving Harris, Samuel E. Prell, John M. Liddy, Byron Geah, Clarence V. Otroud, David Epstein, Emanuel Klein, Samuel R. Rosenbaum, Harold D. Gilmore, Harry Howard, Gene

Hamid, James M. Hurd, Philip Marks, Charles Lawrence, Charles Girard and Fred LaReine.

Ladies' Auxiliary

The Ladies' Auxiliary, which has proved an integral part of the NSA, held a special meeting April 2 in the clubrooms and resolved to conduct a card party and strawberry festival in the clubrooms evening of May 3. Doors will be open at 8:30 and admittance will be 50 cents. Mrs. Mitch Cohen, chairman of the entertainment committee, will have charge of the affair, proceeds of which will be used for various club purposes. Entertainment of social committee was complimented this week by President Dorothy Packman. Members included Mitch Cohen, Pearl Myers, Lena Greenspoon, Slo Lewis, Helen Rothstein and Mrs. George Hamid.

Door and game prizes will be offered at the May 3 festival, to be donated by Mrs. Midge Block, Bella Brangk, Edith Devany, Anita Goldie, Edith Ham-bury and Dorothy Packman.

The April 30 meeting, next on the Auxiliary's schedule, has been set aside as President's Night, Miss Packman furnishing the refreshments. The org boasts a membership roster of 54 as of April 7, and new applications are received weekly.

Ruth Robbins, a member, is seriously ill at her home, and Auxiliary has sent flowers and offered to aid in hospitalization fees if necessary.

C. F. Corey Honored on "Umpteenth" Birthday

HANFORD, Calif., April 9.—A surprise reception was tendered C. F. Corey, general manager of White City Shows, on his birthday in Porterville, Calif., March 22. Affair was held in Pa and Ma Slover's cookhouse, where refreshments were served all afternoon to showfolk. Corey received many gifts and telegrams of congratulations, but all information regarding his age was withheld. Ladies on entertaining committee were Mrs. C. F. Corey, Marie LeFors, Ma Slover, Lucille King, May Collier, Mrs. Swede Olson and Peggy Nelson.

Showfolk that enjoyed the repast were Mr. and Mrs. Arthur Collier and family, Ted and Marie LeFors, Charles Marshall, Penny Metzler, Mr. and Mrs. Swede Olson, Arthur Heckwald, Lucille King, Casey and Elaine Taylor and family, J. B. Bailey, Ray Ellis, Buck Seny, G. L. Tooner, Frank Graham, Tony Lombardo, Charles Hillman, Margy Owens, Mr. and Mrs. Lloyd Hole and family, Pa and Ma Slover, John Hertl, Bud Cross, Heinie Hertl, Helen Lanford, G. C. Lanford, Henry Jensen, John Swandland, Ruby Mitchell, Robert Charters, Lee Skeels, Keith Tweliger Sutton, Edward Broyles, Robert Ashhurst, Edward Hershoff, Prince Elmer, Teddy Leavitt, Mr. and Mrs. Myles Nelson and family, Max Mulligan Kaplan, Tim Dolan, Mr. and Mrs. H. G. Long, Vernard Shelton, J. P. O'Brien, Claude Renner, Mr. and Mrs. Jack Golden, P. T. Smith, Carl O'Mar, Eddie McDonald, Jack Hopper, Arnold Anderson, Mr. and Mrs. R. Buckmeister, Mrs. Verna McDonald, Ralph Chinn, Roy Wilson, John Harris, Johnnie Sterling, Wayne Grover, Chris Hagerman, H. E. Harris, Buttons Christolom, Fred Oberhansell, John Stone, Charles Bowne, Alvin Bowne, Lester Lynch, Robert Langford, Carl Hagerman, Danny Donahue, Freddie Donahue, George and Edna La-Brook, Buck Kirk, Karl Von Faulk, Ella Hoag, Virgie Waters, May Charters, Sadie M. Blaz, Dewey Blair, Blacky King, Vern Vincent, Mr. and Mrs. Alex Stanley and family, Mr. and Mrs. Larry Mitchell and family, Mr. and Mrs. Alex Mitchell and family, Ted Salect, Mr. and Mrs. W. G. Stuchair, Mr. and Mrs. R. Basmusen, Mr. and Mrs. Mike Collins and family, Ginger McLaughlin, Dave Jackson, Celia King and the writer, Walton de Peilaton.

Max Gruberg's Shows Hurt by Heavy Flood

BIRMINGHAM, Ala., April 11.—Max Gruberg's World's Exposition Shows set up here last Monday night, arriving from Montgomery for a week's showing. The show did manage to get in part of Tuesday, at which time flood conditions set in. From Tuesday to Saturday the show lot was entirely under water. Show was to have gone to Gadsden, Ala., for this week but remains over here until Wednesday, April 12.

Next stand will be Rome, Ga., for Friday night opening if weather conditions permit. Flood in Greater Bir-

mingham district is described as about the worst in history. Freezing cold Saturday stopped the rainfall.

Many are homeless, but no showfolk are yet reported as in distress. However, all the Gruberg show equipment is water-soaked and will require several days to dry out.

R-B BOWS

(Continued from page 3)

sale, altho hampered by almost constant rain and snow for three days, is still on a par with last year, officials reported, and with Easter and the school holiday coming there are sound hopes for an engagement equal to the excellent 1937 run. Last year the show missed Easter week.

Complete list of personnel, including administration staff, Clyde Ingalls' Side Show, Merie Evans' Band, the Wild West, clowns and working departments, will appear in the next issue.

Detailed Review

DISPLAY 1.—INAUGURAL PAGEANT.—Even in frequent program references the Big Show disdaines modesty in telling the world that it is in the throes of a new era. This is evident from the first moment the show begins to the curtain-closing chariot races in which Frank Asher has an unrecognized young lady as his contender. Modernization is the keyword and this is easily discerned in the streamlined character of the costuming, staging and running order of the spec, titled Nepal this year and providing an allegorical starring part for Frank Buck, recruited by the tradition blaster, John Ringling North, to give the show an added touch of glamour and another springboard on which to catapult publicity. Long famous and successful in the legitimate theater as a designer of costumes and mountings, Charles LeMaire makes his debut as a circus director with his excellent work in creating, supervising, designing and lighting the spec, as well as lending his influence and good taste to costume designing and trappings thruout the show. One astounding result is that there is a revolutionary improvement in color blendings; eye-filling effects are frequent and there is achieved every benefit of circus sparkle and tinsel without any of the gaudiness that could be called by the name of cheap by those without a modicum of kindness. Nepal is truly a thrilling ambulant spectacle—from the girls who lead the way deftly twirling batons, down thru the wild animals that are led and carried, and winding up with Buck waving greetings from his bowdiah, his colorful entourage and the troupe of about 50 Bengal Lancers. As the spec procession melts back into the cavernous depths of backstage the Lancers fill the hippodrome track and the outside rings, engaging in ingenious drills under the leadership of William Meyer, one of the show's equestrian professors.

DISPLAY 2.—WALTER GUICE TROUPE.—This aerial bar act usually follows the show-opening bulls, but several important changes in the personnel make it necessary for Guice and his aerial gymnasts to open cold. The spotting did not hurt the act a bit. The straights held attention with their graceful maneuvers and the paired comics over each stage drew laughs that were genuine and unrestrained. While the bars were being rigged up clown boxing acts did their slapping act at two opposite ends of the arena.

DISPLAY 3.—LEOPARD, LION AND BEAR ACTS.—Here we have a rather novel combination of wild animal acts paced by experts. Rather odd also is the routine. First in the running order is Terrell Jacobs, who works briefly in a cage over the center ring with a black leopard, touted as one of several recently brought back very much alive by Buck Jacobs' brief contribution in this stanza was due to necessity of eliminating from opening show a carefully routine leopard act that would have eclipsed the other ebony-hued jungle felines. Next in the cage-inclosed center ring Doilie Jacobs presents a lion resting easy on a horse's back as it makes several trotting tours around the ring curbing. The same lion is made to jump thru four flaming hoops three times in rather rapid succession. Filling a wait here, seven of the show's midgets do a walk-around in masks and costumes representing Disney's Seven Dwarfs. The display is brought to an auspicious close by four of the Pallenbergs' exceedingly clever bears working on the two stages; one group paced by Mr. and Mrs. Max Pallenberg and the pair of brutes on Stage 1 directed by their son and his

wife. Among familiar but always engrossing tricks offered by the brutes are "rowboating," bike riding, roller skating and riding a high bike rigged out as a zebra cutout. This year's innovation of the enterprising Pallenbergs is a motorcycle stunt by one of their charges on Stage 1. The trick attracted great attention here and shows indications of great possibilities.

DISPLAY 4.—TERRELL JACOBS.—This intrepid young man brings back to the big top the tangy flavor of cat pacing that the show lost when Clyde Beatty shifted to Cole Bros. several years ago. Jacobs is not Beatty—and for that matter Beatty is not Jacobs. In short, both trainers have much to commend them in the field of innovating. Beatty is more the dynamic showman, but comparison with Jacobs is unfair. Jacobs does a bang-up job pacing the 19 lions and one of his corks is the assembling of eight lions in a thrown-together group on the ring floor. He shows perfect control in coaxing a heavy cat in a double trip over a tight wire. Jacobs has the most interesting finale we've caught in a cat act as far back as memory serves. He sits astride one of the lions as giant sparklers are lit at intervals around the front of the cage. The noise and brilliance of the sparklers, the barking of Jacobs' gun and the blaring of Merie Evans' Band make up the prosaic job of prodding the cats back into their crates a pulse-raising feat that will stick in the memory long after other items in the show of less compass are forgotten.

DISPLAY 5.—PARADE OF FREAKS.—This is where Clyde Ingalls, who is sadly missed in the announcer's berth, shines. At least vicariously. His side-show charges start out casually single file around the hippodrome track and just as casually wind their way back to whence they came. No feverish hurry no strutting except for a mere suggestion of it by some of the season-fresh midgets. Almost all the queer people in Ingalls' menage seem to feel that they need not sell the arena crowds on their right to a place in the freak procession; that Mother Nature speaks eloquently for them. No new faces observed in the year's freak parade.

DISPLAY 6.—AERIAL BALLET.—Always a strong item since its introduction several years ago, this year's edition of the all-girl aerial show is a stand-out item because it has the added benefit of the LeMaire touch in costuming and lighting. That is, we assume this. This is an improvement in lighting and dressing, however, and whoever is responsible should come forward and take the bows. Ed Rooney, of the Ed and Jennie Rooney combo, who are represented by Jennie in this display, directed the routine—and a mop-up job he did. There is the familiar quintet of girls on ladders over the outside rings; Jennie Rooney is a scintillating sight as her cloudswinging over the center ring and there are more ladder combos of four apiece over the two stages. The full complement of 34 girls is made up by solo ladder swingers evenly spaced around the hippodrome track.

DISPLAY 7.—ELEPHANTS.—Deprived by the Terrell Jacobs acts of their accustomed spot in the opening, the bulls make an even better impression the far down in the running. They are passed as last season by Gloria Hunt, Ernie Loyal (center ring) and Bonnie Hunt. In all 15 pachyderms take part in the smooth exhibition of animal training. Routines generally are unchanged except that performance is better. Only one twist perceptible is the trunk-curling formation on the hippodrome track before the lumbering exit. After the bulls have left the arena old Modoc tops of the pleasant effect by doing a forest stand that's one for the animal photographers' books.

DISPLAY 8.—COMEDY ACROBATS ACTS.—Very few basic changes here. This display is subject to very little change as the years pass away. The Yacops under a programed doubling title of the Mirador Troupe contribute six of their men for the center-ring spot. A combination of the Magyars and Lopez total up to nine men in tumbling and balancing on stage two, and on stage one are the still-walking Nelson Brothers and table-topping Harry Rittfeld. The Hart Brothers and the Bell Brothers do their stilt on rings one and two respectively, easily holding the attention of the eastern and western tiers.

DISPLAY 9.—CRISTIANI TROUPE.—A new bareback riding act with the Big Show is always an important event. In this instance it is important as well as extremely happy because for the growing-up of years that this retired



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for
Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

(Cemetery Fund, Hospitalization,
Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

New York City

has caught Ringling openings he has never witnessed a better display of equestrianism than was given by the Cristianis, an evenly mixed troupe of 10 super-skilled dare-devils. The troupe presents a beautiful front in most attractive blue costumes and clicks from the start with Roman-style riding in which the entire contingent is on the two mounts. Among the stunts that caused these youngsters to bring down the house and make one of the biggest dents in the show's general impression was a series of somersaults by two boys on horses in tandem style; beautifully synchronized jumps by four and five men at a time; a somersault by one boy, horse to horse, with an uncanny twist, and a quartet of the males doing tandem stunts on a horse's back that seemed to defy the laws of gravity with thrilling consistency.

DISPLAY 10.—PERCH AND BALANCING ACTS. A sort of bargain day here of stunts which prefer to work on the ground or from it. On stage one Bearto dresses as a frog and contorts in a character befitting an amphibian. Frederico shares this spot with the frog man and utilizes principally an unsupported ladder to defy gravity, his efforts being aided in general effect by his clever terrier. On stage one the unusually gifted May-Braich Duo compete for attention during the early moments with unicycle and balancing stunts and then get the spot with their attention-compelling stunt on a high unicycle. The Wen Hai troupe works in the center ring to the tune of five men and a girl; their act being tagged by Koban, who gives his head thumping punishment by a reverse on the Bill Robinson stairs dance. On stage two are the Spurgats—or at least her representatives, two men and a very young boy. Most of the stunts are performed atop a platform on a platform, and the terrific punch is the balancing of the youngster by a stick held by one of the elders. A few of the Uyenoe and Antaleks disport themselves under doubling protection in ring three. Their routine's forte is Risley and balancing.

DISPLAY 11.—WILLIAM HEYER AND HIGH-SCHOOL PUPILS. Dorothy Herbert is missed generally but specifically in this display where she would naturally shine brightest. This is only the first of the season's shows and there is no telling as yet how far her successor, Norma Hume, will go. Dorothy took on too much in the beginning anyway. So competition is not fair between Miss Hume or anybody else and Dorothy. Miss Hume, who looks like she is being groomed for the Herbert spot, is a swell flier and seems to have everything that it takes except her predecessor's experience as a standout item in New York and Boston—the roof dates—for the Big Show. Heyer's fine work is evident in the department of the high-school horses, and Frank Asher and Rudy Rudynoff shine in reflected glory of the girls' splendid work this year. Ella Bradna pleases mightily in a track routine on a white horse; Erna Rudynoff also makes an excellent impression on a russet equine. Miss Hume rides fast and fearlessly in her side-saddle excursions and it is more than likely that before long she will get just as much zip and thrill value out of this as anybody can. Aside from getting collaborative credit for the training of the girls Rudynoff comes in for kudos on the strength of his own riding, and Rudy Jr. also carries the family standard high with his pacing of a Great Dane in the center ring, where Tamara Heyer climaxed her lead of the manage procession by stunting effectively.

DISPLAY 12.—NAITTO TROUPE. No change of consequence in the wire acrobatics routine of these Oriental elves, assisted by their father, who serves as a one-man ground crew. Nio and Aia Naitto are the selected standouts, their stunt routine being marked by hand-to-hand and hand-to-head stunts on the wire and on the step ladders. Flash bits are back and forward somersaults on the wire by Nio and Aia, respectively.

DISPLAY 13.—DOGS AND SEA LIONS. Captain Tebor, sea lion entrepreneur, shares time and attention with Al Loyal's dogs. There are 12 be-thinked fappers, evenly spread over the outer rings and the two stages. The Loyal array of dogs and a horse are in a constant bustle of excitement, with Loyal contributing his deft pacing and colorful pantomime. The Tebor seals performed in fine fettle, an innovation being the wearing of house slippers by a few of the favored ones in an early number. Display was preceded by a Corny sunaround.

DISPLAY 14.—GARGANTUA THE

GREAT. Here is the big money item, the box office razzle dazzle of the Big Show's 1938 season—and don't let them tell you different. In this item the Big Show boasts that it has "The Only Full-Grown Gorilla Ever Seen on This Continent." Roland Butler, Frank Braden, the North boys and the other members of the Big Show's brain trust seem to know how to make the best of this gorilla's unpredictable visitation. The primate was drawing plenty of publicity while it was still being fitted to an air-conditioned and sound-proofed cage in Sarasota. Advance publicity here has been very favorable. There is nothing that should stop this really great attraction from blazing the way to record grosses. Interesting observation first night is that a good 75 per cent of patrons made a beeline to managerie after entering gate. Usually about 40 per cent do this. It was quite apparent that the gorilla was drawing the bulk of the trade. And will continue to do so. The cage arrangement is showmanly, humane and efficient. The introductory spiel was made by Frank Buck. Very short; to the point. The cage is drawn by six horses, and six men with pith helmets and rifles cocked at menacing angles walked along; three on each side. As the cage vehicle goes around the track twice it is interrupted in its circuit by episodes in Buck's didactic lecture, read from a sheet of paper at this premiere show. Gargantua the Great is a wow of a name; the gorilla is a million-dollar attraction as now being handled. All it needs is good health and everything will be bunko dory for the show.

DISPLAY 15.—AERIAL AND PERCH ACTS. Here's another display that changes little with the seasons—personnel as well as routines. In the center ring is the Walkin' Trio of perch artists; other perch acts are the Antaleks on stage one and the Davinos—a mixed team—on stage two. Torrence and Victoria work on a flying or hanging perch over ring one, and over ring three Ed and Jennie Rooney offer a combination of thrilling tricks with acrobatic on the traps. Big punch of Antaleks' act and the whole display is man understanding for three comely girls balanced on a heavy perch. Miss Gillette drew her usual gasps and applause with her broken trap feature.

DISPLAY 16.—LIBERTY HORSES. Painstaking preparation and good taste are evident in the display that calls upon Adolph Delbosq, Rudy Rudynoff and Gordon Orton to snap the whip at the free running horses. Rudynoff makes a particularly fine impression in the center ring by mixing his numbered horses and repeating his now familiar blindfold gag. What makes this display a treat to the eye is the arrangement of black-and-whites in the outer rings and five blacks and five whites in Rudynoff's contingent of 10 horses in the center ring.

DISPLAY 17.—POSING AND TABLEAU ACTS. Under Leo Spurgat's capable direction and the new streamlined influence this display is something to give more than casual attention to this season. The tableaux have been modernized and one—with a sports motif—drew a fine manual demonstration. On the two stages the Maschino troupes filled waits more than satisfactorily with adagio posing.

DISPLAY 18.—THE PAROFF TRIO. This male combo of aerial ladder workers gives one about the same thrill as did the Wallendas on their first Garden date about nine years ago. They perform their breath-taking stunts on a small surface that represents a perch at least 65 feet above the Garden floor. It is on a pair of unsupported ladders that they perform exclusively. Their bow-off bit calls for making a pinwheel of a ladder brought into position at the apex of the two unsupported ladders. One Paroff holds the two gabled ladders in place with his straddled legs as his partners whirl around on the pivoted ladder. They received one of the best receptions of the show.

DISPLAY 19.—WILD WEST AND MISCELLANEOUS. Soft pedal on Wild West angle this year, with stress on specialties. Obvious reason is that no personality reigns over the yipping boys and girls of Western caliber. The big feature is the knife-throwing act of the Gibsons. Just about the best there is around. Girl is comely and knife-throwing partner is a fine showman. Chief Washington draws attention with his breaking a balloon with arrow shot from most of arena's length; the Australian Waites make their usual favorable impression with their whipcracking routine and there are several thrilling moments of action when Arlyne Brown,

girl revolver wix, does her stuff. Among other stunts of the riding forte are Frank and Beatrice Dean, Marco Borelli, Miss Herna, Rose Washington, Bobbie Cropper, Art Bowden, Estelle Clark and Tom Cropper. Unannounced cowboy made a very neat six-horse catch.

DISPLAY 20.—CRAZY NUMBER. This walkaround, the third in the untitled show unveiled this evening, showed a generous sprinkling of new ideas. Producing clowns must have been busy working them out the past winter because it shows in cleverness of ideas and neat execution.

DISPLAY 21.—FLYING ACTS. Again this favorite display of young and old is worth waiting for thru many minutes of far less interesting stuff. The Concellos have the center spot running east and west, while the Comets and Randalls are over the outer rings in parallel north-to-south positions. Antoinette Concello was to have done a triple somersault from the bar to the catcher but had to give up after several attempts due to late running time of show. The three troupes did not have a single miss until the Antoinette incident, which can be attributed to premiere nervousness.

DISPLAY 22.—EQUESTRIANISM. A feast of bareback riding indulged in by artists who have done their stint in other displays and even in other capacities. The Cristianis are somewhat less spectacular here than in Display 9. They do well enough, however, in ring three. The stand-outs here are the hoydenish kids of the Loyal-Repenski troupe in the center ring. They have superabundant pep, courage and ability. A great set. Of pleasing and familiar caliber is the Guice Troupe which works in ring one.

DISPLAY 23.—ACROBATIC ACTS. Very few changes in routine in this punchy display. The Uyenoe specializing in Risley work in the center ring. On the two stages running about an even pace are the Yacopis, carrying now six men and four women, and the Magyars, a 12-people turn evenly divided in sex. The Maschinis are in ring one and the Cannestrells make unsupported ladders behave in ring three. Yacopi highlight is a 300-pound tandem somersault to the shoulders and the Magyars feature a girl somersaulting to shoulder four high—and blindfolded.

DISPLAY 24.—HIGH WIRE ACTS. Which means the Wallendas and their colleagues, the Ortofofs. Routine of these high-wire dare-devils is similar to previous years except that the clown added to the Ortofof act seems to be doing more this year.

DISPLAY 25.—JUMPING HORSES AND HIPPODROME RACES. The Zacchins are gone, which leaves it to the petite Norma Hume and her fast-riding colleagues to close the show. There are also hurdle jumps by Tamara Heyer and others—including Ralph Clark, who clears a Chevrolet roadster in addition to the five-foot hurdles. Finish is the steeplechase riders and chariot race.

Sidelights

New directors and officers of the circus corporation come from just about every section of the country this year and they were all in attendance with families and friends at the premiere. Noted in the center boxes during the evening were Mrs. Charles Ringling, of Sarasota; her son, Robert Ringling, Evanston, Ill.; Mrs. Ida North and Mrs. Henry North, Sarasota; Mrs. Aubrey Ringling and son Paul, of Montana (he'll be with the show again this year, tho still in his 'teens); Mr. and Mrs. Randolph Wadsworth, Fort Thomas, Ky.; Mr. and Mrs. Henry Frost, Cincinnati, and William T. Dunn Jr., New York.

John North, executive head of the show; Henry (Buddy) North, in charge of public relations, and George W. Smith, general manager, paid occasional visits to the boxes, altho most of their time was spent across the arena conferring with the active staff.

Members of Circus Saints and Sinners, headed by President Orson Kilborn and P. Darius Benham, were present in goodly numbers. . . . And members of the Circus Fans of America, headed by President and Mrs. Melvin D. Hildreth, of Washington, D. C., seemed to enjoy the program. . . . Gary Cooper, picture star, occupied a box down front. . . . Sam Harris, legit producer, wandered in late in the program. . . . Dorothy Gish and Humphrey Bogart laughed heartily at the clowns, and the usual number of

WANT FREAKS WANT

CAN PLACE Good reputation for several seasons. Tattooed Man, Glass Flowers, Mind-Reading Act or any outstanding Side Show Attraction. Long season. Money sure. Good treatment. Open May 1. Write or wire

TOM HASSON

South Street Museum, 1419 South Street, Philadelphia, Pa.

IF YOU WANT CASH

For Your Rides or Show Equipment Wire **RALPH R. MILLER, Baton Rouge, La.** Have Little Beauty and Three Almost All-in-One Merry-Go-Round ready for delivery.

top-hatted reps of the 400 added color and glamour to the side arena box seats. . . . Circus personalities, of course, were very much in evidence, too numerous to mention here.

Opening show was touted by the local press as a Dexter Fellows memorial with proceeds of evening going toward a fund to erect a monument at the grave of the famed press agent. Most the papers played upon the subject prominently in stories. Mrs. Fellows and friends and relatives attended the show.

Altho it is apparent the Zacchini cannon act (absent this year) had been with the show long enough, tail-end of last night's performance was in definite need of bolstering. Final 20 minutes was weak—an anticlimax to what had gone before—and seemed to indicate that New York audiences, at least, demand more than steeplechase riding and Roman and chariot races. It was the only real criticism The Billboard reviewers found. The presentation as a whole could not be called smooth, but it was a first night and rearrangement of acts and considerable trimmings will remedy that. Opening stint lasted exactly four and one-quarter hours.

Extraordinary success has been achieved by the press staff. Aided greatly by Gargantua, the grilla, the men have landed beautiful plants in most of the dailies, as well as several national mediums, including Life, Associated Press and radio. A couple of traditionally conservative dailies have just about gone overboard for Roland Butler and staff. This year's p. a. group includes, besides Butler, general director, and Buddy North, specialty work, Frank Braden, Allen J. Lester and Beverly Kelley (last named on radio), Gardner Wilson, another member, is now with the Bancroft-Scott contingent but is expected in New York shortly.

At the request of John and Buddy North, box 81, left center on the 50th street side, was conspicuously vacant opening night in reverence to their uncle, the Ringling brothers.

If any one act was accorded top honors by circus and theatrical authorities present it was the remarkable Cristiani family from the Barnes show. The act, tremendously popular in the West, was practically a new attraction so far as most Eastern circuits were concerned.

Front lobby of the Garden couldn't seem the same to oldtimers without the familiar countenances of Dex Fellows, Charles (Chick) Bell and others who have passed on since the Big Show was here last.

Norma Hume, side-saddle equestrienne, gave a creditable performance and seems, most certainly, to have great potentialities.

The much-heralded grit inherent in circus folk was remarkably portrayed when Equestrian Director Fred Braden, dressed in his usual immaculate way, blew the whistle to signal the opening of another circus season. Fred, still on crutches and unable to pace the arena as usual, followed things closely from the 49th street entrance. He is recovering from a broken leg suffered several weeks ago at an Indoor Shrine date. Pat Valdo, tireless personnel director, handled the arena directing responsibilities.

Eva Hill, a popular friend in the Big Show dressing room, sent the following note to The Billboard to be included in "Sidelights": "To Theo and all the ladies in the dressing room: I thank you for all your kindness and aid. I appreciate it more than I will ever be able to tell you and wish you all the best of luck and a prosperous and happy season."

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

CANDY VENDERS

By J. W. COAN

Surely you are to be complimented for the splendid work you are doing with reference to your editorials and last, and I hope not least, for The Legal News bulletin. It takes courage for a publication to jeopardize the possibility of losing some advertising from selfish manufacturers and promotional distributors to bring into the open these necessary facts.

Of course, some operators who read what these various legislative bodies are trying to do with regard to the taxation of machines are apt to become panicky. Nevertheless a just tax can be provided for in this field of individuals, just as much so as can any other legitimate business, and with proper conduct in the sale of legitimate merchandise thru legitimate machines the operators can afford that kind of protection because after all a tax rounded out in keeping with its justifications is a protection to every legitimate operator in this country.

There are many operators' associations, and rightfully there should be, but to have a vending machine operators' association that deals with all types of vending machines I believe to be too broad to help candy machine operators. This is the day and age of specialization. No vending machine association can be organized to specialize in helping all the various branches of this industry.

In support of this opinion the organization of the cigaret vending machine operators in and around the State of New Jersey has definitely proved what can be done with an organization organized to deal with the particular commodities these operators dispense.

We, of course, are manufacturers of candy bar merchandising machines and it is now and always has been our opinion that there should be a candy operators' association. An association of this kind properly organized can and would do much for every legitimate operator in the United States. The operator can then have the right kind of representation in States proposing legislative measures, in providing taxes on candy vending machines in order that the State legislators have an intelligent understanding of what a vending machine operator can afford as a tax in order that he can continue in business.

An organization of this kind can do much in assisting the independent operator in procuring better and more permanent locations for his equipment. An organization of this kind would be a godsend to the industry at large in assisting local authorities in cleaning up unscrupulous promotional schemers preying upon the uninformed individuals who know nothing of the candy business or the operation of candy-bar

machines. This would mean a saving of hundreds of thousands of dollars each year and, greatest of all, would rid the industry of this sore eye that has been so prevalent in the past 10 years.

Last, but not least, an association of this kind would have the full-hearted support of the candy manufacturing industry as a whole.

The future for an organization of this kind means much to the manufacturer of equipment and the operators of that equipment, and if every operator and every manufacturer of candy-bar equipment in America did his honest bit this organization would cost little to each of us as an individual.

Raymond Hayes, an attorney at law, a man of splendid character and above reproach, has been for the past 10 years closely affiliated with this particular branch of the vending machine industry and knows it as well as any man in this country. He is now preparing to set into motion a candy vending machine association.

Of course, he must first know the attitude of the operators and manufacturers, and it is therefore our intention to bring this to the attention of manufacturers of candy-bar machines and operators. You may be assured that we will be one of the first to subscribe for a membership in this organization.

If operators thruout the country had had an organization of this kind the operators in the State of Kentucky never would have been legislated out of business. Other States are now proceeding with unfair and unjust laws, and these legislatures should be made to understand what they are doing. Hundreds of individual and independent operators thruout the United States have their last dollar invested in equipment with the express plan that their equipment would provide for them a permanent and legitimate livelihood.

These people need protection and I don't believe that the legislative bodies of any State will legislate these people out of business once they have before them the facts, but very definitely it must come thru organization; an organization that is founded for the purpose of assisting the candy vending machine business and not an organization founded for any selfish desires.

It is with great appreciation that we wish to express ourselves for the fine co-operation for the candy vending trade that you and your publication have had the courage to bring into the open.

Write Us

This guest editorial by J. W. Coan, president Coan-Stetteland Co., Madison, Wis., is published as a public notice to see how much interest there is in forming a national association of firms and individuals interested specially in coin-operated machines for vending candy. The Billboard will be glad to give space to discussion of the subject and to relay any communications to proper parties, if any of our readers are interested in the ideas advanced in this article.

France Looks For Games

High tariff, low-value coin create demand for small lightweight games

PARIS, April 9.—Ever since the French Government punctured the coin machine boom last August French coinmen have been searching earnestly for games that can be operated at a profit. Straight novelty games are permitted, but, of course, they do not enjoy the play the Bell-Fruit machines formerly received. One of the big points to be discussed at the May convention of the French trade is to be ways and means of increasing the appeal of novelty games so as to enable ops to operate successfully once more.

The situation in France is rather a complex one. There are two main factors that hinder the progress of the industry. One is the continuous opposition of the element who crusade to have games banned from any type of cafe. Second, there is the money exchange problem. The money problem is the real crux of the situation.

A machine of the bumper type which costs about \$75 in the U. S. will be sold here for 4,500 francs or \$150. That boost in price is the result of the import duty, which amounts to \$1 (30 francs) per two pounds weight (a kilo). Machines at such a high figure, coupled with the fluctuating exchange, make the purchase of new U. S. machines a bad investment in the eyes of the French operators.

But that's not all. The coin used in play on bumper games is a 25-centime piece, which is worth less than a penny in American money. Add to this the 30 per cent split to the location owner and the 10 per cent government tax and the total cost will disclose that the game must be played between 30,000 and 35,000 times before it is paid for.

For these reasons the French coin machine trade is looking to American

manufacturers for a small, very light machine that has enough appeal and flash to attract at least a brisk 50-centime play. For the manufacturer who produces such a machine a lucrative market is awaiting.

Mutoscope Machines Crack Front Page

NEW YORK, April 9.—The new machines International Mutoscope Reel Co., Inc., has built for the police and fire department here became objects of general interest during the past week when they cracked the front page of newspapers here.

Applicants for positions on the police and fire rolls are put thru rigorous tests with these new Mutoscope machines. According to reports, one of them developed by Bill Rabkin, president of the firm, gauges the correct height of the applicant in such an ingenious fashion that no cheating can be done. The applicant stands on the machine in his stocking feet in such a manner that his heels rest on two plates. This pressure lights two red bulbs notifying inspectors that the man is standing flat on his feet and not on his toes. The height cap is then lowered to fit on top of the head, and on a large dial the exact height of the man down to the fraction of an inch is shown.

Weight lifters, strength testers and other equipment of this type are used by the department. "These same machines," stated Rabkin, "are real money-makers in arcades. Their popularity here with the city, in addition to the publicity which they have received in the daily press, is sure to help these machines earn more money for the arcade op."

Wrenn Distrib for New Beauty Mach.

DALLAS, April 9.—From the Wrenn Sales Co. comes the official announcement that the firm is Southwestern distributor for a new coin-operated device known as the Automatic Beauty Machine. Machine is of a diathermic nature, according to reports, and the firm states it is installing them in beauty parlors and barber shops in this territory.

"Machine operates on a quarter," officials stated, "and the length of the treatment can be determined by the operator. The machine has been operated in Chicago by the manufacturer, the Electro-Vac, Inc., for the past two years and not until the machine was a proven success did it permit it to be placed on the market."

These men revealed that they expect big things of the machine since it fills a long-felt need. "Several operators already have placed machines in the better beauty parlors and barber shops in this territory, and judging by their first returns it looks like the success of this machine is assured," they concluded.

Keeney Games Finest Industry Has Ever Seen

6-to-1 earning power and mechanical perfection of Keeney Games registering one of biggest demands in coin game history

CHICAGO, April 10.—While the history of the coin game business records a number of "hit" games, the industry has never seen a line of games so universally or enthusiastically commended as has been the case with Keeney Games these last several months.

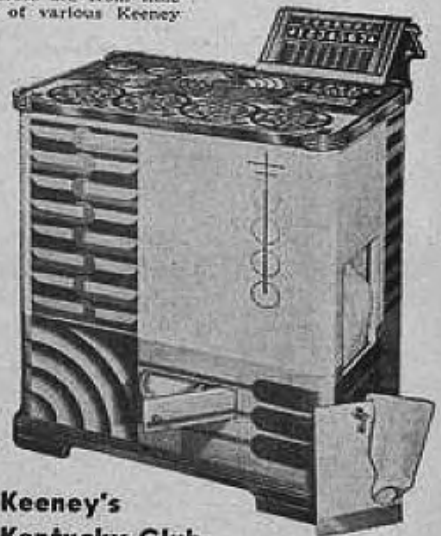
So great has been the nationwide demand for Kentucky Club, Track Time and Other Keeney hits that J. H. Keeney & Co., is today shipping a greater volume of games than any other coin game factory.

True, competitive manufacturers are from time to time introducing imitations of various Keeney Games, but the imperfections of these "copies" only seem to make operators more insistent in their demands for the genuine Keeney product.

A "Power House" Money Earner

The earnings from Keeney's Kentucky Club, a 7-play, 4-dial, console game, are proving phenomenal. It is known that six Kentucky Clubs (or the Skill Club model) will produce as much on six locations as was formerly secured from 60.

Kentucky Club has a \$10 all cash top award with high odds showing on every play. Its 4-3-2-1 play principle extends the play thrill beyond that experienced on any other game to date.



Keeney's Kentucky Club, known as The King of Consoles

Derby Champ Finest Payout Table Ever Built



The talk among the trade is that more operators are investing more money in Kentucky Clubs than has ever been the case with any other coin game for the same period of time.

Track Time Sales Greater Than Ever

Track time, now in its second year, is known everywhere as the World's Greatest Game. With its new, 4-coin-showing coin head, which ejects gummed coins, steel slugs and paper discs, this new 1938 model is proving even more popular than the now famous original Track Times.

1938 Model Track Time



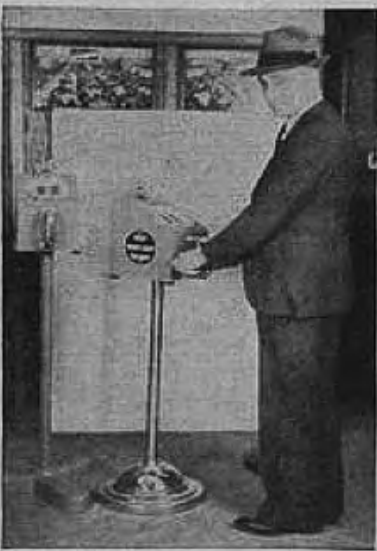
World's Greatest Game

Derby Champ, the new Keeney, 7-play, payout table with 3 dials and a \$7 top award, has shoved all preceding types of payout tables into the discard.

And Free Races, the legalized pin game which is re-opening closed territories all over the country, is in lots of places making more money for operators than payout tables did.

New Keeney Catalog

"The House that Jack Built," by which term the Keeney concern is also known, has just issued a new catalog showing all of its 1938 Blue Ribbon Winners. A copy will be sent to any interested operator upon request to J. H. Keeney & Co., whose offices are located at 2001 Calumet Ave., Chicago.



JOE SCHWARTZ, head of National Coin Machine Exchange, Chicago, tries out Gottlieb's three-way Strength Tester.

BED ROCK PRICES — BUY EM QUICK

CONSOLES	
12 Pecos De Luxe Bells	\$50.00
6 Bally Teasers	
8 Pecos Races	
3 Big Bells	
4 Bally Solyette, Jr.	\$95.00
14 Bally Tracks	
8 Bally Glashouses	
3 Keeney Tracktimes	
6 So Bangtails	\$35.00
2 So Bangtails	
2 Exhibit Longchamps	
1 Oslo, 8-25c Derby	
3-BALL AUTOMATIC	
6 Bally Emus	\$75.00
18 Pecos Races	\$25.00
12 Arlingtons	
4 Rows	
16 Gottlieb Derby Days	\$15.00
3 Racing Forms	
3 McCoy's	
5 Palookas	\$10.00
18 Garcons	
4 Winners	
3 Classics	\$25.00
3 Western Races	
17 Sappys	
16 Dolly Races	
5 Pricives	
18 Round-Ups	\$25.00
41 Bally Derbys	
23 Challenges	
10-BALL AUTOMATIC	
23 Golden Harvest	\$25.00
12 Air Lines	
18 Rocabbers	

Wires 1/3 Deposit, Balance C. O. D. 310 S. Alamo, San Antonio, Tex.

LAST ROUNDUP. A BIG SCOOP

LAST ROUNDUP
Takes in 1936 Sales at
5c \$91.80
Pays Out (Average) \$3.30
Average Profit \$38.50
SAMPLE DEAL, \$4.45.
(Complete: Card, Holder, Labels, Tickets.)
A special feature of the Last Roundup is that even if all the highest awards are paid out, the Dial will still net over \$23.50 profit. There is only a very remote possibility that the highest awards will be hit, but we give you this guarantee to show that your profits are guaranteed on this deal.
120-TICKET BASE BALL BOOK.
Sample, 25c; \$2.50 Per Doz.
Send for Our Brand-New Salesboard and Jar Deal Catalog.
H. S. SPECIALTY CO., 210 Broadway, Kansas City, Mo.

ACME NOVELTY CO.

23-25 N. 12TH ST. MINNEAPOLIS MINNESOTA

Brand New—COUNTER GAMES—In Original Crates

- | | | |
|-------------------------------|--|--|
| Groetchen Pok-O-Reels \$14.95 | DAVAL'S New in Original Carton Double Deck, \$5.95 | DaVal Reel Spots \$14.95 |
| Bally's Sum Fun, \$5.95 | 1c to 25c Play | DaVal Reel Spots (used) \$7.95 |
| | | Groetchen's Zephyr, 1c or 5c...\$15.95 |

COUNTER GAMES—In Original Crates

- | | | | |
|----------------------------------|---------|---|---------|
| Groetchen Ginger, 1c or 5c | \$23.50 | ★ Pennypack, 1938 Model With Swivel | \$14.95 |
|----------------------------------|---------|---|---------|

BALL GUM Six Assorted Colors, 100 Pieces to Box Cases of 50 Boxes

\$5.45

PHONOGRAPHS

- | | | | |
|----------------------|----------|-------------------------|----------|
| ★WURLITZER P12 | \$77.50 | ★WURLITZER 616 | \$179.50 |
| ★WURLITZER 412 | \$115.00 | ★Rock-Ola Imperial 20.. | \$179.50 |
| ★WURLITZER 716 | \$169.50 | ★WURLITZER 616A | \$199.50 |

Seeburg's Selecto-Phone (1935 Model) \$59.50

3 WAY GRIPPER Improved Coin Head—Cheat-Proof Lock Score Holding Button—Tax Paid

\$11.95

CONSOLES—NEW

- | | | | |
|--|---------------------|---|----------|
| Mills Rio (Bally Payout Units) | \$149.50 | ★ Evans Galloping Dominoes | \$169.50 |
| Mills Track King (Bally Payout Units) | \$124.50 | ★ Jennings Derby Day | \$ 97.50 |
| Bally's Ray's Track, Serial Over 4,000 | \$149.50 | ★ Pacific's Dominols, Reconditioned | \$ 37.50 |
| Bally's Club House | \$ 87.50 | ★ Pacific's Rosemont—2-5c Play (Used) | \$ 37.50 |
| Bally Entry, \$77.50 | Guaranteed Like New | ★ Chicago Express, 5 Ball Novelty 1938 Model (Floor Sample) | \$39.50 |

USED PAYOUT TABLES THOROUGHLY RECONDITIONED IN OUR SHOP

- | | | | |
|------------------------------|---------|--|---------|
| Keeney's Hot Tip | \$77.50 | ★ Classic—Carom | |
| Bally's Arlington | \$44.50 | ★ Winner—Spot Lito | \$12.95 |
| Proakness | \$37.50 | ★ R. Races—Heavyweight | |
| Derby Days—Clock Model | \$39.50 | ★ Paddock—Saratoga, any 2 | \$25.00 |
| Foto Finish | \$27.50 | ★ 10 Strike—Flicker | |
| Derby Day | \$24.50 | ★ Bally Derby—Hi-De-Ho | \$8.95 |
| Golden Wheel | \$19.75 | ★ Queen Mary—Pamco Bells Any Two | \$16.00 |

(One-Third Deposit Must Accompany All Orders)

SAIL ALONG WITH THE MAYFLOWER

- | | | | |
|------------------------------------|----------|-----------------------------------|----------|
| 1/3 DEPOSIT WITH ORDER. | | | |
| Easy, Orig. Crates | \$120.00 | USED CONSOLES. | |
| Stables, Orig. Crates | 100.00 | Galloping Dominoes | \$ 89.50 |
| Mills Big Race, Orig. Crates | 149.50 | Track Odds | 119.50 |
| Alvar-Ban, F. S. | 127.50 | Ray's Track | 80.00 |
| Paddler, F. S. | 87.50 | Races—Serial 1200-3000 | 100.00 |
| Entry, F. S. | 99.50 | Teaser | 29.50 |
| USED GAMES. | | Chuck-a-Luck | 42.50 |
| Gottlieb Derby | \$25.00 | Blow Balls | 84.50 |
| Racing Form (New) | 25.00 | Exhibit Races | 84.50 |
| Top 'Em | 15.00 | CONSOLES (Orig. Crates). | |
| Box Jay | 12.00 | Saddle Club | \$119.50 |
| Daily Race | 12.00 | Club House | 89.50 |
| Flying High | 12.00 | Turf Special | 89.50 |
| Heavyweight | 12.00 | Track Odds, F. S. | 129.50 |
| Scot Liss | 12.00 | Pace Races, F. S. No. 5200 | 225.00 |
| Royal Race | 12.00 | Ray's Track, F. S. (Ticket) | 169.50 |
| Lite-A-Pair | 12.00 | Cigarette, F. S. | 119.50 |
| Seelights | 10.00 | Keener, F. S. | 69.50 |
| Paddock | 10.00 | ANY 3 FOR \$20.00. | |
| Winner | 10.00 | Skinner | \$10.00 |
| Games | 10.00 | | |
- New Classic rebuilt into a new all coin game, called the GIGANTIC RACES, which sells for \$99.50. The hottest single coin play on the market today.
- 1800 University Ave., MAYFLOWER NOVELTY COMPANY, St. Paul, Minn. NEBOR 4982.

USED MACHINES Like New!

BARGAINS

Are Bargains Only When It Is Something You Can Use. When you unpack our Games, they are ready to put right on location. Nice and clean, and in fine working order. And they are priced right.

EXPORT
We Ship to All Parts of the World

AUTO DERBY

TURF KINGS

FREE—Out on our Bulletin Price Bulletin. 43 Cents Worth of Order. Est. C. O. D.

NATIONAL NOVELTY CO., Merrick, L. I., N.Y. Cable Address: "NATNOVO"

Operator Bargains. Ready for Your Location!

1938 Royal Race, 20 to 1, Serial 1474, \$110.00; 1938 Derby Day, 20 to 1, Serial 1475, \$110.00; 1938 Paddock, 20 to 1, Serial 1476, \$110.00; 1938 Winner, 20 to 1, Serial 1477, \$110.00; 1938 Games, 20 to 1, Serial 1478, \$110.00; 1938 Track Odds, 20 to 1, Serial 1479, \$110.00; 1938 Ray's Track, 20 to 1, Serial 1480, \$110.00; 1938 Groetchen's Zephyr, 20 to 1, Serial 1481, \$110.00; 1938 DaVal's Double Deck, 20 to 1, Serial 1482, \$110.00; 1938 Groetchen's Pok-O-Reels, 20 to 1, Serial 1483, \$110.00; 1938 Bally's Sum Fun, 20 to 1, Serial 1484, \$110.00; 1938 Bally's Club House, 20 to 1, Serial 1485, \$110.00; 1938 Bally's Ray's Track, 20 to 1, Serial 1486, \$110.00; 1938 Bally's Entry, 20 to 1, Serial 1487, \$110.00; 1938 Bally's Arlington, 20 to 1, Serial 1488, \$110.00; 1938 Bally's Proakness, 20 to 1, Serial 1489, \$110.00; 1938 Bally's Derby Days, 20 to 1, Serial 1490, \$110.00; 1938 Bally's Foto Finish, 20 to 1, Serial 1491, \$110.00; 1938 Bally's Derby Day, 20 to 1, Serial 1492, \$110.00; 1938 Bally's Golden Wheel, 20 to 1, Serial 1493, \$110.00; 1938 Bally's 3 Way Gripper, 20 to 1, Serial 1494, \$110.00; 1938 Bally's Mills Rio, 20 to 1, Serial 1495, \$110.00; 1938 Bally's Mills Track King, 20 to 1, Serial 1496, \$110.00; 1938 Bally's Groetchen's Zephyr, 20 to 1, Serial 1497, \$110.00; 1938 Bally's Groetchen's Pok-O-Reels, 20 to 1, Serial 1498, \$110.00; 1938 Bally's DaVal's Double Deck, 20 to 1, Serial 1499, \$110.00; 1938 Bally's DaVal's Reel Spots, 20 to 1, Serial 1500, \$110.00; 1938 Bally's Rock-Ola Imperial, 20 to 1, Serial 1501, \$110.00; 1938 Bally's Wurlitzer 616, 20 to 1, Serial 1502, \$110.00; 1938 Bally's Wurlitzer 616A, 20 to 1, Serial 1503, \$110.00; 1938 Bally's Wurlitzer 412, 20 to 1, Serial 1504, \$110.00; 1938 Bally's Wurlitzer P12, 20 to 1, Serial 1505, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1506, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1507, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1508, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1509, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1510, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1511, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1512, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1513, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1514, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1515, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1516, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1517, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1518, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1519, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1520, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1521, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1522, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1523, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1524, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1525, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1526, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1527, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1528, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1529, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1530, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1531, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1532, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1533, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1534, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1535, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1536, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1537, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1538, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1539, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1540, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1541, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1542, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1543, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1544, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1545, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1546, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1547, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1548, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1549, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1550, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1551, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1552, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1553, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1554, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1555, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1556, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1557, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1558, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1559, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1560, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1561, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1562, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1563, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1564, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1565, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1566, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1567, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1568, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1569, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1570, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1571, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1572, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1573, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1574, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1575, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1576, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1577, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1578, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1579, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1580, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1581, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1582, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1583, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1584, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1585, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1586, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1587, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1588, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1589, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1590, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1591, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1592, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1593, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1594, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1595, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1596, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1597, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1598, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1599, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1600, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1601, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1602, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1603, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1604, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1605, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1606, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1607, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1608, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1609, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1610, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1611, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1612, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1613, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1614, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1615, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1616, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1617, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1618, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1619, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1620, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1621, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1622, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1623, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1624, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1625, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1626, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1627, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1628, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1629, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1630, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1631, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1632, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1633, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1634, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1635, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1636, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1637, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1638, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1639, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1640, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1641, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1642, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1643, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1644, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1645, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1646, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1647, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1648, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1649, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1650, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1651, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1652, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1653, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1654, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1655, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1656, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1657, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1658, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1659, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1660, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1661, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1662, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1663, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1664, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1665, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1666, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1667, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1668, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1669, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1670, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1671, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1672, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1673, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1674, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1675, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1676, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1677, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1678, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1679, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1680, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1681, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1682, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1683, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1684, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1685, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1686, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1687, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1688, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1689, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1690, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1691, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1692, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1693, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1694, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1695, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1696, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1697, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1698, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1699, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1700, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1701, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial 1702, \$110.00; 1938 Bally's Seeburg's Selecto-Phone, 20 to 1, Serial

CLOSEOUT ON NEW MACHINES

WE ARE BALLY DISTRIBUTORS FOR PA. BALLY RESERVES AND BALLY FREE GAME RESERVES IN STOCK

Rocket Novelty Pin Game, Special \$45.00
 Bally Reserve, with Bank Reserve, List 99.50
 Bally Daily Dozen, Free Game Reserve, List 103.50
 Bally Baskets, New, in Crates, Special 69.50
 Turf Champs, Perfect, High Serial, Special 27.50
 Write for Complete List of New Bally Games at Close-Out Prices.

We carry a full line of New and Used Late Model Center Games, Payoff Tables, Consoles and Arcade Machines.

1/3 Deposit With All Orders.

K C VENDING CO. - 415 Market St., Philadelphia, PA.

ILLUMINATED GRILLS

SAMPLE \$9.95

Third With Order, Balance C. O. D. Write Today for Quantity Prices.

LUMI-CHROME MFG. CO.
 25th and Leavenworth Sts., Omaha, Neb.

How Mills' V-12 Vender Is Made

(Mills Novelty Co.)

I had heard about the Mills V-12 cigaret vender, read about it and talked about it. I had inspected it from top to bottom and from bottom to top. I had opened the machine and attempted to slug it (to no avail). I knew all about the V-12, yet I knew nothing about it. Here was the finished product but how was the machine made? So—straight to the assembly line.

First the cabinet of heavy auto-body sheet is assembled, fitted and welded by master metal workers. Completed and carefully inspected the cabinet is ready to be "finished."

As the first step in the finishing process the cabinet goes to the de-greasing machine. Frankly, I expected to find a laundry tub, a wash rack or shower—certainly not the ceiling-high contrivance that turned out to be the de-greasing machine. One of the giants of the factory, the de-greasing machine does exactly what its name implies—it removes grease. Here the entire cabinet of the V-12 is bathed in a chemical solution, leaving the metal surface chemically clean.

Cruder, less expensive methods might be employed but this machine alone can do the job exactly as it should be done, no de-greaser at no small cost was installed. This one machine—this one step in the construction of the V-12—is symbolic of the care and thoro precision which goes to make up the cigaret vender.

The cabinet, swinging on the conveyor chain, is sprayed, then baked in an enormous oven to bring out the unique iridescent finish. Coming from the oven the cabinet is sprayed again, this time with an iridescent lacquer.

Meanwhile, on a separate assembly line the mechanism, piece by piece, is taking shape. Each man does his work thoro. Each operation is inspected, gauged to the nth degree. No watchmaker ever worked with finer precision.

Assembled, the mechanism passes to the subinspector. With the entire "works" mounted on a turntable the subinspector tests, checks, examines. He feeds cigarette tests, checks, examines. He tests the match thru each column. He tests the matching vending unit. Coins—new coins and thin, worn coins—go into the coin slot. Slugs—brass, lead, paper—every type of slug imaginable, go into the mechanism; every one is rejected. A final adjustment here, a touch there and when the unit leaves the subinspector a new slugproof vender is nearly complete.

The machine has been under the subinspector's observation for more than an hour. No high-speed, mass production here! No time limit to the subinspector's work. His one duty is to pass along a mechanism that is 100 per cent perfect.

But the mechanism, finally mounted in its cabinet, must pass one more critic, the final inspector. He checks the finish, doors, hinges, locks, casters, name plate and once again operates and tests the mechanism itself. With his okeh the V-12 cigaret vender is finally completed.

Pennsy Ops In Campaign

With 150 members signed up new drive is started for fair laws

PHILADELPHIA, April 9.—The newly organized Amusement Machine Operators' Association of Pennsylvania will get its first test of its strength in a situation that has arisen in Lancaster County, it was announced at a meeting in Harrisburg April 9.

The AMOA, now grown to 150 strong, has marshaled its forces and will seek to get legislation which will definitely legalize machines in every county in the State as "machines of skill" and not chance.

A strong campaign is being planned at the next session of the Legislature to seek enactment of laws which will be applicable to amusement machines. The organization will also seek repeal of the \$21.50 per machine mercantile tax now levied.

"This law was passed in 1907 to apply to billiard parlors and bowling alleys and they have made it take in amusement machines which the framers never thought of when they drew it up," President Martin Mitnik declared.

The organization is taking steps to clear out the last vestiges of the undesirable element that formerly was engaged in operating amusement machines and cut out "gambling and racketeering," he said. Harry H. Wexelblatt, of Philadelphia, was appointed corresponding secretary of the organization. He will maintain offices in the suite of Bernard Cohn, counsel for the AMOA, in the Franklin Trust Building, Philadelphia. It was announced that branches of the organization have been established in each of the 67 counties in the State.

Banner Celebrates 21 Years in Biz

PHILADELPHIA, April 9.—Banner Specialty Co. officially came of age in the coin machine business this year, for this marks its 21st year in the field. In looking back over the years President I. H. (Izzy) Rothstein made the observation, "The operator is the backbone of the industry. His interests must be considered first and foremost at all times. We believe that our success in this business has been due paramountly to the fact that at all times we have tried to treat the operator just as we would like to be treated ourselves."

"We have made it a policy not only to guide the operator in his purchases of equipment, but to follow on thru and see that he is getting all the possible profits from his equipment. Adherence to this policy has made it possible for us to operate successful branch offices in Newark and Pittsburgh in addition to our home office here. It also will be the fundamental reason why we will soon be able to announce a big expansion move which we are planning at this time," he concluded.

Bally Hot Vender Operates Anywhere

CHICAGO, April 9.—"Please make it clear," requests Jim Buckley, general sales manager of Bally Mfg. Co., "that our Hot Vender operates on either alternate current or direct current. So many machines have been advertised as for A. C. only that some operators are wondering if the same limitations apply to the Hot Vender machine. The answer is most emphatically no—the Hot Vender operates on any 110-115 volt 60-cycle circuit, either A. C. or D. C. This is because the electric current is used only to heat the merchandise and illuminate the tempting display—not to operate any mechanism. In fact, there is no motor or similar mechanism in the Hot Vender machine.

"Plans are now being completed to greatly increase our Hot Vender production, which will be necessary to take care of the 100-unit to 500-unit Hot Vender routes which will be established by a number of large operators in various sections of the country," Buckley said.

BAKER ANNOUNCES

Creator of Paces Races and a complete line of Coin-Operated Vending Machines.

his new creation . . . A COIN-OPERATED GOLF GAME using regulation golf balls and club.

TRI-PUTT A NEW GAME

is the result of the ever-increasing demand from operators everywhere for a legal game that will produce profits.

LEGAL ANYWHERE

for top-notch locations. Amusement Parks, Carnivals, Arcades, Hotel Lobbies, Golf and Country Clubs, Athletic and Private Clubs, Boats, etc.

as the golf course itself. MEETS CONDITIONS AS THEY ARE TODAY.

people congregate. Be the first in your territory to realize the possibilities of TRI-PUTT. Everyone who is able to walk is interested in golf.

A BIG HIT AT THE SHOW — NOW IN PRODUCTION and READY for DELIVERY

BAKER NOVELTY & MFG. CO.

643 NORTH KEDZIE AVE. CHICAGO, ILL., U.S.A.

Paper Rolls for Paces Races \$1.50 Each. Write for Catalog on Parts.



POCKET POOL

Offers new action, new flash and new player appeal. Takes in profits faster than a slot machine. When coin is inserted, solid aluminum spinning disc vibrates three unbreakable, catalin balls into lively tantalizing action, which rebound from pocket to pocket in breath-taking action. Playing time 15 seconds and Pocket Pools on test locations are netting \$5.00 to \$25.00 daily profits.

Cigarette or Fruit Symbols Penny or Nickel Play

Sample \$18.50

GUARANTEE: Put Pocket Pool on location at once. Watch it get the play and hold it. If you are not satisfied with it in every way, including its earning power, return it to us after 7 days' free trial and receive refund of your purchase price.

AUTOMATIC AMUSEMENT CO.

628-32 MADISON AVE. MEMPHIS, TENN.

TAKSEN'S GRAND OPENING SALE

NOVELTY PIN GAMES		I-BALL AUTOMATICS	WURLITZER PHONOGRAPHS
Silver Flash . . \$27.00	Stoner's Races \$24.00	Turf Champs, Tit. \$30.00	Model P-12.5 \$5.00
Turf King . . 32.00	Carnival . . 18.00	Carom, T&L Mod. 35.00	Model 412. 30.00
Bull's Eye . . 40.00	Track Meet . . 22.00	Pace Finish 30.00	Model 416. 150.00
Long Beach . . 24.00	Line Up . . 40.00	Bally Entry, Like New 100.00	
		CONSOLES	
		Paces Races . . \$ 60.00	
		Ray's Track . . 60.00	
		Track Time, R2 H2. 110.00	
		Dark Horse . . 100.00	
		Bally Turf Special 100.00	

TERMS—1/3 Dep. With Order, Bal. C. O. D., F. O. B., N. Y. C.

LEON TAKSEN 2134 AMSTERDAM AVE. NEW YORK, N. Y.

EXPORT TO ALL PARTS OF THE WORLD
 Cable Address "LATAKE"

Cigaret Ops Defend Biz

About 50 members defend vending machines against legislative attacks

BOSTON, April 9.—Opposition to the petition of Representative Sullivan for legislation to prohibit the sale of cigarettes by machine or other mechanical devices was verbally fought at a State House hearing recently by Stoughton Bell, representing the Massachusetts Cigarette Merchandisers' Assn., consisting of some 40 or 50 operators of vending machines. Hearing before the committee on mercantile affairs was crowded with officials and representatives of these concerns.

Bell pointed out to the committee that these operators have from 10 to 500 machines each scattered throughout the Commonwealth; that in addition to those employed in the manufacture of the machines at least 500 persons are employed by the operators.

Explained Bell: "The operator finds a location and then must service the machine. This means keeping the machine filled with the goods to be sold; keeping the machine in condition; if a small repair was necessary that was made on the location, in case of more serious repairs it was necessary to return the machine to the office of the operator or to the factory.

"By far the largest number of machines are located in taverns where minors cannot go. Others are located in restaurants, service stations, and in all cases under direct supervision of the attendant. The present Massachusetts law provides that whoever sells cigarettes



to persons under 18 years of age is subject to a fine. It is less likely that a person under 18 years of age would purchase the cigarette from a machine which is always in an exposed location than it is that they should purchase them over the counter."

Bell further pointed out that no change is necessary in the present law in order to prevent their sale to minors. He also stressed that even if the proposed bill is passed it is practically impossible to prevent children from getting cigarettes, for today they are found on every table in every house.

"In addition to the machines that are located in the restaurants, service stations, taverns, etc., machines are placed in factories and institutions of one kind and another where a share goes to the mutual relief or entertainment fund for the benefit of the workers and occupants of those places.

"Profits are small and losses great—these losses are due in part to theft and in part to obsolescence of machines—for the manufacturers are continually getting out machines of improved appearance. This necessitates junking old machines or utilization of outmoded machines in poor locations. The average life of these machines is something like two years."

Bell stated that there are some 7,500 machines in Massachusetts at an average value of \$100 and that 75 per cent of the machines in the State are made in Haverhill, Mass., and if this law is passed it will cause a loss to the wage earner not only in the factories of Haverhill but in other factories in which machines are made, as well as to the employees of the operators.

The committee reported "next annual session," and this report has been accepted by the House and Senate, which virtually means its doom.

A short while previous to this hearing Bell appeared before the committee on legal affairs to voice opposition to a proposed act regulating the approval and licensing of slot machines and other automatic weighing and vending devices (The Billboard, March 6).

A Profit for Service

Editor's Note: The following paragraphs are extracts of an address made before the Cigaret Merchandisers' Association of New Jersey by Herman Roskind, of the Axton-Fisher Tobacco Co., on the subject of using private brands in venders.

I want to acknowledge with thanks the invitation of your manager, Mr. Le Roy Stein, to be present at this meeting tonight. I have heard a great deal about your association and your aggressive manager. I do not make this statement merely as a compliment, but I do want you to know this: that your association is acknowledged to be not only one of the youngest but one of the most outstanding in point of management and accomplishments.

The exhibit of the Evolution of the Cigaret Vending Machine which you conducted at your first annual banquet on February 19, 1938, at the Hotel Douglas was an undertaking which, in my opinion, would tax the experience of associations long in existence. The mere fact that you not only conducted the exhibit but that it was attended by hundreds of visitors from the tobacco industry as well as those in the vending field is conclusive proof that your association has achieved a reputation as a trade association which is looked upon as a leader in the tobacco industry.

The sale of cigarettes thru automatic merchandising dispensers is relatively new to the tobacco industry, but the experience of your association has proved that it has now become an integral part of the tobacco business.

When your chairman of the private brands committee requested that I outline to you the possibilities of introducing a private brand of cigarettes I accepted hesitatingly, not knowing that I would meet such a fine caliber of business men who seem to know what it takes to make a success in your particular field of the tobacco industry. The introduction of a private brand of cigarettes, like the introduction of any other commodity, depends solely upon the enthusiasm with which it is received by those who would promote it. If your association is really interested in promoting a private brand of cigarettes it must be borne in mind from the inception of the plan to a successful conclusion that the profits from such a venture can only be derived thru the full-hearted co-operation of all of the members of your association.

I know that you do not dare to hope to supplant any cigarette now on the market and that it is not your intention to substitute your new private brand for any of the so-called "big sellers," but in accepting a brand for your own use you desire to have at least one brand over which you may have entire control. That there can be little or no profit with the introduction of the brand, I know that as business men you are cognizant of that fact. That the brand will show little profit even with intensive promotion is a fact (See A PROFIT on page 82)

N. Y. C. Passes Cigaret Tax

One cent per pack new levy for relief purposes—effective May 1

NEW YORK, April 9.—In spite of united opposition on the part of retail groups, tobacco jobbers and vending operators, the new law levying a 1-cent-per-package tax on cigarettes passed along with two other bills to provide a \$10,000,000 supplementary relief fund for the city. The cigarette tax is expected to supply \$3,000,000 of the total needed.

The other measures of the bill provide a 3 per cent tax on utilities, a 3 per cent levy on liquor and alcoholic beverages and on all meals costing more than \$1.

All the new taxes except the cigarette levy go into effect on Monday, April 11. The cigarette tax will be made effective May 1. This additional time was provided for many reasons. Stamps have to be manufactured, retailers must have a chance to get rid of their unstamped stocks, and the problem of compensating jobbers for the estimated \$250,000 to \$1,000,000 a year it will cost to apply the stamps must be ironed out.

Vending Ops Hit

Altho retail "over the counter" merchants can pass the increased cigarette tax to the consumer, vending machine operators, who account for approximately 13 to 15 per cent of the total sales here, are not so fortunate. Up to now they have been getting a straight 15 cents per package, which enabled them to give 1 cent to the location owner and keep the rest for themselves. With this new levy they are faced with the necessity of shaving down the location's percentage as well as cutting their own operating costs, overhead, etc., in order to operate at a profit. Due to the inability of getting 15 cents into a machine, operators point out that, altho the consumer is intended by the tax law to pay the extra cent, such will not be the case with regard to purchasers of vending cigarettes. By the very nature of the equipment the operator and the location owner will be forced to absorb the cost.

Place 100 New Pop-Corn Venders

DETROIT, April 9.—The Pop Corn Robot Company will shortly have approximately 100 of its new pop-corn venders on location in the Detroit area. W. R. Young, president of the company said this week. Production capacity is being increased, and present orders are going to keep the plant busy for some time to come. It was indicated this week Demand for the machine has been very good and spread over the country generally, it is said.

UNCONDITIONALLY GUARANTEED
against any mechanical defects for one year.
"Lifetime mechanism" vends any nuts, confections, charms, etc.

\$750
Sample

QUANTITY PRICE ON REQUEST

CENTURY MFG. CO.
4156 W. Chicago Ave.,
Chicago, Ill.

Perfume Mdsr. Is Opening New Spots

NEW YORK, April 9.—Bob Grenner, of Mechanical Sales Corp., who last week introduced the Perfume Merchandiser which features the Ris-Charde perfumes, reports that the machines are opening new locations thruout this area.

"This perfume merchandiser is one of the first to be able to break down the resistance of the higher class locations. Its beauty and modernistic design have even gained them an entree into the better beauty parlors. Since seeing them in the International Casino, Paradise, Jimmy Kelly's and other popular night clubs some of the leading ops in town have inquired about these money makers.

"The installation of one of these machines in Jack Dempsey's popular restaurant has been responsible for installations in other famous eateries. The Rivoli Theater and others have also been inquiring about this device. With such inquiries constantly coming in it looks like the Perfume Merchandiser is here to stay," Grenner concluded.

Rock-Ola LoBoys Get Repeat Biz

CHICAGO, April 9.—Sales on LoBoy scales have been greater in the past three and one-half months than in all of 1937, according to officials of the Rock-Ola Mfg. Co. This record, they believe, reflects the attention being given to legal long-life equipment. "Particularly is this true with regard to personal weighing machines where the average person's desire to watch his weight is reflected in operators' profits which come in steadily over a long period of

time," stated N. L. Nelson, head of the games division at Rock-Ola.

"We welcome new operators and extend every assistance to them," he reported, "but we definitely count on obtaining a large amount of repeat business from customers who have bought LoBoys previously. Every spring old customers come back to light, and people who have already purchased 50 to 100 scales previously write in and tell us that they need more LoBoys. This constant repeat business is a sterling recommendation of the steady profits our scales bring in for operators," he concluded, "and is, of course, responsible for the world-wide reputation LoBoys enjoy."

KAY-SEE PEANUT VENDER for BOOTH or BAR
The Ideal Machine for Locations where space is limited.

\$3.00
Each
1 or 100
Complete With Wall Hanger.
Western Mo. and Kans.
Sole U.S. Mfrs. for
"BANG-A-DEER"
The Game That Shoots Real Bullets.

CENTRAL DISTRIBUTING CO.
105 W. Lincoln Blvd., KANSAS CITY, MO.

PERFECT PAC ASSORTMENT FOR VENDING MACHINES . . . \$1.25

TOYS
CHARMS

New! Exclusive PERFECT-PAC contains 250 Charms. Novelties, including Robinsons, Jewelry Charms, Flags of Nations, All Birds, Dogs, Generals, Novelties, Bracelets, Baseball Charms.

Order TODAY!

COLONIAL SALES & NOVELTY CO.
3901 Wayne, Kansas City, Mo.



BEN L. KULICK, vice-president of Rand, Inc.

THE TRUTH ABOUT POPCORN PATENTS!

We have been advised by our customers that they have received letters from attorneys representing certain envious competitors, regarding alleged infringement, warning them to stop distributing and operating the famous U-POP-IT Machine.

Their contention is based upon a design patent and upon another patent, the principles of which we NEVER DID USE and WOULD NOT USE—AND THEY KNOW IT!

The originality and superiority of design plus the matchless construction and performance of our famous U-POP-IT has been acknowledged by everyone in the industry to be outstanding in every respect. The original design of U-POP-IT, the only thoroly perfected automatic corn-popping and vending machine, was developed by Barnes & Reincke, one of the outstanding firms of industrial designers in the country, six months before the date of the design patent mentioned in those letters.

The famous U-POP-IT machine is being manufactured by us in ever increasing quantities under U. S. LETTERS PATENT NUMBER 2113091 AND SEVERAL OTHER PENDING APPLICATIONS. The validity of our patents and applications have been passed upon by two of the foremost law firms in the United States!

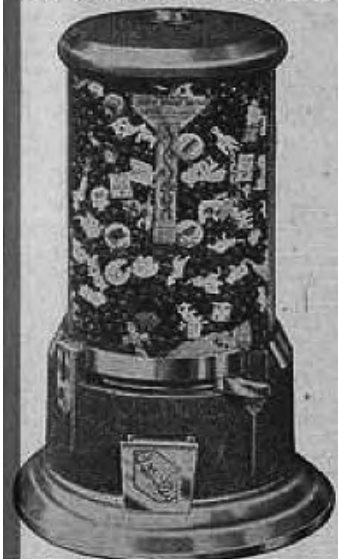
IT IS OUR INTENTION TO PROTECT OUR RIGHTS AND THOSE OF OUR CUSTOMERS TO THE FULLEST EXTENT AGAINST UNWARRANTED AND MALICIOUS PROPAGANDA BY UNSCRUPULOUS COMPETITORS! WE WILL ALSO FULLY PROTECT OUR CUSTOMERS AGAINST ANY PATENT LITIGATION PERTAINING TO U-POP-IT.

REMEMBER—AN OUTSTANDING PRODUCT, WHICH IS SO SUPERIOR TO ANYTHING ELSE ON THE MARKET THAT IT OBSOLETES COMPETITIVE EQUIPMENT IS ALWAYS THE TARGET OF MISLEADING STATEMENTS AND UNDERHAND ATTEMPTS TO DESTROY CONFIDENCE IN THE PRODUCTS OF REPUTABLE MANUFACTURERS!

NOW, MORE THAN EVER, YOU SHOULD INVESTIGATE THE COMPANY BEHIND THE PRODUCT YOU BUY. AFTER ALL, YOU KNOW A PRODUCT IS ONLY AS GOOD AS THE COMPANY BACK OF IT. DAVAL'S THIRTY YEARS OF EXPERIENCE AND FAIR DEALING IS YOUR BEST GUARANTEE OF PERFECTION AS WELL AS PROTECTION!

RANEL, INCORPORATED
 315-325 N. Hoyne Avenue Chicago, Ill.
AFFILIATED WITH DAVAL MFG. COMPANY
 U-POP-IT IS SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

The New Streamlined
SEL-MOR
 IS BRINGING IN
RECORD TAKES!



Enthusiastic operators are buying Streamlined SEL-MORs by thousands! DE LUXE Model in dignified maduro brown crinkled enamel and chromium. Combination TOY and Candy Shop that puts MORE PENNIES! Perfect ejection of TOYS, CHARMS. Tamper-proof, durable. Five-pound capacity. 15 inches high. Put SEL-MOR DE LUXE beside any other machine; watch SEL-MOR out-sell 2 and 3 to 1!

GREAT STATES MFG. CO.
 1601-9 East 39th St., Kansas City, Mo.

Truth Vs. Bunk

By B. L. KULICK
 Vice-President Ranel, Inc.

The intelligent operator of today—the man who depends upon a number of machines he owns and operates to produce a livelihood—must be able to separate the "wheat from the chaff" if he is to avoid the pitfalls that lurk about him. He must be able to distinguish between the reputable manufacturer whose policies are set up to help operators stay in business and make money and the unscrupulous ones whose



V. H. ROWLETTE, vice-president of the Popmatic Mfg. Co., on board the S. S. Evangeline en route to Cuba.

only interest lies in "selling him a package."

The quickest way to analyze the sincerity of any manufacturer and his product is to study the merits of the product itself and to investigate the claims made for it, and above all, to investigate the manufacturer making these claims for his product. Who is he? What is his background? How long has he been in business? Has he ever made good on his guarantees?

In the new automatic pop-corn machine business which offers unusual profit opportunities for the operator it is to be expected that the trade will see evidence of the unreliable high-pressure "promoting" type of manufacturer attempting to cash in on the popularity of the product who, in his anxiety to make sales, will resort to devious kinds of "blue-sky" promotions.

The acts of the insincere manufacturer deserve special mention, for an organization of this kind is invariably the one that will promise anything in order to sell and then turn right around and undermine the activities of the very operators he sells to. Such an insincere manufacturer appeals to operators to handle his equipment and then thru advertising outside the coin machine trade, showing prices in advertising; selling to any Tom, Dick and Harry; selling machines direct to locations, endeavors to wreck the business of the very operators whom he is also trying to sell.

A manufacturer of this type hatches up all kinds of warning ads to cast reflection upon reputable manufacturers, making verbal statements of the most derogatory nature, and, in fact, doing everything possible to bring about a state of uncertainty in the field, thinking he is making a big hit and pulling a "master stroke of salesmanship" by keeping or trying to keep operators from buying any machine but his own.

The insincere manufacturer works on the theory that by knocking his competitors and using every unscrupulous artifice to hinder competitive sales he is going to get the lion's share of the business.

Therefore don't be misled by unscrupulous business tactics. Pay no heed

The BIG HIT!
BINGO BALL GUM
5c JAR DEAL

A LEGAL JAR DEAL!
 Jar Filled with Delicious Full-Wrapped 14c Gum in Flavor, Bright Colors! Winning Tickets inside each 5c Jar in \$20.00; First Prize \$10.00; Second \$17.50. Enclose 1/3 Dollar. Hal. #14900 C. O. D.

\$4.50 Per Dozen
 \$4.75 Sample

Rush Your Order!
BINGO BALL GUM MFG. CORP.
 1123 BROADWAY — NEW YORK



CALVERT
 The ARISTOCRAT
 of all Bulk Venders

The machine you can use 5 different ways and many exclusive features.

Write for illustrated circular, price and terms.

ROY TORR

2047-A So. 68th St., Philadelphia, Pa.

to the unethical manufacturer who in his letters and his advertising condemns, decries, criticizes and warns against this or that. By his very tactics in doing this he implies his desperation in attempting to compete with the sincere manufacturer who has such quality equipment that he doesn't have to resort to "one-time" sales.

FIRST and BEST
POPMATIC
The Automatic Popcorn Vending Machine



Write or Wire Today for Details and Prices

POPMATIC MANUFACTURING CO.
1147 NATIONAL BRIDGE AVENUE
ST. LOUIS MISSOURI

NOW IS THE TIME TO CASH IN ON CASHEW NUTS IN NORTHWESTERN, 33 JR. VENDING MACHINES



\$7.50

Brings a Sample Machine and a Supply of Vendor Cashews

ORDER TODAY! BE FIRST!

WESTERN AUTOMATIC MACHINE CO.
EDDIE FEY
555 Golden Gate Ave., San Francisco, Calif.

Vends CHARMS
(Toss, Nuts, Candies, Etc.)
P-E-R-F-E-C-T-L-Y

New 1938 Model D
SEL-MOR
Sample \$6.00
Only (Cheaper in Quantities)



The Best Machine for LESS! The country has gone Charm-mad! Cash in on the craze! Install the ONE MACHINE THAT VENDS CHARMS PERFECTLY! AS A SPECIAL BONUS guaranteed 2 years against defective parts. (Except glass bowl and lock.) Buy SEL-MOR, SELL MORE!

STAR MANUFACTURING CO.
3301 Wayne, Kansas City, Mo.



CHARMS Not the Ordinary But an Extraordinary Assortment.
Gross Assorted \$1.00
At Low as 75c Gross.
All Best Grade Charms - No Metal.
IDEAL SALES, INC.
1516 Market St. St. Louis, Mo.

cigarette merchandisers' association

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

TOBACCO tax act advocates have been backward in advancing reasons to justify the unfair amount of total tobacco costs consumed by taxes. They point out that these taxes are exact, readily computable and easy to administer. The tobacco industry pays severely because its wares form a convenient tax base and no attempt is made to evade imposts. The traditional argument continues. Smoking is not a necessity and levies against luxuries should be stern.

A careful study of these statements, however, will reveal their basic unsoundness. Tobacco occupies an important place in the life pattern of an individual. Altho not a requisite for existence, as food or clothing, nevertheless provisions for tobacco form an integral portion of the family budget. Smoking has become so thoroughly interwoven in the loom of human necessity that its separation is almost impossible. Accordingly, while the smoking habit is classified as a luxury, as a matter of practice any respectable index of cost of living will include an item allowing for tobacco costs.

The implications of a tax on luxuries are clear. People with sufficient purchasing power to expend upon costly indulgences should contribute correspondingly more heavily towards the maintenance of the government. Disregarding legalistic niceties, luxuries may be properly conceived as yachts, jewels, expensive automobiles, etc.

Smoking products hardly seem to fit into that picture and yet the tax on tobacco is categorized as a luxury tax. By whatever name the tax may be termed its effects are still the same. Despite the designation by which a tobacco tax is known, its burden is not borne by the rich.

Theoretically, the cigaret consumer smoking a package daily contributes \$21.90 each year in federal taxes. When to this amount is added a 2-cent State tax, his contribution rises to \$29.30 and should the State tax reach 5 cents his levy is actually \$40.15. If these figures represent merely the sums paid by individuals for the privilege of smoking they would be heavy. But when it's realized that in reality the tobacco industry assumes a burden representing the aggregate of all these taxes, its severity is enhanced considerably. However, in practice, it is the industry that is most directly affected by tax increases. This policy has been dictated by the force of economic circumstances.

Cigarets represent certain objective values in the minds of the consuming public. The package is known by its brand name, which connotes characteristic qualities recognized wherever the commodity is sold. Whether purchased from the news stand or the cigaret machine, the package possesses the same distinguishing elements peculiar to it alone.

As in any basic measure a cigaret brand's value in terms of dollars is fixed. The consumer has been schooled to certain scales of prices and the industry must assume all additions beyond these itself.

Consequently the net profit allowed the industry on the basis of costs and selling prices is reduced to a minimum and correspondingly its ability to absorb taxes has reached the peak. The industry is already a generous contributor to the government upkeep and additional taxation would have drastic effects upon the entire trade.

THE ALBUM: Everybody in New York knows Sam Yolen. He is a progressive business man and the cigaret merchandising industry owes him a debt of gratitude. It was thru his foresight and ambition that the Cigarette Merchandisers' Association became a reality. He started this movement about three years ago in his home town, Port Chester, N. Y., together with a few other operators. He has seen the CMA grow to become one of the finest trade associations in the United States, but he hasn't stopped yet, for Sam still devotes valuable time and money to further the aims of this association.

Sam never gets excited, nor does he lose his head. Due to his charm and personality, his business has grown. He now has operations both in Connecticut and New York.

I make a correction. Sam did lose his head once. He married the belle of New Haven and, altho still on their honeymoon, they celebrate their 12th anniversary in a very short time. Sam is a sailor. The wanderlust only hits him on Sundays, and then, together with his family (they have two boys) and a good hunch, he is off in his boat in search of some new "treasure island." (Or is it fishing, Sam?)



SAM YOLEN

CMA of New Jersey News Shorts

Charles W. Stange, president emeritus, is busily engaged adding to his zoological gardens in the "wilds" of New Jersey. . . . President Samuel M. Malkin has presented New Jersey with a new idea in the restaurant field, known as the Papoda. . . . Vice-President Milton H. Lewis when not engaged in vending follows the vocation as a lover of music and the fine arts. . . . Secretary John Sharenow, familiarly known as "Johnny" (no relation to Phillip Morris) is not only proud of his cigaret machine operation but also of the new Graham which he now sports about town. . . . Treasurer Leonard Ziegler is still busy counting the profits of the Exhibit and arguing with Beau Brummell Sol L. Kosselman, the counsel, about which bank should receive the deposit. . . . Little Nat Silvestein, guardian of the portals which house the meetings, is still wondering how many more chairs he will need for the next meeting, for since he has been inducted into office the attendance has swelled considerably. . . . Manager Stein has now cooked up another affair for the association and refuses to give the details. However, we have learned from him at an unguarded moment that it will not be a yacht ride, but that baseball will be one of the ingredients of his concoction, a gathering which must be successful considering his other successes. . . . In addition to all other devices to keep the members cool, the executive committee has authorized the installation of a drinking fountain in the association office, all of which proves that to keep cool even in the winter is still the best policy.

Cigarette Merchandisers' Association of Pittsburgh was addressed by Le Roy Stein, of the Jersey association, on January 27, 1938. Twenty-two representatives were present at this State association meeting. Edward J. Dingley, president of Cigarette Merchandisers' Association of Philadelphia, was elected president of the Pittsburgh organization.

Mr. Stein outlined the need for an organization. A temporary chairman and secretary were appointed to form an organization committee to write the by-laws. They are to organize to fight adverse legislation, which includes a 2-cent tax on cigarets and a tax of \$1 on each machine.

Popmatic Exec Back From Cuban Jaunt

ST. LOUIS, April 9.—Cuba is now completely Popmatic-minded and popcorn-conscious, according to V. H. Rowlette, vice-president of the Popmatic Mfg. Co., who has just returned from a trip thru the Southern States and Cuba.

Several big orders were obtained for delivery of the new Popmatics to foreign countries in addition to substantial sales thruout the South, where a number of new distributors have recently been appointed, Rowlette reported.

Combining business with pleasure, Mr. and Mrs. Rowlette made an extensive tour and came back from their vacation well tanned. It is reported that Rowlette lost about a pound of unbrowned skin on the beach, but in all other respects seems fit as a fiddle to carry on his daily task with the Popmatic Mfg. Co.

Speaking of pounds, it is rumored that Rowlette, who is six feet two inches tall and weighs 250 pounds, tussled with a sailfish weighing 168 pounds in Miami and came out victorious. Some fisherman—and some fish!

Lemke Booster of Pop-Corn Machines

DETROIT, April 9.—Henry C. Lemke, Lemke Coin Machine Co., is a firm believer in that old adage "All work and no play makes Jack a dull boy" and is putting the idea into practice. Each week-end, with Mrs. Lemke, he takes a motor trip to some far section of the State, leaving business cares behind him.

Lemke has added two new trucks to his equipment recently. His new popcorn machines, he states, are going one big, and he has discontinued his pin games entirely. Incidentally, he has found a constructive method of disposing of these old machines. He recently sent 168 games to the John Faust Post, American Legion Home Training School. Here 120 boys are learning to be cabinet makers and workers in other lines. The machines are knocked down and the material used by the boys to make tables and various articles. In this way Lemke has disposed of his entire stock of pin games, some of which were only six months old. Hearing of Mr. Lemke's gesture, the local police department has made arrangements to ship to the home 1,100 games which have been confiscated by them. And the idea may be followed out by other owners of pin games which may be too old to use. Anyone wishing to do so may notify the Training School, which will send trucks for the machines, according to Lemke.

A PROFIT

(Continued from page 80)

which I think you will recognize, too, and that there will be substantial profit after the public has had sufficient time to become well acquainted with the brand is the goal toward which you must strive. But if you believe that by the mere introduction of a brand or by merely placing a brand in a machine it can yield a profit greater than that which you now receive from existing brands I advise you strongly not to accept it at all.

My company or any other company will not advise any group of men to vend or distribute any cigaret co-operatively on the basis of an offer of an unusual profit from its small sale. The most any company can offer, and especially mine, is a fair profit on the return for the introduction of a brand over which you have full control. However, I do believe that if your association and others with whom you may wish to cooperate introduce a private brand of cigarets it will make its way in the tobacco world and whether it may assume large proportion is a prophecy which only time can show.

Again permit me to congratulate you and your manager for the splendid work which you are doing in your field. I know from the reports which I have been receiving and from my talks with Mr. Stein, your manager, that you have stabilized an industry in New Jersey—a momentous task—and that you will continue to make the cigaret vending business in New Jersey one which will show a profit to each of you because you cooperate so well with each other.

Crowd Enjoys Fellowship At CMMA Dinner Session

Program is announced as organization renews activities —27 associate members join group—purpose is to represent general interest of the entire industry

CHICAGO, April 9.—The dinner and business session which marked the revival of the activities of the Coin Machine Manufacturers' Association of America (CMMA), held at the Hotel Sherman on the evening of April 8, was in spirit and numbers a good fellowship meeting. The dinner was served at 6:30 p.m. and the crowd filled the Crystal Room of the hotel. Lee S. Jones presided and introduced Dave Gottlieb to explain the general program and plans that would be undertaken by the CMMA for the coming months. Gottlieb, as chairman of the executive committee, recounted briefly some of the history of the national coin machine conventions, how that about 11 years ago the exhibits on display at the Great Northern Hotel, Chicago, occupied only 14 rooms. "We have seen these conventions grow to include more than 280 exhibit booths," he said.

He explained that the CMMA had discontinued its regular activities when the NEA had made necessary the forming of an industry code. Beginning now, in 1938, the CMMA would resume its program of holding annual exhibits for which the organization was originally formed. Exhibit space would be offered at rates about the same as formerly charged and membership fees would permit firms to join on equal voting privileges. Membership to manufacturers was announced as \$50 and associate membership fees as \$25.

"The real purpose of the CMMA is to associate ourselves together to work for the good of the entire industry," Gottlieb said. "This organization is to handle only those general interests that concern us all. Sections of the trade may have their respective groups, but thru the CMMA we will come together as a united industry to work for those policies that will help each and every one. Our meetings will be for free discussion and everyone will have a chance to advance his ideas for consideration."

Others who joined in discussion during the evening included Tom Watling, the "daddy of 'em all"; O. G. Lightner, who thoughtfully suggested the idea that the industry should try to avoid the possibility of two annual shows; Bernie Watling, who mentioned the question of ethics on prices; Ray McInerney, who expressed appreciation for the large attendance, and others who asked for information.

One of the enthusiastic features of the meeting was the presence of a number of manufacturers of parts and supplies for the coin machine trade. These are admitted as associate members. The Howard Foundry Co. led the march of associate members in joining the CMMA and a total of 27 new associate members was announced by the chair as a result.

The business session adjourned at 9:30 p.m. and the majority of those in attendance remained for an informal gathering for gossip, fun and refreshments.



COIN MACHINE MANUFACTURERS' ASSOCIATION starts its new program with a happy crowd of manufacturers, distributors and makers of parts at the Sherman Hotel, Chicago, April 8. Twenty-seven new associate members joined the CMMA during the evening.

Coney Island Is New Exhibit Game

CHICAGO, April 9.—"With the revolving ferris wheel backboard and the shoot-the-chute loop-the-loop ball action on the playing field, there seemed only one name suitable for this new five-ball novelty game of ours," said Leo J. Kelly, vice-president of Exhibit Supply Co. "We believe we are giving the players just about 100 per cent amusement in this new Coney Island. As much fun and thrill as a real amusement park, and coming right now when parks will soon be opening we've hit the psychological moment right on the head," he continued.

"Coney Island has a very beautiful appearance. The chrome mirror metal field acts as a mirror to reflect the colored lights that build right into the special-type bumpers. All lights in the bumpers come on dimly when coin is inserted, but with each bump of the ball these lights flare up in a blaze of color. The loop-the-loop action is entirely new to bumper-type games, and while skill is required to get into this shoot-the-chute section only a few games are necessary to enable the player to enjoy this delightful new feature with every shot. Plenty of color, flash and new action should make Coney Island a long-time attraction for locations everywhere," Kelly concluded.

Chicago Ops Give Thanks to Rock-Ola

CHICAGO, April 9.—A vote of thanks was recently tendered the Rock-Ola Mfg. Co. by Chicago operators and jobbers for giving them the opportunity to again make money here with coin-operated machines, officials of the firm report. "After being closed to all games for almost three years, we spent five weeks in court and a good pile of money to prove that World Series baseball machine is a legal amusement game," Jack Nelson, vice-president and general sales manager, stated. "Now the game is operating without difficulty all over the city."

"Ever since the town closed down it has been a mystery to out-of-town coin machine people why the very city which



COL. CHARLEY HOUSE, hill-billy from Manchester, Ky., now of Louisville, looks over one of Western Equipment's latest creations.

produces over 92 per cent of all coin-operated machines should not permit them to operate. There were many conditions too numerous to mention, according to Nelson, why it was impossible to get any action. Several plans were tried, but all failed until the Rock-Ola Mfg. Co. went into open court before Judge William V. Brothers and secured the right to operate its World Series game without interference from the police," he observed.

"Chicago operators and jobbers have been quick to show their appreciation of our work," Nelson went on, "and a great many of the old-time operators are back in the business with World Series. So much newspaper publicity was given the case that the demand for the game has been tremendous. We have been pressed with demands for the game by location owners thruout the city. This has made it possible for ops to place the game in locations for as low as 25 and 30 per cent to the location owner, thus giving ops a real opportunity to make money with this equipment."

Ray Becker Says He's Going Crazy

CHICAGO, April 9.—"My office telephone starts ringing before I get my hat off in the morning and it doesn't let up until closing time," wailed Jack Keeney's man Becker at a coin game get-together the other day.

"I start to dictate some letters," he moaned "and warg, it's some operator somewhere wanting to know when he can get Kentucky Clubs. I finish talking to him, dictate another three lines, and fingaling, it's some one of our distributors insisting on his getting 20 Track Times today, or else."

"And my lunch hour sees no getting away from the calls because halfway

BUY Groetchen's Master Built SPARKS

ON 10 DAYS FREE TRIAL MONEY-BACK GUARANTEE



SPARKS IS THE 100% PERFECT, AUTOMATIC TOKEN PAYOUT, CIGARETTE, BEER OR HORSE PLAY COUNTER GAME! SPARKS IS BRINGING THE BIGGEST AND STEADIEST PROFITS IN HISTORY! ONLY \$37.50 TAX PAID

Rank Your Order NOW! Enlose One-Third Deposit, Bal. Shipped C. O. D. Exclusive Eastern Representatives ROYAL DISTRIBUTORS 54 Elizabeth Ave., Newark, N. J.

SPECIAL CLOSE-OUTS

- GUARANTEED READY TO OPERATE CONSOLES—AUTOMATIC.
- CLUB HOUSE \$112.50
 - DERBY DAY (TKL) 140.50
 - DOMINOLE (Cash) 48.50
 - DOMINOLE (TKL) 67.50
 - FAVORITE 79.50
 - GRAND NATIONAL (Seeburg) 12.50
 - GOLF BALL VENDER SLOT, 25¢ (New) 149.50
 - LONG CHAMPS 135.00
 - RAY'S TRACK (Late Serials) .. 59.50
 - TANFORAN (Cash) 52.50
 - TANFORAN (TKL) 69.50
 - THOROUGRED (TKL) 62.50
 - TRACKTIME 112.50
- PHONOGRAPHS.
- ROCK-OLA No. 1 \$ 62.50
 - ROCK-OLA No. 2 75.00
 - ROCK-OLA RHYTHM KING (Eac.) 120.50
 - SEEBURG, Model A 69.50
 - SEEBURG, Model E 22.50
 - MILLS TROUBADOUR 17.50
 - WURLITZER #18, Patented and 57.50
 - WURLITZER #12 49.50
 - WURLITZER #12 109.50
 - WURLITZER #12 109.50
 - WURLITZER #20 (Late) 129.50
 - WURLITZER #16 169.50
 - ROCK-OLA IMPERIAL 20..... 185.00

- PHONO SUPPLIES.
- USED RECORDS, per Doz. \$ 0.95
 - PHONO GOALS, Patented and Waterproof 10.50
 - PHONOGRAPH STANDS (New) 10.99
 - CONVERTERS, D.C. 300 Watt. 41.50
 - CONVERTERS D.C. 500 Watt. 59.00
 - PHONOGRAPH NEEDLES Sharp-ended, Per Dozen 1.00
 - PERMO GOALIN NEEDLES (Lots of 10), Each45
- 1/3 Deposit, Balance C. O. D. Cable Address: "Idealco," Phone: Garfield 0072.

IDEAL NOVELTY CO.

BLOOD PRESSURE SELF-SERVICE SLOT MACHINES

BLOOD PRESSURE INSTRUMENTS CO. 4530 PARK AVE. NEW YORK

thru the soup the waitress will tell me I am wanted at the phone and I've got to get 15 Derby Champs to this or that place by Friday or my name won't be Ray Becker.

"My dreams are made up of demon distributors, jabbering jobbers and 'ornery' operators ensnaring my legs in telephone wires and dragging me over giant playing fields studded with sharply pointed stakes," he wailed. "I see Kentucky Clubs hiding behind trees, Track Times jumping in at the windows and Derby Champs darkening the skies. Honestly, if this demand for our games keeps up much longer they'll have to switch my phone calls to some psychopathic ward. I'm going screwball."

Organization Of Music Ops

Move spreads in Eastern centers led by Pennsy and Jersey men

PHILADELPHIA, April 9.—Phonograph operators all along the Middle Atlantic Seaboard are organizing for betterment of their business under the aegis of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey. The aim of the organization is to weld groups all over the country into one strong organization, with Philadelphia as the base.

The latest area to organize is Washington, D. C. An organization meeting was held in the Hayloft Club of the Capitol on Wednesday (6), with about 30 operators from Washington and vicinity present. The organization was modeled along the lines of the local group, Frank Hammond, business manager of the Pennsylvania unit, was the principal speaker.

R. L. Tranter, formerly of the Silent Sales Corp., was appointed executive secretary of the Washington outfit. The operators attending the first meeting represented more than 80 per cent of the industry in Washington, Baltimore and Northern Virginia. It was said. A meeting of the newly formed Newark chapter was held in the Military Park Building in that city on April 5.

Phonograph operators in the Central Pennsylvania section are urged to attend the next meeting of the "up-State" chapter to be held at the George Washington Tavern, Lebanon, on April 18.

Modern Has Phono Repair School

NEW YORK, April 9.—Phonograph men here are reported to be indorsing heartily the new phonograph repair school which Modern Vending Co. has established. "Just a few weeks ago," stated Nat Cohn, "we announced the establishment of a complete parts department for phonos so ops would no longer have to write to the factory for the parts they needed. Now we've gone a step further. Trained mechanics from the Wurlitzer factory are teaching operators and their service men the easiest way to service the machines as well as the correct manner in which to repair them. Some of the men have been spending full days here in order to get better acquainted with their machines."

Cohn added that the interest ops are manifesting in the school is proof that they realize the importance of taking a course in correct factory repair methods so that they can better understand their own machines and also be in a position to repair these machines better and faster when necessary.



"Ti-Pi-Tin" Tops Sheeties; Air Leader Is "Education"

By DANIEL RICHMAN

NEW YORK, April 9.—For the fourth time in succession *Ti-Pi-Tin* held its first position on the sheet-music line-up and the great over-the-counter demand for it as evidenced by its No. 1 spot on the lists of seven leading music dealers and jobbers gives every evidence that there will be no slackening of its pace for several weeks to come. Tune slipped a notch on its radio performances, but that means little or nothing, for next week can find it back heading that list, too, altho it's got plenty of competition there from *You're An Education* and the college swing ditty, *I Fall in Love With You Every Day*, which took a rather surprising jump into second place. *How'd-ja Like To Lose Me?*, from the same film, had seemed more likely to go to the head of the class first, but at that it's doing all right and both tunes will probably be up among the leaders for some little time, especially after the release of the picture. Their sheet-music standing is another matter, however, for neither has made a dent in that field as yet. *How'd-ja Like To Lose Me?* slipped off after a weak start in 15th place last week, and its companion song has yet to make its debut among the glorified 15.

You're An Education shows the same discrepancy between sheet sales and radio plugs, for it's been heading the latter list for two weeks in a row now, but makes its appearance as a best seller only this week, and then in an uncertain ninth position. Indications are, however, that it will go higher, altho it would be going out on a very long limb to say that it will eventually be a front runner. One tune for which a pretty accurate prediction may be made is the ballad *Please Be Kind*. If this one doesn't reach the top spot on weekly sales, then the music business is even more unpredictable than everyone in it knows it to be. Every sign points to lead position for the tune, it has climbed steadily since making its bow; it's exactly the type of pop ballad that always has and always will sell in a big way, and there doesn't seem to be any other song of similar nature in sight to challenge it. Radio has been very kind to it, and the sheet-music buying public is asking for it in greater numbers each week.

On the Sentimental Side, from Bing Crosby's *Dr. Rhythms*, looks very promising also. It's hovering around middle position as far as plugs are concerned, but look for it to go up with the opening of the picture. Its debuts on the best seller list in 10th place and the film ought to help in sending it much higher than that. Another picture tune that's doing a bit of radio climbing is the Jerome Kern - Dorothy Fields *You*

Couldn't Be Cuter from *Joy of Living*, but it's not quite the type ever to be a leader, due to a tricky tune and lyric, the cleverness of which is lost on the general public.

More to radio fans and music purchasers' taste is *Just Let Me Look at You Tonight* from the same pic, a sweet danceable singable romantic number which hasn't gotten started yet, but which when it does should prove to be an ever bigger thing than its predecessor of a couple of seasons ago by the same writers, *The Way You Look Tonight*, because in our opinion it's a better song.

Casualties on both lists were plentiful this week. 11 tunes dropping from important air-wave standing, with only three new ones coming up and five songs retired as regards sheet-sale performance.

Three of the latter are probably off the roster for good, namely, *I Double Dare You*, *Moon of Manakoa* and *A Gypsy Told Me*. Of the other two *It's Wonderful* should certainly reappear, for it's rising nicely on the networks. *I Love To Whistle* is doing likewise, jumping two steps on the ether and holding its position as a seller. The general showing of the *Mad About Music* flicker of which it's a part won't hurt its chances any either.

Of the stand-bys for the past number of weeks not much can be said. The two *Snow White* novelties, *Heigh-Ho* and *Whistle While You Work*, and *Thanks for the Memory* are clinging pretty much to the same positions. Any week, however, is apt to see the latter two dip down sharply in both sales and plugs, while *Heigh-Ho* may linger around near the top a bit longer. *Gold Mine in the Sky* has practically deserted the networks, but its selling power is rapidly developing into the eighth wonder of the world.

Some Day My Prince Will Come, another *Snow White* starter, is apparently starting to sell without any visible support from the bands. It's unlikely that it will amount to anything nevertheless, unless it gets plenty of air plugging. The same thing applies to *The Old Apple Tree*, which is back in 14th place after being absent for a week.

Love Walked In and *Goodnight, Angel*, from *Goldwyn Follies* and *Radio City Revels*, respectively, are good for several more weeks of nice performances, but neither will ever be any bigger than it is right now in all probability. *Let's Sail to Dreamland* looks good in the pop ballad field, in spite of a slip of three after a promising start on the sheet list. Keep an eye on Benny Goodman's *Don't Be That Way*, Louis Prima's *Where Have We Met Before?* and the Teddy Powell ballad *Beside*.

Reports Rock-Ola Best March Biz

CHICAGO, April 9.—While general business nationally is reported to have slowed down since the first of the year, the executives of the Rock-Ola Mfg. Corp. announce that the company has enjoyed the best business for the month of March in its history.

At a conference of executives of the company David C. Rockola, president, commented upon the commendable showing made by his organization. During his talk Rockola stated: "If every business organization would proceed intelligently with its carefully calculated plans, regardless of what course others may follow, the country should quickly pull itself out of the so-called recession."

He declared that Rock-Ola had countenanced no recession in its business. "We have gone forward with our plans without regard to any factors which might discourage others. Because we have manufactured our high-grade equipment and have a waiting market we have supplied that market even if we have had to apply ourselves a little harder to overcome obstacles."

Rockola expressed the thought that to have prosperity there must be a free-buying public. Manufacturers, too, he said, must be included in this buying group, because they must buy raw materials, labor, transportation facilities, etc., before they can sell. The whole structure of business begins with buying, he asserted. "Whenever manufacturers start retrenching," he continued, "they automatically stop buying supplies, products, parts, etc. Like a chain-letter campaign, this goes on and on with violent repercussion until the business of the entire nation paralyzes itself."

He mentioned the other side of the picture: "However, the sound manufacturer who forges straight ahead with courage and confidence supplies not only the ultimate consumer but makes business for the many pre-manufacturing units which are necessary as a source of supply. "For instance," he cited, "right here in our own plant few realize the hundreds of thousands of dollars we spend with other organizations for supplies to manufacture our products. Within the past few months we have given orders to three screw machine factories which will keep them busy for 90 days. We have ordered 25 tons of steel, 10 tons of die castings, three tons of rubber parts, tons of plugs, a whole trainload of lumber, crating material, etc. These are just a few of our extensive manufacturing needs. But think what a difference this makes to the various sources to which we turn. It's not difficult to imagine then how the entire country would prosper if every manufacturer tried to adhere to this kind of policy as closely as possible."

Rockola explained that when the manufacturer buys his buying gives employment to thousands of people outside his own company. Then in the process of his own manufacture hundreds of people are employed; a selling organization is built which supplies work for the middleman until the products reach the consumer, who is able to buy the service or product because he has money in his pocket to pay for it.

He admitted that naturally there were many factors involved in bringing about prosperity, but he thought that if every business man could exchange fear of the future for courage and confidence and could proceed with his "buying" with its consequent results a prosperous future nationally would soon be on the way.

McCormick Doing Big Spring Biz

GREENVILLE, N. C., April 9.—J. S. (Mac) McCormick, head of the McCormick Machine Co., reports that he had had no time to enjoy a good case of spring fever this year, for ever since he announced the repointing of worn phono needles he says he's been kept constantly on the job.

"The men have been sending them in in batches," McCormick stated, "and our entire force has been double-timing it to get them back to the ops as fast as we can. A sure sign of the fact that this process of ours is scoring with the men is the fact that they are sending needles in week after week to be serviced," he concluded.

Sheet-Music Leaders

(Week Ending April 9)

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 Haged Music Company and Western Book and Stationery Company, of Chicago.

Debuts Last Wk. This Wk.	
1	1. <i>Ti-Pi-Tin</i>
2	2. <i>Heigh Ho</i>
3	3. <i>Whistle While You Work</i>
4	4. <i>Please Be Kind</i>
5	5. <i>Goodnight, Angel</i>
6	6. <i>There's a Cold Mine in the Sky</i>
7	7. <i>Thanks for the Memory</i>
8	8. <i>Love Walked In</i>
9	9. <i>You're An Education</i>
10	10. <i>On the Sentimental Side</i>
11	11. <i>I Love To Whistle</i>
12	12. <i>Let's Sail to Dreamland</i>
13	13. <i>Some Day My Prince Will Come</i>
14	14. <i>The Old Apple Tree</i>
15	15. <i>At a Perfume Counter</i>



A TABLE FULL of well-known Wurlitzer music ops and distributors: left to right, A. A. Seger, Asbury, N. J.; E. Masterson, Elizabeth, N. J.; J. A. Dartsin, Wurlitzer district manager of the metropolitan area; Babe Kaufman, New York City; W. Ashmore, Asbury, N. J.; M. Ehrenfeld, New Jersey; Jerry Morris, Plainfield, N. J., and Sam Rabinowitz, New York.

Phono Manufacturer Wins Place In Ranks of Boosters' Brigade

A manufacturer of coin-operated machines can be listed among the firms that have taken public steps to declare themselves as members of the Boosters' Brigade which is slowly but surely forming to break the damnable weight of discouragement and useless knocking that has put business generally in the dumps.

The idea was recently expressed by C. P. Hughes, business editor for The New York Times, who said that business executives of this country sure have done a good job in selling business "down the river." With heads of business breaking into print every time they could to talk "lack of confidence" and predict dire gloom about the future, Mr. Hughes says that no better way could have been found to ruin not only business but the country as well. Moreover, newspapers have continually featured on the front page all this gloomy stuff until people are sick with the whole mess.

Last week we called attention to the fact that a number of business and financial editors were already pointing out the foolishness of such a procedure, that the actual figures on business did not call for such talk of "lack of confidence," etc. Some of these editors have suggested that men with intelligence to head business enterprises would have better sense than to be whining for publication all the time. The disease is catching and its serious effects are now being felt by the entire nation. Under ex-President Hoover we were treated to three years of "smear Hoover," which helped to make a bad depression much worse. Now we are being treated to the same old plan when it would seem that business men would begin to learn something.

At bottom, the whole sorry mess is due to partisan politics, which is about one of the most foolish reasons that could be given for crying down business. Yet there are millions of people who would ruin themselves and everybody else for whatever joy they get out of being partisan. I have for a long time held to the view that we are all "damfools" when it comes to politics and religion.

Well, however foolish it may be to be partisan, we can all be thankful that several business and financial editors have seen the light and are beginning to spread the spirit of the Boosters' Brigade. We published an advertisement not long ago of a drug store down in Texas that had caught the spirit. In this article an advertisement of a New York store is being reprinted. It all goes to show that some people are seeing the light.

Coin Machine Firm

It is a privilege to be able to say that a member of the coin machine trade is also making public expression of its confidence in the future, altho the trade knows full well there are some dark spots. The Rudolph Wurlitzer Co. has announced the publication of a bulletin at intervals which will bear the cheering title of HEADS UP. Its purpose evidently is not only to boost the automatic phonograph business but to boost the music business generally.

Anyone who knows anything about the music business knows that it can use lots of boosting. It did not require any

reading between the lines to know that there were some warnings ahead when the Wurlitzer firm announced a reduction in the production schedule of automatic phonographs for 1938. Unemployed musicians in the field of music also form a constant problem. All these things have to be faced, and yet it would be much easier to face them if business in general was marching under the banner of HEADS UP instead of the constant stream of gloomy predictions which come from the heads of too many business enterprises.

A banner like HEADS UP ought to do a lot of good in the music business. Musicians and music lovers ought to be naturally cheerful at heart. If there is any business or profession that can sing when all the world goes wrong it ought to be the music business.

A Store Advertises

We reprinted the advertisement of a Texas drug store in the coin machine section recently because of the sensible tone of optimism in it. More recently national attention has been called in news and editorial columns to the advertising of the Hearn Department Stores, Inc., in New York City. It may be entirely possible that some smart advertising man figured that the store could get a raft of free publicity by cashing in on a theme that is certainly unusual at the present time. Whatever the inner motives may have been, the Hearn advertising has a message that deserves repeating in all trades in all parts of the country.

Here is the advertising copy appearing in the March 25 issue of The New York Times:

"SHAME ON YOU, AMERICA! You have been scared stiff, out of your wits, by a little mouse. The country over, millions have been thrown out of employment and even more have been thrown into distress because business men have lost their confidence. Confidence in what? This country is no less rich today than it ever was. Its workers are no less competent and no fewer than they ever were, and I for one say that it has never had a more earnest, a better willed and a more determined Government than it now has. Why, therefore, this loss of confidence?"

"I grant that this country is not free of danger. It has had its public enemies and is still not free of them, but it is for us business men to fight these dangers and these enemies—not our Government. It is for us to join hands with the Government and work so that prosperity and happiness will again rule in this land.

"The first duty of every business man, big and little, is to do what he can to stop waste.

Public Enemy No. 1

"WASTE IS THIS COUNTRY'S PUBLIC ENEMY NO. 1. Waste takes many forms, but the form in which it is most destructive to the welfare and security of this country is the waste thru the idleness of its wage earners. This waste must be stopped if we value our freedom—if we value our civilization. Speaking as an individual, and also as the head of the Hearn Department Stores, I am prepared to make every sacrifice to help stop it. It is my hope that other business men will join in. I am convinced that if enough follow, prosperity will be here again.

"Hearns proposes to be instrumental in starting as many factories as possible, working full time—perhaps at its own risk, but fully confident that it will be supported in taking that risk by the intelligent opinion of the community.

"By itself, of course, Hearns can make but a very small dent in the depression. But it can set an example, and if my confidence in the business intelligence of this country is well placed that example will not prove in vain. Starting factories going that are now idle will serve a double purpose!

"1—It will give work to men.
"2—It will reduce the cost of things that those men produce.

"Both ends are equally desirable. But it is in the latter, of course, that Hearns—as a mercantile establishment—is the more interested. Hearns is going to use every means in its power to break the present deadlock between unemployment and nonconsumption.

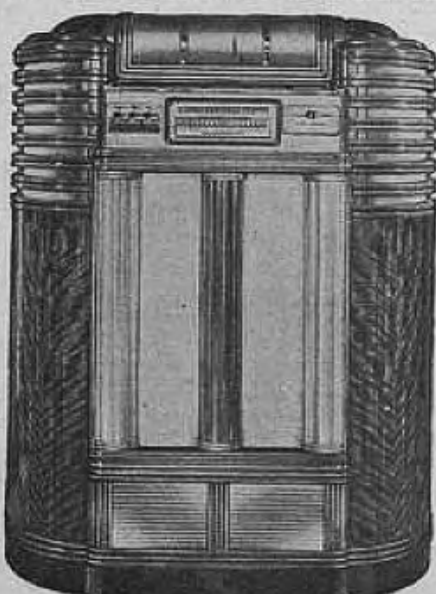
"There must be consumption if there is to be employment. There must be employment if there is to be consumption. Hearns is going to give employment so that there may be consumption, and it is going to reduce the price of what is produced to the very lowest possible in order to make that consumption as large as possible. Hearns has never had more confidence in the future of this country nor the future of the government of this country than it has now."

Lookers-On

"That the unique event and the ad-

Sell Your Music with **COLOR and LIGHT--**
Seeburg Original

★ **COMPLETE CABINET ILLUMINATION**



**SELLS
More
MUSIC!**

Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

The **CONCERT GRAND**

20 RECORD MULTI-SELECTOR (Seeburg Symphonolas)
CONCERT GRAND - REGAL - GEM



J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

Wurlitzer Phonographs

MODELS 312 AND 412 (Late 1936)\$190.00
WURLITZER SKEE BALL 175.00

Novelty Pin Games From \$3.00 Up (Write for Price List)
Reconditioned—Ready To Operate. Terms—One-third with order, bal. C. O. D.
SETHCO SALES COMPANY, Limited, MONTREAL, QUEBEC

PRODUCED BY SCIENCE and SKILL

PERMO POINT

THE WORLD'S MOST PERFECT
LONG PLAY PHONOGRAPH
NEEDLE

MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

Insist on **PERMO-POINT**

The Only Needle for Dependable Performance

IT'S ALL IN THE PATENTED ELLIPTICAL POINT!

PERMO PRODUCTS CORP.

Metallurgists—Manufacturers
635 RAVENSWOOD AVE. CHICAGO, ILLINOIS

Advertising attracted wide attention may be seen by the following news report of the first day. One interesting fact is that there were many lookers-on, other mechanics, organization officials and (See PHONO MANUFACTURER page 88)



NEW WURLITZER PUBLICITY designed to boost the music business in general.

USED PHONOGRAPH PRICES

By WALTER W. HURD

Recent discussion of the publishing of prices on used phonographs has made the subject so general that it might as well be brought out in the open for fair and reasonable consideration.

Everybody in the music business has known that it had to come sooner or later, but to the credit of the thoughtfulness and co-operative spirit of the automatic phonograph trade generally the subject has been kept quiet as long as possible.

The first discussion submitted to us for publication was written by Al Bloom, of the New York music operators' association. He strongly urged that the question be brought up before the 1938 Coin Machine Show so that some steps could be taken. His chief proposal was that phonograph manufacturers immediately adopt some kind of trade-in plan for the business. That was in December, 1937, and at the time I considered the subject too "hot" to bring into the open. I understood the New York music operators had thoroughly discussed the subject in regular session at that time.

Philadelphia Operators

In *The Billboard*, March 26 (page 24), we published the following news comment relating to the Philadelphia music operators:

"PHONO OPERATORS SAY OMIT PRICES. Trade publications should cease publishing the prices of coin-operated phonographs on the ground it gives away trade secrets of operators and distributors. Frank Hammond, business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, declared here March 17.

"The organization's Philadelphia chapter includes 32 companies. There are branches in Reading and a newly formed group in Newark.

"Hammond declared that the organization could not get favorable legislation passed in either Pennsylvania or New Jersey because of the public 'give-away' of prices of machines, etc.

"Officers of the organization include: Frank Engel, president; Jack Shepperd, vice-president; M. Margolis, treasurer, and Joseph J. Nellwig, secretary.

"Editor's Note: It has been the general impression that phonograph advertising has been free of prices, at least more so than any other type of machines. We have asked the phonograph operators for more details on the exact nature of their complaint."

The above news item brought a comment from Harry Graham, general manager of the Marquette Music Co., Detroit, that on the very same page with this item and comment was an advertisement of used phonographs at \$67.50!

More recently the Arkansas music operators' association has brought the subject into the open by addressing letters to the manufacturers and also to *The Billboard*, calling attention to the difficulties that the publishing of prices on used phonographs causes in dealing with

locations about commissions. Location owners who see these low prices on used phonographs take the attitude that operators get all their machines at these prices and hence should pay higher commissions to the location.

This is the point at which the situation seems to be pinching, that is, the selfish and unreasonable demands which locations make when they see the prices on used phonographs. This subject will be treated in a later editorial.

Advertisements

Manufacturers of phonographs have consistently from the beginning refrained from publishing prices on new phonographs. Their problem in this respect has been much simpler than that of the games manufacturers who have published prices in their advertising, even in the face of heavy criticism from operators all over the country. The games manufacturers started publishing prices when games were very low in price and quick volume was the thing. It is a much simpler business proposition to withhold prices on units that are high in price when it comes to trade-paper advertising.

Those who turn their memory back to 1933 and 1934 will remember how hot the subject of prices and selling to locations became in the games business. At that time *The Billboard* was even denounced publicly at the national convention as well as at local meetings. I took the position then, as I do now, that the games business was facing or soon would face much more serious troubles than the difficulties caused by prices appearing in the advertising. It is easy to see, of course, how much easier it would have been for the operator all the way thru if the practice of publishing prices had never become general. But the games people, from operators to manufacturers, now know that they had worse troubles than the matter of published prices.

In the light of experience, and with the high ethical standards in the music field, it ought to be possible to discuss the phonograph situation and come to reasonable agreements much sooner than in those days.

The advertisements now causing embarrassment to operators are those of used phonographs, the advertisements apparently being placed by distributors, jobbers or by large operators.

Trade-Ins

Everybody in the music business knows how the average distributor or jobber of phonographs has reached the stage where he must take in an old machine on practically every new machine he sells. Some of the manufacturers of phonographs have for some time recognized this condition and have definite plans made to meet the situation, which may or may not be announced.

There are other commercial developments in the phonograph field which may have a direct and important bearing on the used phonograph problem. It is not proper for a general publication to announce these things until the firms concerned make their own announcements, and then it becomes news. It is possible that commercial developments in the phonograph field may do more in a short while to improve the used phonograph situation, or to make it worse, than all the discussion and agreements could ever do.

As the situation stands today used phonographs are a definite and big problem in the music field. Firms or large operators who are advertising them have a burden on their hands that they want to get rid of. If they can't sell them thru the trade press they will sell them one way or another. Even the operator who complains about advertising prices, etc., today may six months from now be trying to unload used machines and would kick like the dickens if he couldn't advertise them as he desired.

There are reasons why so many firms advertise prices on their used phonographs or they would not be doing it. These things must be considered as a business problem and business never runs smoothly. Even if all prices were omitted from advertising of used phonographs many things would still remain to cause upsets here and there.

Gerber & Glass

As has been mentioned, it may be that the music trade because of its high ethical standards will voluntarily

agree to make adjustments to settle the matter of advertising prices on used phonographs. If a satisfactory solution is reached it will have to be a give-and-take proposition. That is, manufacturers, distributors, jobbers, operators and the trade press will have to make sacrifices if any good at all is to be accomplished. All phonograph manufacturers will have to face the used machine problem, as some have already faced it, and so on down the line. To ask the firms that have been advertising prices to suddenly cease, or to turn to direct mail circularizing to dispose of their used machines, is asking them to bear too much of the burden of an industry problem.

But the co-operative spirit may go a long way. As an example of what can be done, when this question came into the open, the distributing firm of Gerber & Glass (Chicago) emphatically stated their policy never to publish prices on used phonographs. They pointed to the fact that already this policy is in practice. Their advertising of used phonographs says, "Write for Prices." Everybody in the business knows, of course, that any location can "write for prices" or can get prices on any machines made (just as I frequently find out the wholesale prices of goods I buy in the stores), but if this example set by a distributor spreads and becomes general in the trade it will go a long way toward eliminating prices on used phonographs in advertising.

Arkansas Letter

Now let's consider some of the discussion on the subject. Here is a letter from the Arkansas music operators' association sent to *The Billboard*:

"The Arkansas Music Operators' Association in regular meeting on March 27 requested that I write to you and register the association's complaint that it works a great hardship on them to have *The Billboard* advertise so many second-hand phonographs for sale in which the reduced prices are given. When the question of percentage comes up with the location and the operator undertakes to defend himself by giving the cost of the phonograph he is too often confronted with the fact that the location can show him in *The Billboard* where the machine cost one-half or one-third of what he says his investment in the machine amounts to.

"They feel that *The Billboard* in advertising the sale of used phonographs should not give the price. There is really some hard feeling on the matter. I would appreciate an expression from you to read at the association's next meeting.

A similar letter was sent to manufacturers of phonographs, requesting them to use their influence with *The Billboard* "to discontinue giving prices when it advertises used phonographs for sale."

In consideration of this letter some brief statements can be made:

1—There are some very definite legal and business considerations for any publication to weigh before it undertakes to prevent advertisers from quoting prices in their advertising.

2—If *The Billboard* flatly refused to publish prices in paid advertising, other forms of advertising would be used that can be far more detrimental to the trade than the publishing of prices in our publication.

3—Operators who talk cost of machines to locations are very poor salesmen. There is only one reason for the operator and that is the service he gives to the location. Nothing can replace him on that point. If it is only a question of the cost of machines then locations should buy their own machines instead of dealing with an operator.

Operators of games and phonographs who talk the high cost of machines to locations are like the vending machine trade back in the golden days of 1928, which was always talking to locations about how vending machines would displace human hands. The vending machine trade until this day is still suffering from that foolish talk, and bill after bill is being introduced to tax the machines out of existence. Everybody knows, of course, that vending machines cannot displace human beings. But unwise sales talk back in 1929 did the damage.

My advice to operators in any field would be to steer as far as possible from discussions about the cost of machines. The cost of the machines doesn't

matter so much—it is the service which the operator gives that no location can duplicate at the price.

Manufacturers

Since phonograph manufacturers received letters from the Arkansas group some of the manufacturers have already communicated with us. The following letter is typical of those received:

"We are inclosing herewith copy of letter we have just received from the Arkansas Music Operators' Association, Inc., and believe the point it brings out is well taken.

"After all, the location never invests anything to purchase and produce the music for its patrons. The operator is the one who makes all the investment changes the records, etc. We feel the locations where phonographs are operated are fortunate in having music produced for them at a profit to themselves. Every other expense in running the taverns is an expense which must be stood 100 per cent by the location—such as rent, light, water, heat, food and beverages. On the other hand, the operator supplies them with music at no charge; in fact, pays them a profit for doing it.

"Music in the tavern is about as necessary as any of the above listed expenses.

"The operators in Arkansas are complaining because your magazine is taken by so many of these locations. Manufacturers when advertising never print the list price and we feel it would be a good policy to stop printing the selling price of new or old machines which exposes their price to location owners. This is wrong to our way of thinking.

"After careful thought, we would like to hear your decision."

The above letter calls attention to what the operator does for the location, which will be the basis of a future editorial on the subject. After all, every operator knows there are many location owners who are as greedy as the devil, and there begins the argument about commissions which is the painful issue that every operator must face almost every day of his life. If all location owners were the type of business men they are supposed to be they would thank the operator for his service as well as gladly give him the standard commission for such service.

The Solution

So it is plain that any solution of the problem of publishing prices on used phonographs calls for co-operation and some sacrifices and reasonableness on the part of locations, operators, distributors, manufacturers and ourselves alike.

Houston Music Ops. Hold Big Social

HOUSTON, April 9. — March social meeting of the Music Operators' Association of Houston was held March 11 in the Buckhorn Tavern, guest barroom of Southern Brewery, of Houston. Barbecue beef, bread and all the trimmings and plenty of good old beer (treat, of course, of Southern Brewery) put the fellows in a genial mood and a really sociable evening was enjoyed.

Preston Hopper, a former music operator and association member and now employed by Southern Brewery, was host to the music men.

Guest speaker was Joseph (Joe) King, the first gubernatorial candidate to pay his filing fee. King was at one time advance agent for Sells-Floto Circus, later an operator in Harris County and at present owns one of the best known night clubs in this section. His speech was well received.

RECORDS REVIEWED—

(Continued from page 15)

tractive, giving the melody a likable rhythmic lift, for *My Heart Is Taking Lessons, Lost and Found*, Russ Columbo's *You Can't Madness and John Peel* (BL), an English folksong skillfully knitted to a swing pattern. The "stop and go" style of FRANK DAILEY is only mill-race stuff, the mediocre orchestrations of *I Love To Whistle, An Old Straw Hat, Top Trampet and In Bed With Striped* (BL) masking to an extent some of the capabilities that seem to lie latent in this new combo.

Operators! Read This

NEW LOW PRICES

ON RECONDITIONED PHONOGRAPHS.	
WURLITZER P-10	\$ 65.00
WURLITZER P-12	82.50
WURLITZER 412	109.50
WURLITZER P-400	132.50
SEEBURG SYMPHONOLA, Mod. A (Waiting)	75.00
SEEBURG SYMPHONOLA, Mod. A (Red or Green)	69.50
SEEBURG SYMPHONOLA, Mod. A (Straight Dr. Sing. Prod.)	82.00
SEEBURG SYMPHONOLA, Mod. A (Equipped with Illuminated Grill)	90.00
SEEBURG SYMPHONOLA, Mod. B	100.00
SEEBURG SYMPHONOLA, Mod. B (Equipped with Illuminated Grill)	115.00
SEEBURG SYMPHONOLA, Mod. C or D	115.00
SELECTOPHONE	35.00
ROCK-OLA MULTI-SELECTOR	75.00
MILLS DANCEMASTER DE LUXE	64.50
MILLS DANCEMASTER	39.50
MILLS TROUBADOUR	25.00
SELECTOPHONE DE LUXE	39.50

Photographs of Models Listed Sent on Request.

TERMS: 1/3 Deposit With Order. Send for Our Latest Price List on Pin Games, Slots, Automats, Counter Games, Sells, Etc.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

Praise and Orders For Seeburg Phonos

CHICAGO, April 9.—Echoes of the praise given the new Seeburg Symphonolas, the Concert Grand, Regal, and Gem, at the Coin Machine Show three months ago still reverberate in daily communications to the J. P. Seeburg Corporation plant. And those communications are additional orders for these new phonographs. The comments about the new Seeburg Symphonolas at the time of the show concerned themselves mainly with the beauty and further improvements in these automatic phonographs.

Today these same commenters declare that the brilliant lighting and coloring of these new Symphonolas has proved its great power of attraction. These operators report that this Seeburg complete colored cabinet illumination has helped them attain new profits and new locations in a blaze of glory.

Other features incorporated on these new Symphonolas by the Seeburg engineers are the high fidelity compensated tone amplification, the triple tone flow and the new conveniently placed instrument panel that permits each patron to make his selection, then insert his coin, more easily. The Seeburg record preference meter gives operators an accurate check on the popularity of every record in his machines, thus enabling

him to operate these machines at maximum efficiency and profit. It is these two factors—efficient and profitable operation—which have constantly been borne in mind by the J. P. Seeburg Corporation in producing such outstanding phonographs as Seeburg Symphonolas are acknowledged to be.

New Orleans

E. M. Oertle, Brunswick, Vocalian sales supervisor for the Southeastern territory, reports heavy sales of all types of modern recordings. Swing, race and ballad records sales continue to climb to new peaks. Oertle reported before leaving Monday for a swing thru four states, East Texas, Arkansas, Mississippi and Louisiana.

We understand that South Dixon, well-known Tennessee phonograph distributor and operator, is marketing a new tinite grill front for music machines this week.

Lon Bagnall, Tallahassee music operator, traveled west this past week and was last seen in conference with F. A. Blalock and Bill Fletcher over at Pensacola. Fletcher is Marianna operator.

Homer Perkins, head of the Southeast Music Co., Birmingham, stopped over for a short time in Mobile and other South Alabama points this week on a business trip. Perkins shows his usual

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWEET MUSIC

HORACE HEIDT Brunswick 8096 Who Are We To Say? and Shadows on the Moon (two of the softer tunes from The Girl of the Golden West, with vocal interludes predominating).

JIMMY DORSEY Decca 1724 At a Perfume Counter and Love Walked In (Jimmy is foremost a swinger. But just like his brother Tommy, can dish it out just as smoothly and sweetly).

BERT BLOCK Vocalion 4006 Just Let Me Look at You and You Couldn't Be Cuter (the two sellable songs from joy of Living in the distinctive bell music style that's sellable).

RUSS MORGAN Brunswick 8101 It's Easter Said Than Done and Jezebel (that Morgan manner is mighty nice when lights are low).

SWING MUSIC

TOMMY DORSEY Victor 25813 Comin' Thru the Rye (Tommy never goes sentimental on the Scotch ballads). I Never Knew (one of the oldies dressed in that Gandy Dorsey style of sweet swing).

JAN SAVITT Bluebird 7493 The Week-End of a Private Secretary (Carlotta Dale sings it swell, 'bout those Havana cruises while Savitt syncopation makes you shuffle. Stop! And Reconsider (a Larry Clinton compo set to the Savitt shuffle style).

CHICK WEBB Decca 1716 If Dreams Come True (a Benny Goodman swinger with Ella Fitzgerald for good measure). Squeeze Me (strictly sock stuff in slower tempo for this standard song).

VOCAL

INK SPOTS Decca 1731 Don't Let Old Age Creep Upon You and Yes—Suh! (a network favorite, this Harlem foursome (four voices and a guitar) hit their tonals harder than the Mills Brothers).

BOB HOWARD Decca 1721 There Ain't Gonna Be No Doggone Afterwhile and Baby, And It Must Be Love (before you know it, you're gonna have another Fats Waller for your phono. They give him the right songs to sing and he can sing 'em. Plays plenty piano with a great guitar picking his way thru for that extra added).

FRANK CRUMIT Decca 1729 Nettie Is the NR-Wit of the Networks (if they like the hill-billy twang to the novelty tunes, they'll like this one). Sissy (the tune is gaining favor, but only the old folks will like the way he sings it).

RACE

THE YAS YAS GIRL Vocalion 04013 My Independent Man (the Negro blues 'bout her sweet man). He May Be Your Man (but he comes to see the Yas Yas girl after hours).

NOW AT 2 OFFICES NEW WURLITZER PHONOGRAPHS

Console Model 50 - Counter Model 51
- Model 24 -

COMPLETE STOCK ALWAYS ON HAND!

ALSO COMPLETE STOCK OF ALL THE WURLITZER PARTS AND SUPPLIES AT FACTORY PRICES!

And the Best Used Phonograph Buys in the Country. Write for Complete List!

— Main Office —

HANKIN MUSIC COMPANY

258 PRYOR ST., S. W., ● ATLANTA, GA.

— Branch Office —

CAROLINA MUSIC COMPANY

1108 WASHINGTON STREET ● COLUMBIA, S. C.

pop and looks for a big spring and summer season in the State as the steel industry reaches new operation highs for some time.

A. C. Denny, radio and music house, has expanded its St. Charles street store by double with opening of adjoining place this week.

Maggio and Baldano, who are in their own right wonderful musicians, this week purchased 10 new Wurlitzers to expand their phonograph operations in the Crescent City. C. P. Persons, Plaquemine operator of Wurlitzers, also came into town to take on a few more machines in preparation for the warm season. A. J. Plauche, Covington, went back home with several more phonographs while Richard Delleo, New Orleans op, also added to his line.

Phono Advertising

(From Advertising Age)

To convert 300,000 coin-operated phonograph machines located throughout the country into an effective advertising medium is the aim of the newly organized National Phonograph Network, which plans to record commercial plugs between musical numbers of regular phonograph records and to distribute them free to machine operators, it was revealed here today.

The company announced that it will build dance-band programs along radio lines, using well-known bands and artists. It will restrict the commercial message to 23 words per record.

Charge for Service

According to Forest Johnston, executive vice-president, the new service will afford an effective entertainment medium to sponsors unable to use the radio. "Liquor particularly would benefit," he said. "Liquor is not allowed on the air, but it will be allowed on our records. Phonographs in bar and tap (See PHONO ADVERTISING next page)

ANOTHER MUSIC OPERATOR SAVES MONEY ON PHONOGRAPH NEEDLES!

... READ WHAT HE WRITES ...

"That first dozen work-out needles with the dollar bill I sent you was the best investment I ever made. Whatever your method is it sure is perfect. The needles you re-pointed and returned play just as good as any new needles we have. I believe you have done a great service to all phonograph operators. Certainly we are going to save plenty of money this year. Find enclosed 4 more dozen for immediate re-pointing. You can tell the cockeyed wretches for me you have developed the biggest money-saving idea for music box operators."

JUST WRAP
12 OLD
USED
NEEDLES IN
A DOLLAR
BILL AND
MAIL TO
McCORMICK
TODAY!

WE BELIEVE THE ABOVE LETTER SAYS JUST ABOUT EVERYTHING WE WANT TO SAY!

McCORMICK MACHINE COMPANY

GREENVILLE, N. C.

PHONOGRAPH NEEDLES REPOINTED

\$1.00 PER DOZEN.
Reduce Your Needle Cost to One-Fifth.
IDEAL NOVELTY CO.,
1518 Market Street, St. Louis, Mo.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS



WESTERN'S CIGARETTES
High Profit Earning Counter Game At the Lowest Price!
\$12.50

TAX PAID.
F. O. B.
Chicago.
Immediate Delivery.

JIMMY JOHNSON

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. CHICAGO, ILL.

Gay Time Bringing Demands to Genco

CHICAGO, April 9.—"There's an old saying that April showers bring forth May flowers," says Meyer Gensburg, head of Genco, Inc. "But it seems the only kind of April showers in the air these days are the showers of daily orders for our new high score novelty game, Gay Time. This 'April shower' conclusively proves our belief that Gay Time will bring forth not only May profits but April profits as well for operators."

Explaining the play principle of Gay Time, Gensburg continued, "The main part of the playing field is composed of three holes at the center. As a ball rolls over the No. 1 skill switch at the top right or lower center of the field it advances the ball in the No. 1 hole to the next lower hole and at the same time adds 1,000 points to the players' total score. If a ball is in the No. 2 and No. 3 hole at the same time the one in No. 2 advances to No. 3 and simultaneously adds 1,000 points to the score. The ball in the No. 3 hole is forced out onto the playing field, where it may hit bumper springs, thereby increasing the total score."

"The same exciting action takes place when a ball passes over the No. 2 switch at the top left of the brilliant playing field except that only the No. 2 and No. 3 balls in the center lane are advanced. One of the biggest features is the adjustable contact within the back-rack. It is this contact which helps make Gay Time a game adaptable to any location in any territory, for with it the operator may start the vee-der counter to register awards at any score from 8,000 to 11,000 points."

"Gay Time combines the two greatest pin-game playing ideas ever created—the bumper spring and the kicker progressive scoring system. It is these two factors which operators declare will help this game set new sales and profit records for novelty games," Gensburg concluded.

Swing Breaking Records, Say Execs

CHICAGO, April 9.—"This past week saw two new records made here in Chicago," claim officials of the Chicago Coin Machine Mfg. Co. "One record was the unusually heavy snowstorm coming in April, when most overcoats have already gone to keep last year's mothballs company. The other record is the one for orders for our new novelty game, Swing."

"Swing's rise to popularity is phenomenal in view of the fact it has been on the market for just one week," they continued. "We are forced to offer comment an apology for being unable to fill all the orders which swamped us for this new coin game sensation. Remarkable about this avalanche of orders is the fact that in addition to

arriving by mail and by wire, many of them came by phone—and long distance at that. This demand for Swing is one of the greatest in Chicago Coin history, and we believe one of the greatest in the coin machine industry."

"Swing has a galaxy of outstanding features," claim these officials. "It is a high-score novelty bumper game, its beautiful backboard is aglow with novel light-up action seldom seen in this type of game. Brilliant with color and appeal is the new-type playing field incorporated on Swing. On the playing field are the two-way 600-point or 1,000-point swing gates which appeal tremendously to players. Enhancing its appeal even further are the 1,000-point plus 600-point tunnels and the 14-foot sized bumper springs. New to novelty coin games is the added appeal of 60 additional points for a player by the outball if the 'Swing' light is lighted," they concluded.

PHONO ADVERTISING—

(Continued from preceding page)
rooms will give liquor interests an effective point-of-purchase medium."

Mr. Johnston said that commitments have already been received from cigarette and candy manufacturers. National Phonograph claims to have contracts with operators of 150,000 machines for the new commercial service. Advertisers would be charged 30 cents per recorded program and could secure "controlled circulation" in territories desired.

While the plan is in an "organization state," it appeared today that two main hurdles will have to be passed before the idea can become a reality: first, copyright releases on musical compositions, and second, the check of the American Federation of Musicians. The copyright angle appeared the less troublesome of the two, as Harry Fox, general manager of Music Publishers' Association, told Advertising Age that his association was prepared to issue experimental performing rights to National Phonograph. Based on 500 pressings, the fee would be \$25. Mr. Fox said, with a graduated scale for additional pressings.

Union Opposes Project

The musicians' union has been less co-operative, however. It has long felt that phonograph machines in public places were responsible for much unemployment among local musicians, and Joseph Weber, union president, indicated that he would not permit any musician to record for the newly formed company. Disputing the union stand, Mr. Johnston claims that effective operation of his medium would greatly increase union employment and he indicated his intention of carrying the matter to the union executive board.

PHONO MANUFACTURER

(Continued from page 85)
even some of the gloom dispensers to see just what would happen."

Here is the news story (from The New York Times):

"Active consumer response featured the opening of the sale yesterday by Hearn Department Stores, Inc., held in part of its 'Consumer Campaign for Lower Prices.' Officials said the business done at the 14th street, Bronx and Newark stores was the largest for a single spring day in many years."

"Large crowds were on hand before the stores were opened and customer attendance continued heavy throughout the day. At the 14th street store sales activity was particularly brisk on the main and lower floors, with men's shirts, hosiery, men's clothing, toilet goods and women's apparel and accessories receiving the bulk of the attention."

"A delegation of women consumer shoppers was permitted to inspect the merchandise values before the store doors were opened. Their report was commendatory, store officials said."

Meanwhile trade association shoppers also canvassed the merchandise offerings. For the National Coat and Suit Industry Recovery Board a spokesman said, "Found nothing destructive of the price situation." The National Authority for the Ladies' Handbag Industry reported values "accurately represented." The Millinery Stabilization Commission noted "remarkable values, with mark-up very small."

"Leonard Ginsberg, president and general manager of Hearn's, expressing the hope that other retailers would join in the drive to increase employment thru the stimulation of lower prices on consumer buying," said two stores, one in Rochester and another in Buffalo, had advised him they were "following Hearn's example."

★★★★★★
PONSER'S EASTER HIT PARADE

- ★ BANG-A-DEERTra-Shot Corp.
- ★ SNAPPYChicago Coin
- ★ SWINGChicago Coin
- ★ PHONOGRAPHSRock-Ola
- ★ U-POP-ITRanel, Inc.
- ★ WAR ADMIRALDaval
- ★ FREE RACESJ. H. Keeney
- ★ KENTUCKY CLUBJ. H. Keeney
- ★ 1938 Model TRACKTIMEJ. H. Keeney
- ★ DERBY CHAMPJ. H. Keeney
- ★ EASY STEPSRock-Ola
- ★ RECORDERGenco
- ★ MAGIC ROLLGenco
- ★ GAY TIMEGenco
- ★ GRIP TESTERD. Gottlieb
- ★ GLOBE TROTTERD. Gottlieb

WE ALSO REPRESENT A. B. T., MILLS
THE GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.
803 W. Adams St., JACKSONVILLE, FLA.

Eddie Ginsburg En Route to Chicago

CHICAGO, April 9.—Morrie Ginsburg, Atlas Novelty Co. executive, reports that his brother, Eddie, is on his way here from Miami. "Eddie was slightly delayed in starting on his proposed month's vacation here in Chicago," Morrie stated. "We are very sorry that he was delayed, but, paradoxically, we're happy because of it, since this delay was due to business—good business."

"We're happy that operators thruout

Florida, Georgia, Alabama and other Southern States realize the benefits of operating dependable equipment, and each day sees an increased number of those operators in the Atlas fold. They appreciate the fact that we carry a complete stock of all types of equipment that is ready for momentary operation and long-time trouble-free profitable operation. Too, they appreciate the speedy delivery service which Atlas renders them," he stated.

OPERATORS SAVE SAVE SAVE

Why Worry? Bank the Difference.
Make Your Purchases From the SOUTHWESTERN.
NO DEAL COMPLETE UNLESS YOU ARE SATISFIED.

- TO CLEAR 50-10 BALL NOVELTY GAMES.
- 50 BUMPERS, Bally\$ 6.50
- 10 AUTO DERBYS 12.50
- 10 MERCURYS, Bally 15.00
- 2 PAMCO BROADWAY 7.50
- 5 HOME RUNS, Chicago Coin 8.50
- 3 DAYTONAS 13.50

AUTOMATIC PAYOUTS.
3 PREAKNESS, Late Model\$45.00
2 HIALEAHS, Electro Pack 15.00
2 BALLY DERBYS 15.00

In Market for Counter Games. What Have You?

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.
Southwestern Vending Machine Co.
2711 West Pico St., Los Angeles, Calif.



WHILE SAMUEL G. COHEN, head of Atlanta Coin Machine Exchange, Atlanta, signs the order for a carload of Orchestropes (left to right) I. G. Hunter, sales manager; F. W. Giga, general manager, and J. F. Raiting, Atlanta district manager of Capehart, Inc., look on.

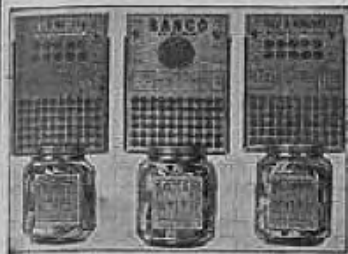
LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

3 Complete New JAR DEALS \$8.88!

ALL THREE COMPLETE in only



Get a Natural 2,280 Tickets @ 5c. \$114 Average Pay- out, \$71 Av. Profit, \$42.00.	Banco 2,280 Tickets @ 5c. \$114 Average Pay- out, \$71.40 Av. Profit, \$42.90.	Half A Hun- dred 2,280 Tickets @ 5c. \$114 Average Pay- out, \$71.50 Av. Profit, \$42.70.
---	--	--

\$24.00 PER DOZEN

Get in the money-making class. These out your scale deals and operate the finest deals in the country that give you a lot more for way less. COMPLETE Deal, \$24.00 per dozen. Refills and cards \$24.00 per dozen. If 2,280 tickets are desired, add 25c on each deal.

Just off the press, 4 brand new 2,280 Ticket, 1c and 2c Cigarette and Cash Award Jar Deal, each \$2.00 complete, or \$9.00 for all 4. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

WINNER SALES COMPANY
2107 ARMITAGE AVE., CHICAGO, ILL.
Pick a "Winner" with Winner!

New England

BOSTON, April 9.—R. E. Estes, manager of the Maine Automatic Service, of Rockland, Me., held a pre-formal opening of his new showrooms and office at 111 Talbot avenue recently with the dedication of his new Happy Landing Cocktail Bar.

Formal opening, according to Estes, is scheduled tentatively some time between the middle of April to May 1, depending on the weather.

Operators from inland cities report drifts of snow from three to eight feet high still blocking the roads.

Leading Maine operators who participated in the informal open house included B. C. Guite, Waterville; Frank Lowe, Wells; Kenneth Fogg, Lincoln; Joe Glazier, Bangor; Fred Papoias, Waterville.

Pin tables and other novelty games are going like hot cakes in Maine and other upper New England States since the law clamped down on payouts. George J. Young, district manager for Rock-Ola, in Young's fortnightly junkets thruout New England, sizes up the situation as extremely favorable. It has necessitated J. V. Fitzpatrick, of the company bearing his name at Bridgeport and Boston, to make more frequent trips to Boston with loads of pin tables to take care of Young's orders, it is reported. While Fitzpatrick was en route to Boston with a load of 10 machines last week George J. Scarfo, manager of Fitzpatrick in Boston, had already sold seven. Scarfo also reports novelty games are moving unusually fast.

At Levine, of the Ranel, Inc., engineering department, in town for several days and journeyed with Ben Palastrant, of Supreme Vending Co., into the hinterlands to instruct operators how to service U-Pop-It machines and how to make more profits. Three-day junket was accomplished by automobile—Ben's new one.

From certain people in coin machine line, Betty Lakin, of the Trimount Coin Machine Co., received these expressions on her recent birthday: "Orchids, congratulations, best wishes to Miss Betty Lakin, leading lady of the Trimount Polkas. Many happy returns of the day and long life to you."

Barney and Louis Blatt, of the Atlas Coin Machine Co., were on hand for the marriage of Jack Swartz, brother of Phil Swartz, Seeburg operator. Nuptials took place in Dorchester Manor Sunday, March 20.

Detroit

DETROIT, April 9.—Michigan Automatic Billiards Co., State distrib for Snookerette, has opened offices here in the David Stott Building. Game itself, incidentally, is a Michigan product being made in Saginaw, one-time center of the lumber industry. Larry Metz is president of the Michigan firm, Reynolds St. Orgo, local operator, has already several Snookerette tables in operation and is fast acquiring the name of "Smoky Snookerette" among his location owners. It is reported.

M. F. Stewart, district manager of Automatic Musical Instruments Distributing Co., is devoting the majority of his time to looking after company interests in the Texas territory. In the meantime the Detroit territory is being taken care of by Hessman.

Harry Sparage Sr., head of Economy Novelty Trading Co., is confined to his home with severe injuries sustained in an automobile accident last Saturday.

Small son of Saul E. Gordon, manager of the Four-in-One Manufacturing Co., was taken seriously ill early this week.

"The automobile business is the barometer of conditions in Detroit," maintains Horace V. Barber, of the Wolverine Vending Co. "When the automobile plants are going strong coin machine men prosper too. Right now, however, we're hanging on like everyone else and showing no signs of quitting."

London

LONDON, April 9.—It is now possible to analyze the Amusement Trades Exhibition held February 14-17. For first time coin machine interests were pooled with those of general show business. Several machine exhibitors said they felt happier in more homely atmosphere of Royal Hotel, where previous coin machine expositions were held, but realized that bigger and properly equipped exhibition hall was essential for combined show.

British manufacturers with machines suitable for seaside and arcades almost without exception reported good business, but many operators expressed disappointment at lack of anything particularly novel in tables from United States. Best seller of all numerically was postcard vender made by Bryan, of Kegworth, Derby. This operates on suction principle and Bryan booked orders for complete output up to end of year.

Good fellowship has been keynote of previous coin machine shows, but at this one strained feelings were evident between two manufacturers of multi-play rotaries, one who claimed patent rights serving writ on the other. Without taking sides, your correspondent feels this would have been better done before show. This was also opinion of many others. Competition between exhibitors of various types of music devices was overdone, to annoyance of others. Steps will no doubt be taken to prevent this in future years.



HERE'S O. L. CORVAT, of Dixie Popmatic Co., new distributing firm for Popmatic in Kentucky and Tennessee.

SPRING SALE

NOW
\$65.00
PLUS 10% TAX



APOLOGY!
In the last minute rush The Billboard made an error and used the wrong cut in the Watling Mfg. Co. ad in the Spring Special. Cut of machine which appears above should have been used.

\$20.00 SAVED BY ORDERING THE ROL-A-TOP NOW!

The above price is on brand new Rol-A-Tops with the money design in the Bell type or with the front Vender, with or without the Gold Award, in 1c, 5c, 10c or 25c play, all at one price. This price subject to change without notice, no trade-ins. All machines shipped on our famous 10-day guarantee. If not satisfactory they can be returned and money refunded. Wire order.

SWITCH TO ROL-A-TOP — SAVE MONEY
WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST., CHICAGO, ILL.
Est. 1889—Tel., Columbus 2770
Cable Address "WATLINGITE," Chicago

Two competitions were staged by exhibitors. One was on Bang-a-Deer shooting machine; winner of handsome cup given by George Booth was Skegness operator. Coin Amusement Machine Supply, Ltd., agents in Britain for Genco, gave beautiful doll to holder of lucky draw ticket. Show was given good publicity in national daily and evening newspapers. It is officially announced that registrations totaled 2,221. Sellers of merchandise for both machines and fair-ground games all reported smashing business.

Cheery personality of L. V. Hodgson was missed at the show, but America had another merry representative in Harry Hoppe, of Exhibit Supply.

Only two machine firms exhibited at British Industries Fair—Brecknell, Munro & Rogers (1928), Ltd., and Harpers, of Croydon. Former showed straight venders, ticket-issuing and change-giving machines; latter venders.

Weather conditions being right this should be record year for seaside operators. Hundreds of thousands of people will be having paid vacations for first time.

Western Novelty Co., of London, now

agent for Gottlieb, has acquired extensive warehouse accommodation opposite showroom. This will facilitate moving of large stocks.

Still more and more sportlands open in London. Position is that in some districts saturation point has been passed and places hitherto good now report business as quiet. Maybe beginning of seaside operating will ease situation.

FOR SALE
18 KEENEY BOWLETT, 14-Fl., used. No trade-in offer refund. Apply
H. B. GORMAN
Wilwood, N. J.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Greatest Crowd-Magnet of the Age!

- IT'S A THRILL GAME
- IT'S A SKILL GAME
- IT'S PROFITABLE
- IT'S LEGAL
- IT'S FUN



Snookerette

YOU, TOO, CAN PROFIT OUT OF THIS NEW AMUSEMENT SENSATION—A CONTINENTAL EUROPEAN AND CANADIAN FAVORITE FOR YEARS

- Self-Servicing!
- Self-Instructing!
- Self-Collecting!
- Self-Timing!
- No Pay-Out!

All the thrills of Pool or Billiards, at their best... that's SNOOKERETTE... today's NEW dime-a-game amusement sensation! Everybody plays it... The appeal is lasting... permanent. Table is streamlined... beautiful! 3 feet by 6. No intricate mechanisms to get out of order... no attendant required... Present locations show steadily increasing returns. Take a "cue" from SNOOKERETTE... write for details TODAY.

AUTOMATIC BILLIARD CORPORATION OF AMERICA
22 West Monroe Street CHICAGO

500 BRAND NEW 3-WAY DELUXE GRIP TESTERS

FOR IMMEDIATE DELIVERY
JOBBER AND OPERATORS WIRE YOUR ORDERS
SPRING CLEARANCE OF USED MACHINES

DIN JAMES

5 Stokers Air Races	\$22.50	1 Potosi Sr. Perfect	\$22.50
2 Bally Queen	20.00	1 Bally Rambler, Perfect	5.00
2 Mills McCoy	25.00	4 Jennings Grandstand, Like New	13.50
1 Stoner Races	19.00	4 Reel 21	0.90
1 Miller Post Time	20.00	2 Reel Spots	11.00
1 Gullible Horse Shoe, Cash Payout	75.00	1 Bally Club House	80.00
2 Freekross, Cash Pay	37.50	2 Gabel Jr., Not Multiselector	22.50

PHONOGRAPHS

3 Seaburg Symphonola A Multiselector	100.00
2 Wurliizer P 12	75.00
1 Wurliizer P 10, Perfect Condition	39.00

Write and ask us to put you on our mailing list. The above machines listed are offered subject to prior sale and these prices are effective April 16th. Write for our many other bargains, as well as our prices on any brand new machine that is available. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order, balance C. O. D.

MOSELEY VENDING MACHINE EX. Inc., 60 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

SPRING SACRIFICE SALE!!!

AIRWAY	\$29.50	DUK	\$22.50	OUTBOARD	\$10.50
AURORAN	17.50	EQUALITE	0.50	POWER PLAY	22.50
AUTO DERBY	13.50	GENCO FOOTBALL	19.50	ROSE BOWL	27.50
BASKETS	29.50	HARE N' HOUND	32.50	SHRIMP	10.50
BEAM LIFE	29.50	HOME STRETCH	13.50	STONER RACES	15.50
BOO HOO	9.50	HOT SPRINGS	10.50	SKIPPER	12.50
CARNIVAL	20.50	LONG BEACH	18.50	SPED	19.50
CHICO RACES	9.50	MERCURY	18.50	CHICAGO EXPRESS	27.50
ALL OF OUR EQUIPMENT IS CAREFULLY SERVICED BY EXPERT MECHANICS BEFORE BEING SHIPPED.				TURF KING	28.50

— A ONE-THIRD DEPOSIT IS REQUIRED WITH ALL ORDERS —
— BALANCE TO BE SHIPPED C. O. D. —

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

Oklahoma City

OKLAHOMA CITY, April 9.—A late snow on April 1, along with unusually cold weather which kept the folks indoors and around their loafing spots, registered up higher coin machine receipts than had been enjoyed for several weeks. All of which the operators were thankful for.

When operators from Chickasha come to town they come in gangs. The following Chickasha ops were seen on coin machine row a few days ago: George Ward, L. G. Powers, J. G. McClusky and Wade Hurt. The boys were shopping for new machines.

Joe Glahn, Mills Novelty Co., was a recent Oklahoma City visitor.

W. W. Woollen, general sales manager for Buckley Mfg. Co., hobnobbing with Oklahoma City operators and boosting his Flashing Ivories and Truck Odds. Everyone down this way likes Bill, as he is usually called.

Jim Boyle, they say, can handle two long-distance telephone calls at one time. . . . L. G. Gilbert, ops around Ponca City, seen at Harold Miller's place now and then. . . . Mrs. Lena Beard is the new member of the Boyle Amusement staff. . . . Bob Toma, Mangum, drops down to the big town to look 'em over—we mean the new games. . . . E. E. Landfield, of Harlich Mfg. Co., making the distrib. . . . Ben Hutchins, Lawton, stocking new games for big summer biz.

A. Stokes, hustling operator from Tyler, Tex., was shuffling along coin machine street a few days ago. He carried a bunch of new games back into the Tyler section.

That dapper op from Berger, Tex., dropped off a rattler last week and after looking over the Mills Big Races gathered up a load of 'em and went back to the oil city.

MEN MACHINES

APRIL FOOL! The possibility of an April Fool edition of the coin machine section was considered in which it would be shown how coin machines are revolutionizing the world. And Rube Goldberg would be engaged to show a colossal preview of the stupendously new machines of the future that are soon to appear on the market.

But not a single prank or joke showed up on April 1. All the mail was of the most serious vein. Not even a telephone call from Jim Buckley. The world seems to have reached a sorry state, and we will have to wait another year until All Fools' Day.

NEW YORK ITEMS: Joe Fishman, manager of Amalgamated, and Saul Kalson, manager of Greater N. Y. Vending Machine Operators' associations, spent a few days in Chicago this week "to watch March go out like a lion." With candor, they say that they are still in the coin machine business, that they eat regularly, and both appear to be in excellent health. Fenny scales would probably show that they are adding a little weight. The trade in New York, they say, is going along quietly, the games operators are complying with the law and they expect better and better things. They are already planning for the annual celebration in which the organizations unite to enjoy a banquet and dance.

"We wish to acknowledge with sincere thanks the kind expression of your sympathy."—Terese and Bill Frey, Miami.

And sympathy still lingers in the hearts of column for Mr. and Mrs. Frey in the loss of the younger of their two daughters some weeks ago.

PHONOGRAPHS: "The experienced phonograph man has kept up with progress by purchasing new phonographs with a definite percentage of his earnings, so that he always has several of the very latest machines. The older machines he plows back into second, third and fourth-rate locations. By the time machines have reached the fourth rank locations they have more than proved a good investment. The operator may also use the older phonographs to try out a new location. He can soon tell whether the spot would really pay; if it looks good he can bring a better machine into the place. This saves trouble and risks in putting a new phonograph into an untried location."—Bill (the Sphinx) Coben, Minneapolis.

Back in 1934 a prominent operator of pinball games in Chicago called this the "Navy plan." In which he classified his locations in four groups as to possible earnings. By the time games were retired to fourth rank locations they were soon ready for kinfolding.

By the way, the Sphinx asked mention that he sold five carloads of Wurliizer phonographs since January 1 in payment for the above idea.

MEN & MACHINES, THE COIN CHUTE LEAGUE, etc., lost out last week because the editor fell a victim to a spring cold, spring fever and the like. Among my consolers was Jimmy Mangan, of Mills Novelty Co., who said that "nobody else thought I had a bad cold, so I should not think I had a cold." I should have tried reading one of Mangan's inspirational books. For some who may not know it, the coin machine industry has in its ranks one of the best writers of inspirational articles and books in the country.

Thanks to the girl (name kept secret) who sent a book with artistic pictures of pretty girls for me to console myself while indisposed with a cold. Whether she knows me or knows men in general I can't guess, but I can say to all men who suffer with cold and congestion in the head that looking at pictures of pretty girls' legs has psychic, psychological and esoteric effects.

Fisher Brown, distributor out in the Southwest, reports that a real go-getter, Frank Baker, Baker Novelty Co., Quin-

ton, Okla., recently bought 50 Rock-Ola phonographs.

From Cyprus

"To the Editor: We are seriously interested in the distribution of coin-operated amusement machines and sportland equipment which has not been introduced yet in this Island. If you will kindly request on our behalf that manufacturers of such lines will send us as soon as possible their details on latest machines, lowest net export prices for goods packed and delivered c.i.f. Cyprus, we will appreciate your service."—N. M. D. Nicosia, Cyprus.

If anyone wishes to contact this firm in Cyprus we will be glad to furnish name and address.

SIGNING OFF: "Signing off, at least temporarily, with this contribution." That is the brief note from Theodor Wolfram, who for some time has been sending us news of the French coin machine trade. His note was written about the S. S. City of Newport News and he is now back in the U. S. A. His note didn't say whether he was leaving Paris—and the mademoiselles—behind while he could, or what. We hope to soon have a news reporter in Paris, and, in fact, have a short item in this issue from Charles M. Chambers, who may report on coin machine doings in France.

Coinographs

By the Coinographer



ROY CONRAD

At Monticello, Ind., is Sportsman Cafe, of which Roy Conrad is the genial host. Conrad has made a wide reputation as a successful operator of coin machines, in which are included games and various types of machines.

But in sketching coinography it is much easier and often more interesting to consider the sphere in which a man is doing something out of the ordinary. It is here that Conrad has extended his influence afar and made many friends in the coin machine trade and out of it. When he makes friends outside the industry, of course, it is a certainty that the new acquaintance will come to know and understand the coin machine business better. He will vote for the industry instead of against it.

Sportsman Cafe has become a headquarters and stopping place for columnists who even go out of their way to enjoy the atmosphere and also the steak chicken and fish dinners served there. Not alone columnists, but connoisseurs of good food, celebrities and business men from far and wide drop in. They know they will get the best in food and hospitality.

Conrad is also owner of a group of summer estates where celebrities of international renown make a mecca for recreation and diversion.



The Game with the

LOOP THE LOOP FEATURE

CONEY ISLAND

Here's a game so full of pleasure and amusement features that the only name which could adequately describe it is Coney Island. Yes, Sir, this new Exhibit 5-Ball Novelty Game is as full of thrills and good clean fun as a real amusement park.

FLASHING LIGHTS • BEAUTIFUL COLORS

a Ferris Wheel that starts in motion with the insertion of a coin—a chute-the-chutes on a gleaming chrome playing field, where each ball shot actually **LOOPS-THE-LOOP** and takes a speedy sky ride on suspended rails. Bumper action that's new and different—Bumpers topped with chrome-finished caps—constantly flash out a veritable symphony of magnificent color. Coney Island is the finest—the most expensive game we ever built—yet the price is the same—Coney Island is worth the money because it makes more money faster and lasts longer on location.

SEE IT AND ORDER IT TODAY FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO, ILL.

ONLY **79.50** TAX PAID

BARGAINS! Rebuilt Coin Machines

- 1—10c CAILLE DOUGHBOY... \$22.50
- 1—25c CAILLE DICTATOR... 20.00
- 3—D. J. CAILLE SPINX... 15.00
- 1—10c MILLS D. J. GOOSENECK 22.50
- 3—5c ROMAN HEAD MILCO 35.00
- 1—10c ROMAN HEAD MILCO... 35.00
- 2—25c ROMAN HEAD MILCO... 35.00
- 2—5c WATLING ROTAPOT, F.V. 27.50

Send 1/3 with order, balance C. O. D.
CAILLE BROTHERS CO.
6200 Second Blvd., DETROIT, MICH.

RECONDITIONED-GUARANTEED

RAY TABLES: In A-1 Condition: Turf Champ, \$27.50; Lots of 6, \$24.50; Classics with Tickets, \$27.50; Classic, Regulator, \$26.00; Derby Day, \$37.50; Pikes Peak, Lancers, \$52.50; Pop Em, Broadway 50c, \$52.50; Hi Card, \$37.50; Round Up, \$12.00; Prospector, \$9.50.

PIN TABLES: Cross Lines, Daytons, \$15.00; Bally Bassett, \$60.00; Bally Bowler, \$8.50.

COUNTER GAMES: Real Spots, \$10.00; Hi Cards, Real Dice, \$8.00; Match-a-Ball, Seven-Card-Draw, Real Races, \$5.00; Punchette, Army-and-Navy, Real 21, \$4.50; Nuggots, \$7.50; Double Deck, Red Dog, \$9.75; Grand Boss, New, \$40.00; Rock-A-Old, \$8.50; Quack-Quack, \$16.75; Devil Derby, \$15.00; Reliance, 25c, \$27.50; Reliance, 5c, \$25.00; Columbia Race, \$37.50.

1 Turntable free with each Counter Game. 1/3 Deposit, Balance C. O. D.

THE MARKEPP COMPANY
1412 Central Pkwy., Cincinnati, O.

Coinography

By The Coinographer

It was nine years ago, during the period which future history text books will describe as "the peak of America's most prosperous era," that Carl F. Hoelzel made his first entrance into the coin machine field. Today he is well known as president of the United Amusement Co., Kansas City, Mo.

Back in 1929 Hoelzel became distributor in Kansas City for the Bally and Rock-Ola line of machines and business increased so consistently he found it necessary to rent one storeroom after another until he had four different rooms. "Machines sometimes were stacked to the ceiling," Hoelzel remembers, "but

somehow we could always find what we wanted in one of the four buildings."

Down thru the years business continued to increase and now Hoelzel's United Co. is located in his own building covering more than 10,000 square feet of floor space. As distributor for Bally, Rock-Ola, Pace, Exhibit Supply, H. C. Evans, Grotchen and other large companies, Hoelzel has become known in the Middle West not only as a manufacturer of his own original coin-operated games, but as a distributor of other products as well.

Hoelzel often is kidded, he admits, for his "many sales and small profits." But he gets back at the wisecracks by saying "we often lose money but make it back in the long run."

Next August, he reports, he plans to wipe his books clean and list all bills as paid so operators who have been in debt two or three years, as many have, can walk in the new United addition, now almost completed, without being bothered about the old account. A dance will be held to celebrate.

Hoelzel has another distinctive, originally designed machine under cover, it is said, which has been in the experimental stage a year. One of these days he'll launch it into the national field. But until he does, he's keeping details a secret.

N. J. Assn. Decides Legality of Games

NEWARK, N. J., April 9.—The United Operators' group here, which is really an outgrowth of the New Jersey Amusement Board of Trade, has set up a system of passing on the legality of new games which is definite proof that the men in this business are out to clean up operating conditions in this business wherever they can.

The manner in which this group is

working is simply that of examining the new games which jobbers and distributors bring in and informing the members of the association of those games which prove harmful if allowed to run. The members then refrain from purchasing these games or any others that may be against the laws of the licensing commission. Members are also quick to report spots where non-members are operating the wrong type of equipment. A warning is first sent to the non-member suggesting that he comply with the regulations which the organization has set up. If he fails to comply associations men have a talk with the location owner. If this fails they turn the matter over to the proper authorities. Men here are making every effort to keep operating conditions on a high plane. They feel that while things are moving along smoothly nothing should be done to upset the apple cart.

Big Demand for Richards Chutes

CHICAGO, April 9.—According to reports from officials of the Richards Manufacturing Co., the past few weeks has seen a tremendous spurt of activity in the sale of the well-known R-M chutes. These officials say, "At this particular time of the year there is usually an increase in sales to a certain extent, for there is more coin-operated equipment on locations.

"The increase this year is outstanding however, and we feel that a good part of it is due to the fact operators want the assurance of greater collections and earnings that the protective features of R-M coin chutes give them. These operators say not only are they assured of protected earnings with R-M chutes, but their beauty serves as a definite attraction to the equipment when they operate," they concluded.



CARL HOELZEL

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

"WHAT'S NEW?"

Is the Big Question of the Industry? The One Question we are continually answering to the complete satisfaction of our customers! If the answer you are getting to this question sounds vague, uncertain or far-fetched . . .

**NEXT TIME TRY...
ORIOLE**
COIN MACHINE CORP.
ORIOLE BLDG., BALTIMORE, MD.
— ALSO AT —
PITTSBURGH — WASHINGTON — BUFFALO

Reserve Popularity Puzzle to Experts

CHICAGO, April 9.—"While the Bally factory hums with double-shift seven-day-week activity, the cause of it all, the Bally Reserve game, has got the coin machine experts scratching their heads," according to Ray Moloney, president of Bally Mfg. Co.

"What puzzles the experts," Moloney declared, "is the fact that Bally Reserve actually violates the 'No. 1 Must' of the game designers' code—and yet the game is a sensational success. I refer, of course, to the time-honored belief that a game must provide frequent winners to insure continuous repeat play. This rule is no doubt a sound one, yet the spectacular success of Bally Reserve proves that we cannot be too hide-bound about rules.

"Of course, we have a precedent for the success of Bally Reserve in the nation-wide popularity of movie Bank Night, where often several weeks elapse before a winner occurs," Moloney said. "Naturally the interval between Bally Reserve winners is not a matter of weeks or even days, but the principle is the same. The 'reserve' steadily builds up, starting at 20 free games. The more people play the game the bigger the 'reserve' gets—up to a 200 free-game top—and the winner takes all. To the puzzled experts I might say that even Bally Reserve proves that frequent winners is correct game psychology. For in the case of Bally Reserve every game comes so close to a winner that repeat play is stimulated just as surely as by actual winners. When you miss 180 to 200 free games by one little old bumper you get just as big a kick and just as strong an urge to play some more as you do when you actually win two free games.

"Thus by dramatizing the big-winner idea and at the same time retaining the essence of the frequent-winner idea we have created in Bally Reserve a five-ball novelty game which is actually rivaling and frequently exceeding payout games for earning power."

Venders No Easy Road to Riches

DETROIT, April 9.—A warning against get-rich-quick schemes in the coin machine field was sounded last week by Saul E. Gordon, co-manager of the Four-in-One Mfg. Co. Referring especially to venders, Gordon pointed out that the psychology of some types of operators can seriously damage the business, because they come to "expect something for nothing."

"The vending machine business is not easy money," he said. "Easy money always carries an unfavorable reaction along with it somewhere. In the end it turns out to be hard money after all.

"Vendors are a legitimate investment that cannot be beat. The legitimate type of operator who is willing to put a little serious effort into his work will find that it is a very profitable business.

"We have met some pin game operators who have had difficulty in adjusting their attitude toward the venders. They are accustomed to fast returns—and they do not at first realize that the slower returns of venders are more substantial in the long run. The necessary adjustment to a probably more businesslike type of operation must first be made."

UNLIMITED QUANTITY OF USED NOVELTY GAMES.

EXHIBIT TICKET GAMES	5 4.00
ENDSLINES	3.50
BATTER UP!	12.00
SOME STRETCHES	18.50
FIRE BALLS	6.50
AUTO DERBYS	17.50
KNIPPERS	12.00
SOLOS	8.00
2 & 4 HIGHWAYS	25.00
EXPLAYS	10.00
BALLY BOOSTERS (Very Good)	12.50
SNICO DERBYS	15.00
BUMPERS	8.50
SCALITES	12.00
BANKERS	5.00
HIGH HANDS	8.00
HARE HOUNDS	35.50
LUX	25.00
GOTTLED SCOREBOARDS	8.50
THREE STARS	20.00
BALLY BASKETS	48.00
EXHIBIT HIGH BALL	82.50
GULL'S EYES	35.00
SPEED	27.50
WHEEL BALLS	32.50
BERGWAYS	22.50
HIWAYS	20.50
WAGON PALOOKAS	17.50
EXHIBIT POOL TABLES (Excellent)	27.50
BREAKNEAKS	35.00
YURF CHAMPS	27.50
FLICKERS	10.00
ORIONS	15.00
MILEAKS	15.00
NATURALS	17.50
BRAND NEW GAMES.	
BILLWHEELS	\$27.50
NEW ROCKETS	39.50
GLOBE TROTTERS	69.50
BALLY RESERVE, \$99.50; FREE PLAY	
STOLO! SWING (Enjoy) \$74.50; BOW	
BALLS, \$197.50. GENCO RECORDERS	
(With or Without Free Play), \$80.00.	

All machines are clean, in perfect condition, and ready for operation.
TERMS: 1/3 Deposit, Balance C. O. D., 20 Days.
DOMESTIC NOVELTY CO.,
1122 G Street, N. W., Washington, D. C.
Tel. 7, Republic 0410.

SALESBOARD OPERATORS
Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK
EXTRA SPECIAL
\$20 TICKET NATIONAL AND AMERICAN LEAGUE
BASEBALL BOOKS \$13.20 a Gross
with an especially attractive price and is made for very limited time only. We want a few more orders and make this exceptional offer to get them. Tickets are attractively printed and are standard in quality in every respect. Sample copy upon request. We also manufacture 3 and 5 cent Baseball Tickets, Type Jacket Cards, Tar and other. Express prepaid if check in full accompanies order.
KINES PRINTING CO., New Paris, Ohio



TYPE OF TRUCK used by Twin City Novelty Co., Minneapolis, to transport phonographs. Truck body is specially built with four doors opening on each side.

Player punches any one of nine holes, some of which contain juicy rewards. Perfect record of all payouts. Beautiful, all chromium machine, regular price \$17.50. Close-out price, brand-new,

\$5.50 each

FREE: 1000 tickets (\$50 in sales) with each machine. A Guaranteed Bargain by

Mills Novelty Company
4100 Fullerton Ave., Chicago

MILLS
Tickette
GREATEST COUNTER
MACHINE EVER BUILT

MODEL 716

PHONOGRAPH OPS

Cover your beach and other summer locations with high-class equipment at the smallest investment and thus realize the largest profit ever for the coming season. A few of Vemco's guaranteed special offerings in phonographs are listed below:

WURLITZERS, MODELS 716, 616, 416, 316 AND 412.
MILLS STUDIOS, DO-RE-MI'S, DELUXE AND REGULAR DANCE MASTERS.
SEEBURG ROYALES, REX AND MODEL K.

Why wait until the last moment?
Phone, wire or write for prices at once.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

Joe Louis Meets Max Schmeling in June
PUNCH - PUNCH - PUNCH

Round for Round—That's for Them, all unfolded in this exciting Board. It'll be a ringside seat in itself, so get yours now and enjoy the fight!

FORM 3810-C—800 Notes, \$30.00
Pays Out 10.50
Price 1.10
(Plus 10% Federal Tax.)

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS
6320-32 Harvard Ave. Chicago, U. S. A.
Largest Board and Card House in the World.

THE BIG FIGHT
ROUNDS \$1000 GUARANTEED IS THE WHEEL

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SPORT PAGE

MULTIPLE ONE-SHOT

If you operated Fairgrounds, you'll never believe any game can beat its record till you try SPORT PAGE . . . but it's a fact that SPORT PAGE collections are averaging 10 to 20 per cent above Fairgrounds at its best! Also NEW MECHANICAL REFINEMENTS, NEW ADJUSTMENT AND ANTI-CHEAT FEATURES add many dollars to your net earnings. Get your share—order SPORT PAGE today!

\$19450

Ticket Model
\$206.50
F. O. B. Chicago



BALLY RESERVE

THE "BANK NIGHT" NOVELTY HIT
Operators ★ Report Earnings
Equal to Payout Profits

Believe it or not, here's a 5-ball novelty game that actually earns from \$30 to \$75* WEEKLY NET PROFITS . . . a game that operators* can place in batteries of 2 and 3 per location! Find out the reason why—write today for CONFIDENTIAL details.

★Names on request

Pat. Number 2063108 and 2082708



\$99.50
FREE PLAY
MODEL NO. 11
F. O. B. Chicago

Write for descriptive literature on NEW ROCKET Low Price Novelty Game, BALLY'S MILLWHEEL Revolutionary New Counter Game, BALLY'S HOT VENDOR for Popcorn and other hot confections, LINCOLN FIELDS Console, LITE-A-PAX Cigarette Counter Game, MAGIC BALL and BALLY'S RACER Legal Amusement Games.

BALLY MANUFACTURING COMPANY
2640 BELMONT AVE. CHICAGO, ILL.

THE COIN CHUTE LEAGUE

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Easter

The religious spirit which attaches to the Easter season will lead members of the coin-operated machine industry, of whatever faith they may be, to give thought to sentiments of brotherhood and charity for any and all unfortunates.

Real Handicaps

A number of business and fraternal organizations show an interest in people with physical handicaps as their special charity. For example the Lions' clubs in many States extend aid to crippled children so that they may have the attention of expert orthopedic surgeons, etc. The following is a report on how great is the opportunity to give charitable aid to persons with physical handicaps:

Half a million Americans are permanently disabled, so seriously as to be incapable of self-support or to attend school, and more than 2,000,000 others have suffered crippling injuries or diseases which have left them handicapped for life, the Public Health Service announced recently.

Altogether, on the basis of a national health survey made in 1935-'38, two out of every 100 persons have experienced permanent "orthopedic impairments," according to a bulletin reporting the conclusions of the study.

Seventy per cent of all crippled persons are men, of whom 1,400,000 are of working age, between 15 and 64. Nine out of every 100 men over 65 are burdened with such "impairments," as compared with five of every 100 women in the same age group.

The high disability rate for males is attributed to the greater physical activity of men and boys.

Under permanent orthopedic impairment were listed 120,000 boys and 90,000 girls, while almost 1,900,000 adolescents and adults between the ages of 15 and 64 and 500,000 older persons were handicapped to some extent.

At least 175,000 persons are permanently crippled as a result of infantile paralysis, it said.

Permanent orthopedic impairments were found almost three times as often among persons on relief as among per-

son and man power.

"Before we moved into our present quarters," they stated, "this site was a branch post office of the government. When we first moved in we had ample space to store our machines and so devoted a large space for this purpose and used only a small amount of room for our repair department. Now that repair and service problems are becoming more important every day we have found it necessary to lease another 1,000 square feet of floor space as well as add three more mechanics to our highly trained staff. With these improvements we now can give ops faster and better service than ever before."

Firm Enlarges Repair Department

BROOKLYN, April 9.—Charley Aronson and Bill Allberg, of Brooklyn Amusement Machine Co., have announced to the trade that they have added to their present repair department both in space



DEMONSTRATING A COIN-CONTROLLED beauty machine to beauty operators by Wrenn Sales Co. in its Dallas office. Machine operates with 25-cent chute and is made in Chicago.

sons in families with incomes of \$3,000 and more.

Old and Young

The New York Fund organization announced recently that in New York City the broadest fields for charity are thru those agencies that care for the aged and the very young. The survey covered more than 800 private health and welfare agencies in the city. On a smaller scale the same proportions would probably apply to other cities.

The study showed there were 14 organizations engaged in providing child care, including day nurseries and homes for dependent children, and 67 institutions for the care of the aged. Of the 4,502 professional social workers in the service of private agencies here 1,000 devote their full time to work with children and aged persons.

The fund, organized to seek \$10,000,000 from business establishments and their employees to supplement agency finances, starting in May, disclosed that 288 new members had joined its sponsoring committee, increasing the total to 1,573.

The recent publicity in newspapers given to winners of the Irish Hospital Sweepstakes Grand National served to bring that form of raising funds for charity into the public mind again. Fourteen of the 16 tickets held on the winner were said to have been held by people in the United States. In Chicago a winner of one prize happened to be a blind man, which fact was given considerable publicity and served to bring the idea of charity closer home.

Unemployment

When Joseph P. Kennedy recently went to London as U. S. ambassador among his first comments for publication was that unemployment seemed to be the most dangerous thing in both England and the United States. It seemed to think unemployment in both countries is even more serious than the immediate prospect of a general European war.

The ambassador asserted that unless the United States and Great Britain were able to solve their economic problems "nothing else will matter much."

We must get some permanent economic solution for unemployment, security for workers and other fundamentals which have gone wrong."

AMUSEMENT, CONVENIENCE, EMPLOYMENT, CHARITY. Those are the four golden words that express the worthy ideals which the coin-operated machine industry instills into its members thru the regular educational campaign conducted by the Coin Chute League.

The National Tuberculosis Association is making a special effort to secure annual tubercular tests for school children. Uppermost in the program of the association is the fact that of the 200 people in this country who die from tuberculosis every day in the year, 25 of them are between the ages of 15 and 25.

Visit South America

CHICAGO, April 9.—Mr. and Mrs. E. A. Wood left March 26 to spend a vacation of two weeks in South America. Mr. Wood is Chicago division manager of the National Candy Co. The vending machine trade knows the Chicago office as the Pull Confection Factory, makers of small confections for use in bulk vending machines.

Good wishes are extended to Mr. and Mrs. Wood for a well deserved vacation.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

GUARANTEED
for LIFE!
Metal Slotted Coin Counter
Sample 75c

10 or more 65c
Get the Best for Least Buy the STAR Slotted Coin Counter. Polished aluminum; indestructible. A new one if one ever wears out! Slotted easily detected through slot. Stamped gauge marks; wide throat for tubing coins. (For Pennies Only.)

STAR MANUFACTURING
COMPANY
3301 Wayne,
Kansas City, Mo.

MACHINE CLOSEOUT

- NOME STRETCH \$13.50
- BATTER UP 14.50
- CHICAGO EXPRESS 29.50
- CARNIVAL 17.00
- FORWARD MARCH 20.00
- BALLY BUMPERS 7.50
- STONER'S RACES 20.00

1/3 Deposits With Order.

ROBINSON SALES CO.
2005 Grand River, Detroit.

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

G-MAN \$16⁷⁵ GRIPPER ONE BALLS

Winner	\$18.50
Preview	18.50
Air Derby	18.50
Post Time	22.50
Classic	22.50
Carom	22.50
Golden Wheel	27.50
Racing Forms	29.50
Sportsman De Luxe	39.50
Peakness	42.50
Arlington	47.50
Clocker	49.50

SLOTS

Blue Front D. J. 5c.	\$42.50
Blue Front D. J. 10c.	44.50
Blue Front D. J. 25c.	47.50
Blue Front D. J. 50c.	49.50
Paces Comot 10c, 25c	
Ser. Over 320,000	34.50
Chiefs 5c, 10c, 25c.	39.50
Columbia	34.50
Reliance 5c, 25c.	22.50
Mills Dice Game 25c.	97.50

MISCELLANEOUS

Buckley De Luxe Digger	\$119.50
Stewart-McGuire 7-Col. Cig. Mach.	59.50
PHONOGRAPHS—Every Make—Over 500 in Stock—Write for Prices.	
Bowling Games—9, 12, 14 ft. 1/3 Dep. With Order	

GERBER & GLASS

914 Diversey Blvd.
CHICAGO

PENNY ARCADES and SPORTLANDS

Installed on percentage basis.
LINDY SALES
Fort Lee, N. J.

Send your correspondence to advertisers by mentioning The Billboard.

Western Releases Scoring With Ops

CHICAGO, April 9.—Jimmy Johnson, head of Western Equipment & Supply Co., reports the tremendous success operators are enjoying with their latest contribution to the coin machine industry—Cigarettes. "Cigarettes," says Jimmy, "is outstanding in many ways, the most important being the exceptionally high profits it is reported to have earned on locations throughout the country. Operators claim it's the type of game that players go wild over. Because Cigarettes is a counter game, it offers operators an outstanding opportunity for placing on locations where lack of space has hindered coin game operation in the past. "While Cigarettes is 'burning up' the road to greater profits, our two latest 1-ball payouts, Grand Derby and Hey Day, are doing their best to rival the top money earners of all time. Grand Derby is a single coin play machine featuring roll-over switches, 'live-pockets,' rebound springs and a novel light-up backrack, while Hey Day's added profit feature of 6 coin multiple play, plus its chest-proof qualities, has made it a favorite of operators since the day it was introduced.

"With orders constantly arriving for all these Western winners, we look for one of the biggest spring businesses we ever had," he concluded.

Ops Keeping Better Records, Is Report

NEW YORK, April 9.—According to observations of Charley Fleischman, of Baltimore Salesbook Co., coin machine operators throughout the country are keeping better records of their collections than they used to keep. "Not only are they using the system I introduced some years back," he reports, "but many of the men have developed new improvements on this basic method.

"We have been wide awake, however," he went on, "and have adapted three improvements to our record books. For instance, the books we are marketing at this time bear imprints of the firm on the collection sheet, which the men report are of great help to them and their locations."

Glickman Collects Again in Sweeps

PHILADELPHIA, April 9.—For the second time in succession Cy Glickman, of the Steppin' Sam Co., was a winner in the Irish Sweepstakes. For the second time, too, his prize was the same—\$500 as a consolation award. Right now he reports he believes his scoring twice in successive years is something of a record.

The local papers have dubbed Cy the "luckiest of the lucky." All he had to say, however, was that if Steppin' Sam keeps in the popularity limelight as it has been he'll believe the nickname is appropriate.

NO USE TALKING! THERE'S NO GAME LIKE—

Evans' 1938
GALLOPING DOMINOS

Great claims don't make great games! You've got to look at the record!

For 2 solid years, Galloping Dominos has outearned, outplayed and outsold every other game in its class! 1938 model, equipped with exclusive NEW features, stands absolutely above comparison!

Evans' NEW Legalizing Feature! Skill attachment conforming to requirements in many territories. An added feature styled in the modern design of the cabinet.

Evans' NEW gyp-proof T-coin head gives you multiple earnings without grief. Last 3 coins visible. NEW silent-action mechanism. Giant Power Pak. Many other features! Precision-engineered, perfect performance unconditionally guaranteed!

Don't be misled by talk! This proven king of consoles assures you top profits!

AT YOUR JOBBER OR WRITE,
WIRE OR PHONE
HAYMARKET 7630



OTHER EVANS' HITS
SKILLO & BANG TAILS
ROLLETO JR.
Write for Details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

IT'S A HIT! THE SENSATIONAL HARLICH BASEBALL BOARD HIT THE BALL

No. 11071 1000 Holes
Takes in\$50.00
Definite Payout24.50
Gross Profit\$25.50
Tickets Printed With Baseball Terms.

Another Harlich Winner
With an Extra Profit
Wallop.

PRICE \$2.26
EACH
Plus 10% Tax.

HARLICH MFG. CO., 1413 W. JACKSON BLVD.
CHICAGO, ILL.

HIT THE BALL
GUARANTEED WINNERS
\$10.00 \$5.00
Player Fantasy Table
Home Run - Three Base Hit
Two Base Hit - One Base Hit
Strike Out - Base On Balls
Leadoff Hit - Double Play
Batter's Park in the Box
Last Play in Each Section Wins Points in the Box
Last Play in Board Wins All Remaining Points in the Box



CARL HOELZEL, of United Amusement Co., Kansas City, Mo., plays the quarter side on Bally Mfg. Co.'s new Double Ball, while Jim Buckley, Bally general sales manager, takes the nickel side.

McCALL NOVELTY CO.
McCALL'S SPECIAL SALE OF NOVELTY GAMES

All Reconditioned—Guaranteed—Ready to Operate.

Around the World	\$15.00	Hand Ball	5.50	Power Play	822.00
Batter Up	10.00	Hold 'Em	5.50	Rocquet	9.50
Bank Nite	5.00	Have and Have Not	35.50	Rose Bowl	15.00
Belmonte of 1937	39.50	Happy Days	17.50	Stooky	5.00
Billy's Bull's-Eye	39.50	Game Football, 1937	5.00	Short Box	17.50
Billy's Line-Up	32.50	Game Football	5.00	Skippy	99.50
Billy's Dumper	5.50	Mad Cap	39.50	Stoop's Races	7.50
Chicago Baseball	45.00	Mini America	12.50	Swing Time	5.00
Chicago Express	39.50	Mini	9.50	Thriller	65.00
Chicago Scoreboard	12.50	Outward	19.00	Wild Animal	5.00
Elec. Scoreboard	12.50	Replay	19.00		
		Running	19.00		

1/2 Deposit, Balance C. O. D. Cable Address: "McCall's" Phone: Jefferson 1644.
Send for Our Latest Price List.

3147
LOCUST ST.
ST. LOUIS, MO.



CHICAGO COIN'S

★ 1000 PLUS 600 TUNNEL

GORGEOUS PLAYING FIELD

NEW Novelty Game Sensation

Swing

INCORPORATING NEW FEATURES THAT WILL MAKE IT THE HIGH SCORE NOVELTY GAME \$74.50 GOLD MINE Immediate Delivery

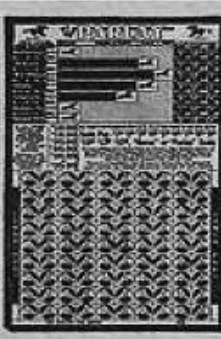
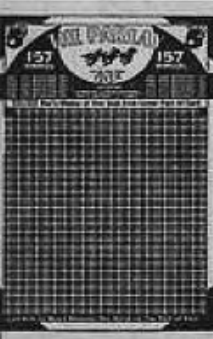
AN APOLOGY
We were so swamped with orders for Swing that we were unable to fill them all. However, production is now at top speed and the usual prompt Chicago Coin deliveries are in effect.

★ **OUT BALL REGISTERS 600 POINTS IF SWING LIGHT IS LIGHTED**

★ 2 WAY 600 OR 1000 SWING GATES

CHICAGO COIN MACHINE MFG. CO.

1725 DIVERSEY BLVD. . . . CHICAGO



The PARLAY

"GET A RUN FOR YOUR MONEY!" The sensational board that is making real money for smart operators. Write for details.

Seven small horses are at top of payout card, three holes alongside each horse. Winner pinches any hole; horse flashes across card to "Win," "Place" or "Show" position, receiving \$25, \$16 or \$5. Drawer of "Parlay" ticket selects any two horses. Only one \$25 winner possible. Made in thin and thick styles, 10¢ or 3¢ per play; average profits \$71.52 on 10¢ deal, \$41.52 on 3¢ deal. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
14 N. Peoria St., Dept. C, Chicago, Ill.

Pennsylvania News

On March 5, 1938, there was formed at Harrisburg, Pa., a State association of amusement machine operators of Pennsylvania. This organization was planned by representatives of the trade thruout the State due to the legal and economic difficulties presently being encountered.

Most of the machines operated by the interested group are pinball games. There has arisen a certain amount of legal intrusion upon the peaceful conduct of the business. In certain sections of the State the police and law-enforcement officials have arbitrarily and without lawful cause seized or ordered down all such machines under the unjustified tag of "gambling."

In other sections of the State injurious and discriminatory taxes have been levied upon the machines or incomes derived therefrom. Confiscatory taxes have in many cases penalized honest and law-abiding citizens in the furtherance of an entirely legitimate and honest trade.

In still other sections of the State several independent, avaricious and racketeering individuals have set up and conducted games purely for gambling purposes. The presence of these individuals and their illegal machines have in some instances cast a bad reputation upon all automatic machines, with the belief that they are operated by the same group.

The State association was formed to place the business upon a high plane of honest, legal and co-operative activity. An individual operator or small group carried no weight to combat any of the evils facing the business. By banding together into a strong, well-knit unit co-operative efforts of some value may be exercised wherever needed to safeguard the welfare and honest continuance of the trade.

These machines are legal. They are amusing and entertaining and the public wants them, as evidenced by their continual popularity. This association

must educate local police bodies as to the legality of the machines. The association must and can secure equitable rulings from tax departments or throw its collective weight into seeing more equitable and reasonable legislation. Beyond that the association must seek out the petty gambler racketeer who is ruining the reputation of the business. He or they must be forced out. The public must be made to realize that a legitimate business being operated and illegitimate must be forced out.

In addition to State matters this association will be in favorable position to contact and secure co-operation from other State or local units to meet difficulties that may be faced in future.

The formation of this association is most laudable. Its membership is rapidly expanding and will in time take all persons interested in this field, and provides security and aid to the individual as well as strength and prestige to the group.

Corresponding offices are maintained at 915 Franklin Trust Building, Philadelphia, Pa., with Harry H. Wexelblatt corresponding secretary.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

- Bally Mfg. Co.
- H. C. Evans & Co.
- Groetchen Mfg. Co.
- D. Gottlieb Co.
- A. B. T. Co.
- Daval Mfg. Co.
- Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



DOLLARS from HEAVEN

A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

170 Winners—From 25c to \$25.00

Board Takes In. . . . \$123.50
Average Payout. . . . 78.05
Average Profit. . . . \$ 45.45 plus 10% tax

GLOBE PRINTING CO. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

Hoffman Appointed Oriole News Hawk

BALTIMORE, April 9.—Oriole Coin Machine Co. reports the appointment of Bernard Hoffman as news gatherer for its organization. According to Ed Ross, who heads the organization, it has been a great many requests from members of their own organization in Washington, Pittsburgh and Buffalo, news of what's going on in their respective offices. To supply this need, he reports Hoffman has been deputized to create a department for this purpose.

At the same time, Ross stated, Hoffman will act as liaison man between the trade and the firm and will bring to all the customers of Oriole and its activities.

Thank You for Mentioning The Billboard.

GAY TIME

HIGH SCORE NOVELTY GAME
with a **PROGRESSIVE**
SCORE SYSTEM!

Gay—fresh and alive with design, color and super playing appeal. There are 3 holes in the lane at the center of the playing field. A ball that rolls over the No. 1 switches at the top or lower center of the playing field advances the ball in the No. 1 hole in the lane to the next lower hole, adding 1000 points to the score. If balls are in the 2d and 3d holes, the ball in No. 2 advances to No. 3, adding 1000 points to the score, and the ball in No. 3 is ejected onto the field, where it may strike more bumpers. When a ball passes over the No. 2 switch at the top left the No. 2 and No. 3 balls in the center line are advanced. An adjustable contact permits the vender counter to register awards from 8,000 to 11,000.

Immediate Delivery!

GENCO, Inc.

2621 N. ASHLAND AVE.

CHICAGO, ILL.

*A Tonic
Spring for
Sick Locations*



\$74.50

WANTED!!!

Mechanical Snake-Rail Alloys — Short Range Revolver and Rifle Games — Rockola World Series — Bow-A-Game, Etc.

RECONDITIONED—GUARANTEED

- | | |
|---|---|
| Mills Big Race | Photo Finish, \$27.50 |
| Practically New Ft. Sample . . . \$95.00 | Golden Wheel without TLE 27.50 |
| Mills Flashers with Horses and Check Recorder . . . 65.00 | Golden Wheel's Yck. Model 22.50 |
| Panama Race 1-Color Hd. Cr. Sec. . . 30.50 | Turf Champs 24.50 |
| Playgrounds . . 72.50 | Springtime . . 20.00 |
| Playgrounds . . 80.50 | Royal Races 20.00 |
| Panama Race . . . 50.25 | Mills Post Time . . . 19.50 |
| 2 to 5 Play, \$300 Atch. 48.50 | Miss Double Header . . 7.50 |
| | Jennings Derby Day with Giant Top and \$800 Atch. \$75.00 |

1/3 Deposit With Order, Balance C. O. D. Prices F. O. B. Baltimore.

SAVOY VENDING CO.

406-B W. FRANKLIN ST. BALTIMORE, MD.

BARGAINS

1/3 Deposit, Balance C. O. D.

- | | |
|----------------|--------|
| PLESTWOOD | 97.50 |
| MULTIPLE RACES | 94.50 |
| PLAYGROUNDS | 89.50 |
| SADDLES | 75.00 |
| PREAKNESS | 37.50 |
| PHOTO FINISH | 32.50 |
| TURF CHAMPS | 30.00 |
| RACING FORM | 29.50 |
| CRANO PRIZE | 24.50 |
| CLASSIC | 24.50 |
| PIKER PEAK | 22.50 |
| CAROM | 22.50 |
| SHOOT-A-LIFE | 42.50 |
| ONE MIX RIFLE | 110.00 |

MILWAUKEE COIN MACHINE CO.

2816 W. North Ave. Milwaukee, Wis.

KEE BALLS

FULLY REBUILT SIKKE BALLS, in good condition \$250. Will sell for \$140 unrebuilt. St. Buffalo, New York. Please pay for themselves in 2 weeks. M. L. BARNER, 810 Liberty Bank Bldg., Buffalo, N. Y.

Munves Stanch Arcade Supporter

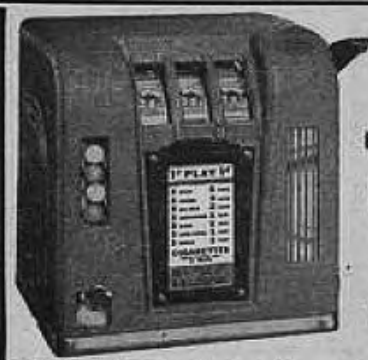
NEW YORK, April 9.—For many years the center of Mike Munves' interests has been arcade equipment, it is reported. With the arcade business springing to life all over the nation, he states he's right on the job again handing out helpful tips to arcade ops.

"One of the best ways for arcade men to increase their take," he maintains, "is to take advantage of the new arcade equipment that has been developed in the past year and sprinkle these new games amid the old ones. The expense of this move is more than offset by the added interest patrons show and by the increased profits these machines will bring. Dyed-in-the-wool arcade fans are used to seeing the usual machines," he concluded, "so when they see a device that's brand-new it excites their curiosity and they start shooting coin after coin into the chute to see just how and why it works."

Hurviches Stage Big Pep Drive

BIRMINGHAM, Ala., April 9.—Down in the heart of the South here Max and Harry Hurvich, of the Birmingham Vending Co., report they are all set to launch a big pep drive in behalf of their Imperial coin-operated billiard table. "We believe this machine of ours is the outstanding legal piece of equipment on the market," they stated. Not only does it assure ops of a steady income but it satisfies authorities who demand legal equipment.

"For this reason," they went on, "we are preparing a powerful sales drive to acquaint ops with the Imperial and get it started in their territories. This is one machine that will assure them a constant flow of profits. For over 10 years some of the best paying locations in the country have been featuring the coin-operated billiard table. The big feature of the Imperial, of course, is the fact that it is built to last and to collect sizable profits for years to come."



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender, Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



BALL GUM

15c a Box (100 Pieces) Case Lots (100 Boxes) \$12.00

MINTS

100 Rolls, 75c. Case (1000 Rolls) \$6.00

GINGER TOKEN PAYOUT \$27.50 TAX PAID

Lowest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator adjusts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



RACE TRACK

2600 Holes, 5c Per Sale.

A New Sensational Step-up Barrel Board Filled with Tip Combination Tickets. Attractively made up in an array of Colors.

183 WINNERS PAYING \$1.00 TO \$25.00

Board Taken In \$133.00
Pays Out (Average) 88.40
Profit (Average) \$44.60

PRICE **\$5.04** Plus 10% Tax.

Order a Sample Board Today. You Will Repeat It in Dozens Later. We Know It.

AJAX MFG. CORP., 119-125 N. 4th St., PHILADELPHIA, PA.



12" x 4"
NO CURRENT

\$39.50

ABSOLUTELY LEGAL!

REGISTER

5-BALL 1c NOVELTY

RECESSION REMEDY

The only Penny Novelty Game on the market—and going to town, because players would rather spend 5 pennies than one nickel! Big as a payout! Has refinements found in high-priced games! New Airplane Dial Recorder, Spiral Bumpers, pure gum live rubber buffers, AIT Slot, Chrome Fittings, etc.

Operate this penny-harvester and forget the recession!

Also available with 5c slot.



12" x 4"
CABINET
BACKBOARD
12" SQUARE

\$69.50

GLOBE TROTTER

5-BALL NOVELTY THRILLER
A LOW-PRICED SENSATION!

Get this money-making express and clean up! Has everything you'd ask for in a high-priced game, yet sells at a record-breaking low price! New Odometer Mileage Totalizer; new-type Bumper Springs; New Simplified Mechanism; Mystery Slot revolves Twin Spinner Discs. Top disc shows miles player must travel to win. Lower disc shows destination, which represents odds. Award cards furnished.

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

THE ONLY TESTER WITH THESE QUALITY FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES, THROUGH-OUT!** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.



\$19.50

With operators who know their GRIP MACHINES it's **GOTTLIEB-50 TO 1**

WRITE FOR CIRCULARS AND QUANTITY PRICES

STILL IN PRODUCTION!
GIANT GRIP SCALE, \$17.50

21 YEARS OF LEADERSHIP

It our reward for adopting and maintaining a policy to ENDORSE ONLY THE BEST coin-operated machines and protect operators' investments with all the care and vigor at our command. This shall always be OUR policy—which is the only OPERATORS' safeguard.

BANNER SPECIALTY CO. 1530-32 PARRISH ST. PHILADELPHIA, PA.

BRANCHES 1840 Fifth Ave., PITTSBURGH, PA. 1125 Broad St., NEWARK, N. J.
Mr. Harry Rosenthal, Mgr. Mr. Jack Kay, Mgr.

BUY FROM OFFICE NEAREST TO YOU

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1200-hole board with all genuine leather hand-laid! Games containing complete machine from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$3.75; Lots of 10 or More, \$3.50.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

Eastern Presents New Charm Setter

NEWARK, N. J., April 9.—Frank Hart, of Eastern Machine Exchange, reports that the new device he is marketing known as a charm setter has been found to be of great help to bulk vending machine ops. "Formerly," he stated, "ops who used charms to add a bit of flash to their machines found it a difficult task to get correct display of these charms in the machine. They used everything from pencils to bits of wood to get them close up against the glass.

"With our new forklike device," he continued, "ops can place the charms in the difficult spots—places where no finger will reach. In a jiffy charms can be spotted at any point in front of the machine. The fact that this charm setter of ours fills a long-existent need can be seen by the daily batch of inquiries we are receiving for this device. So as long as charms are used in vendors it looks like we'll have a big demand for this item," Hart concluded.

ern Coin Machine Co., reports a climb demand for cash slotboards in the New Orleans area. He has just placed a order for several hundred more boards

The Bell Distributing Co. reports the sale of several of the new Triplex money changer Dixie Belle to operators in the interior of the State and in suburbs New Orleans. Ben Neubauer, of the bodaur, was a buyer of several during the past week. The company is also receipt of a sample number of the Jennings' Racing Club table game.

O. D. Jennings, head of the company of that name, was a visitor here this week, calling on operators and distributors and renewing many old acquaintances. Mr. Jennings resides not many miles north of the city on a beautiful farm in South Mississippi, where there is seen some of the finest looking stock in the country.

The Valloft and Dreux, Inc., chain retail tobacco and sundry stores, are increasing their supply of cigaret punch boards. The company is one of the largest chains in the city and reports that cigaret board and machine dealers are helping to maintain a steady turnover in the Big Four brands of cigarettes. They have a large window display of boards at their offices on Poplar street.

Sam Gantilich, of the Dixie Coin Machine Co., returned over the week-end from a visit to Dallas, where he spent time conferring with Ed Lynch, boss of Electro Ball Co.

J. M. Kratz, Southern territory sales manager for Stewart-McGuire, vending machine manufacturers, was a visitor this week and reports very good demand for machines. He is reported to be made arrangements for regular representation in New Orleans before leaving for Oklahoma City, where he met Jack Rose, returning to the South after a long stay in New York City.

New Orleans

NEW ORLEANS, April 9.—Advertising the home product is a growing fad among claw machine operators of Louisiana these days. It is not uncommon to see claw machines on location in these parts filled with rice instead of the usual green or red candies. One large operator who is using the Louisiana grain exclusively these days says that rice is considerably less expensive and can be more easily handled for merchandise covering in the machines. (Note: Besides, if your location is near starvation, the rice will always come in handy as nourishing food.)

The Gooetchen counter game, Ginger, is getting a good play in this State and the distributor in New Orleans recently increased his standing order.

Ed Rodriguez, of the American-South-

WURLITZER \$159.50 ea.

616 (Lots of 10)

SINGLE MACHINE—\$169.00. 616A—\$180.00. P12—\$240.00. 716—\$159.50.
ROCK OLA, Late 1936 Model, \$79.50.

CIGARETTE MACHINES.
ROWE ARISTOCRAT \$22.50
STEWART & MCGUIRE \$27.50
NATIONAL 0-30 \$74.50

BOWLETTE \$49.50
(PRACTICALLY NEW)
50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE 6-1642) 250 W. 54th St., N.Y.C.

A. B. T. TARGET PISTOLS . . . \$19.75

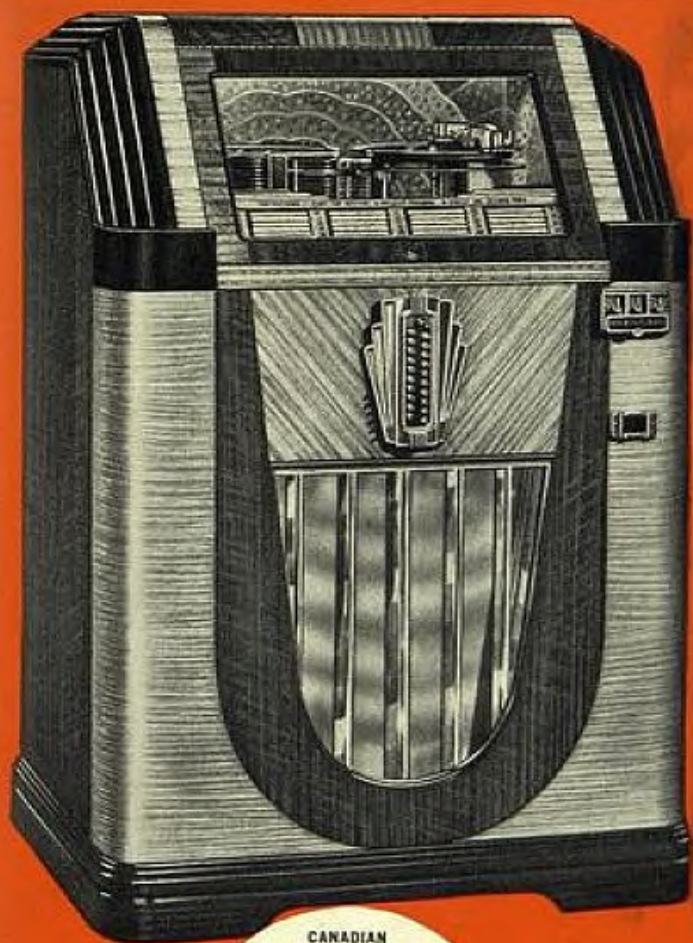
LATE MODEL, SLIGHTLY USED, GUARANTEED TO BE IN A-1 CONDITION.
One-third with Order, Balance C. O. D.

Write us for Used Games, all types . . . sensationally Low Prices for Dealers . . .
Legal Fortune Boards.

GRAND NATIONAL SALES CO., 2300 W. Armitage, Chicago, Illinois.

THE 99%
 Slug-proof COIN CHUTE IS
STANDARD EQUIPMENT
 ON EVERY ROCK-OLA
 1938 PHONOGRAPH!

Think of the extra earnings you can make with Rock-Ola phonographs! Every new 1938 instrument has the new 99% slug-proof coin chute as a part of the standard equipment. No EXTRA charge! Out go slugs—in go coins! Make this EXTRA profit by operating the best in phonographs with the new 99% slug-proof coin chute.



CANADIAN
 OPERATORS ATTENTION
ROCK-OLA
 Multi-Selector Phonographs
 are **HYDRO-ELECTRIC**
 APPROVED IN CANADA

Distributed by
P and H COIN MACHINE CO.
 128 Dundas St. W., Toronto, Canada



Rock-Ola MFG. CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.



The last word in modern slug-proof, drop-style coin chute. Adopted by Rock-Ola engineers after 18 months' research and testing in Rock-Ola laboratories. The new 99% slug-proof coin chute takes nickels, dimes and quarters—real money only! Automatically returns slugs in receptacle below.



Slanting Top Visibility
 —THRILLS EVERYONE

A great new Rock-Ola feature that draws more play! Greater visibility of the fascinating Rock-Ola record changing mechanism. People love to watch it perform. That's why it brings more money into the cash box every day in the year.

Every night, the incomparable **CAB CALLOWAY** plays for millions of **HI-DE-HO** fans on thousands of **WURLITZER PHONOGRAPHS**



CAB CALLOWAY whose all-day highlight is the Cotton Club Show.

CAB CALLOWAY AND HIS ORCHESTRA, after starring in Broadway's New Cotton Club Show, are now on the air.



These Recent **VOCALION RECORDS** by **CAB CALLOWAY'S ORCHESTRA** are everywhere in demand

- 3995 "I Like Music"
- 3996 "Three Swings And Out"
- 3970 "Doing The Reactionary"
- 3971 "One Big Union For Two"
- 3912 "In An Old English Village"
- 3913 "Error In The News"
- 3896 "Jubilee"
- 3897 "Every Day's A Holiday"
- 3830 "Peckin'"
- 3831 "Manhattan Jam"

Wise operators know that records like these result in increased play appeal.

SOLD ONLY TO OPERATORS

24 RECORDS

MODEL 24-24-A



With the Cotton Club stage as a throne, Cab Calloway and his band, rulers of Hi-De-Ho, hold sway over the realm of rhythm in a musical manner that has won them a large and loyal following everywhere.

Only a few thousands can pay personal court to Cab Calloway each night. But every evening in taverns and restaurants, where limitations require the use of automatic music, millions pay homage to his harmony as magically reproduced by the Wurlitzer Automatic Phonograph.

Successful music operators all over America operate Wurlitzer . . . the Automatic Phonograph that introduced realism into recorded music . . . alternative color effects for peak eye appeal . . . the only modern automatic instrument to play 24 records!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WURLITZER

AUTOMATIC PHONOGRAPHS REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions