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APRIL 23, 1938

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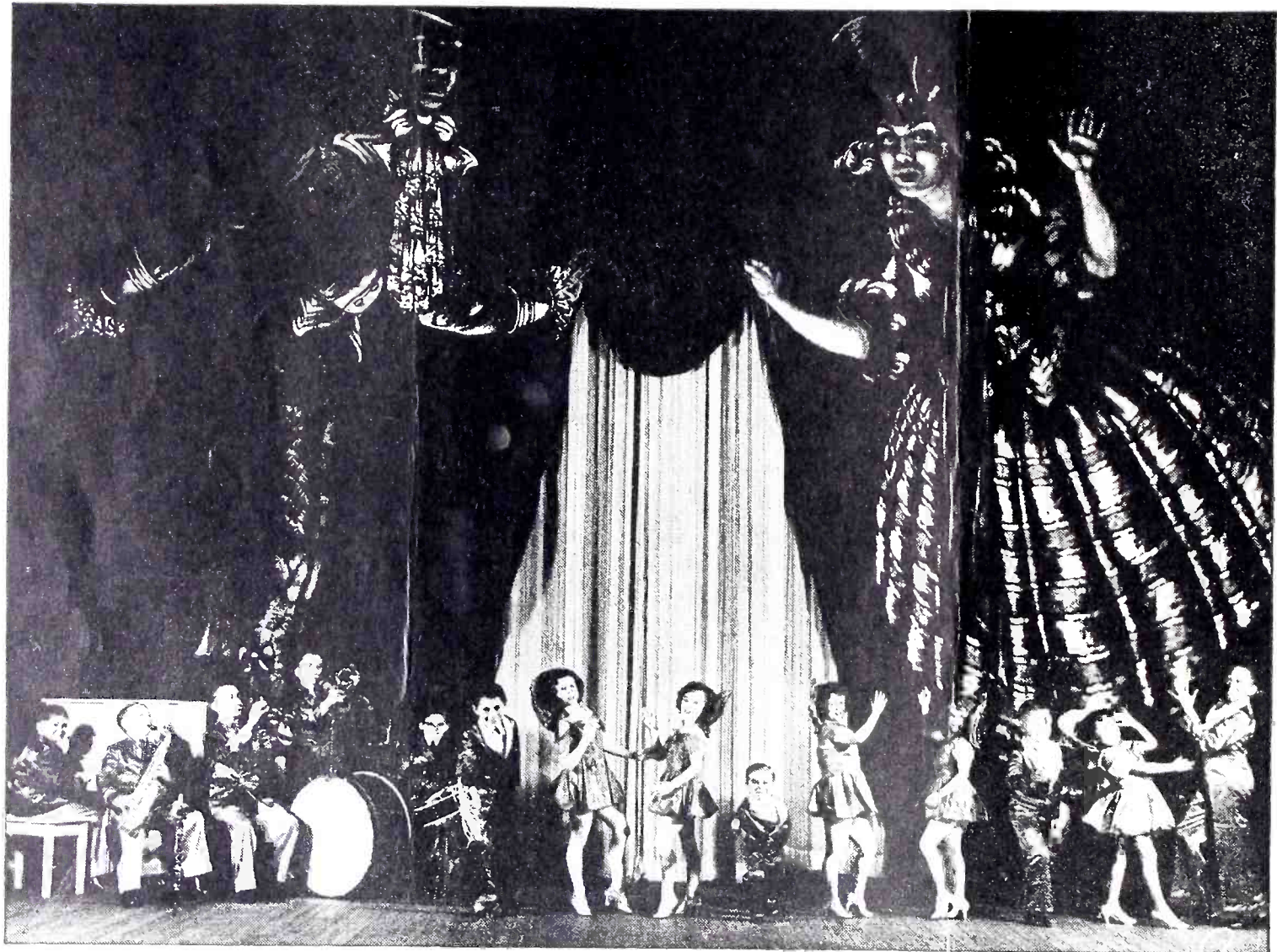
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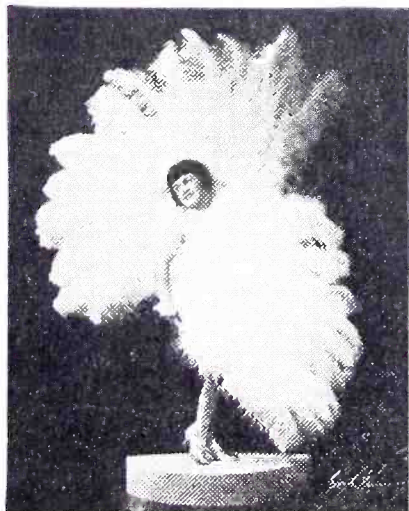


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3 MORE MAJOR SHOWS BOW

Cole Bros.' Circus, Col. Tim McCoy's Wild West In Chicago; Hagenbeck-Wallace in Indianapolis

CHICAGO, April 16.—Cole Bros.' Circus fourth season got under way this week at the Stadium when its first performance was given in the form of a dress rehearsal on Thursday evening to an audience composed of newspaper people and invited guests. Show was received with enthusiasm.

Despite a few minor drawbacks, the performance ran smoothly, an accomplishment considering that the show did not unload here until Wednesday morning and gave the dress rehearsal the next day. Two of the biggest acts did not show due to shortness of time to erect their rigging. These were the Gretonas and the Great Florenzo, a European importation.

Vic Robbins again leads the band and his musical selections enhanced the value of each act. At the last moment H. J. McFarlan, who was to go with the new Robbins Bros. Circus, was brought in as equestrian director and much credit is due him and his assistants for whipping up a crack performance in very little time. Ray Dean is master of the p.-a. system and his announcements are of the clear, clean-cut order.

First show ran a little long, but by the time this appears in print the program will have been cut and rearranged into a fast-moving performance.

Detailed Review

(Due to editorial deadlines this review is incomplete and is of the show as caught at the dress rehearsal Thursday evening.)

DISPLAY 1—Program got off to a flying start with the spec *La Seville*, a colorfully brilliant display of pageantry, written and produced by the fine hand (See COLE BROS.' CIRCUS on page 68)

INDIANAPOLIS, April 16.—The Hagenbeck-Wallace Circus officially opened its season at Indianapolis today with afternoon and evening performances, and will give two more shows here next Monday.

Despite generally threatening weather crowds at both Saturday performances were fair. Reason for slowness of attendance figures, according to Mel Smith, executive of the circus, was that the show had been forced to postpone scheduled Easter Sunday shows because of opposition of church leaders. Billing in the city and surrounding territory gave the dates as April 17 and 18 and the only correction of these dates was in newspaper publicity and ads.

At tonight's performance—there was a dress rehearsal engagement in Peru, show's headquarters, on April 14—the show gave two hours of speedy, zestful entertainment. Quite a few new acts were in the line-up and there were also many which have been with show for several seasons. Show does not seem entirely set as yet and Smith said that several more acts are to be added, probably in time for inclusion in the program at Covington, Ky., where the show goes from Indianapolis.

Chief among the new attractions was Blacaman, who was given top billing in all the posters and ads. Heralded as the Hindu animal hypnotist, Blacaman delivered a truly remarkable act in which he subdues crocodiles and lions, apparently by some mental power. His offering went over in a big way with the audience, which was about two-thirds capacity, altho it was a well-papered house.

Another offering that thrilled the crowd was the loop-the-loop stunt of the Les Rebras Belgian team, a perch act. Mlle. Lucy gained a good round of applause. (See H-W CIRCUS on page 68)

CHICAGO, April 16.—A new Wild West show, the first of major importance in many years, was born here Thursday night—and it is a lusty infant, full of vitality, color and picturesqueness. The debut of Col. Tim McCoy's Real Wild West and Rough Riders of the World at the International Amphitheater was enthusiastically greeted by a large audience, the house being about three-fourths filled. The performance, which ran a little over two hours, moved with remarkable smoothness for a new show, there being few delays or draggy spots. These were to be expected and no doubt will be eliminated by the time the show goes on the road. The audience appeared to be well pleased and many laudatory comments were heard after the show.

Col. Tim McCoy has done an excellent job in putting together this show in a few months, starting from scratch. Thruout the organization his military experience is evident. Every detail of the show has been carefully planned and worked out and a competent personnel organized. Colonel McCoy himself has had considerable show experience as well as having been a cowboy, and his military experience has stood him in good stead. S. L. Cronin, manager, has many years of experience to his credit, has piloted the Al G. Barnes show for a number of years and ranks up among the most competent managers in the country. C. W. Finney, general agent, has had long experience in both the circus and Wild West fields and ranks among the topnotchers. Other members of the staff are men of varied show experience.

Physical equipment of the show is without doubt the finest any Wild West show has ever had. Scenery used in connection with *The Winning of the West* episode is ingeniously constructed. Space would not permit full use of the scenery in the Amphitheater. Wardrobe of the show is colorful and authentic.

The show's band, under direction of Charles Post, is a real feature. In red shirts and 10-gallon hats, the 32 men comprising the band make a great flash and they dispense excellent music.

Detailed Review

DISPLAY 1—Grand Entry, introducing the rough riders of the world. A kaleidoscopic spectacle incorporating riders of many nations in native regalia, each group led by a standard-bearer carrying the flag of his country. As the various groups, clearly announced by Harry Thomas, galloped into the arena they presented a beautiful sight. Sioux Indians and Sioux and Cheyenne squaws (See MCCOY'S WILD WEST on page 68)

Agents and Bookers Seek New Laws, Closer Tie to Unions

NEW YORK, April 16.—Entertainment Managers' Association isn't going to wait for New York State Legislature to rid show business of unscrupulous managers. By September, when the Assembly reconvenes, EMA expects to have instituted a cleanup of its own house thru a united attack by the triumvirate—American Federation of Actors, American Federation of Musicians and its own organization. Membership is being called to a meeting April 19 to discuss plan

which would be as effective as a licensing enactment in case the association's own bill, No. 2520, as introduced by Assemblyman Breitbart, falls thru, as did similar measures this past session.

Simultaneously, about 75 night club and vaudeville agents will be banding together for the purpose of indorsing a similar licensing system. These agents and bookers are conferring April 22 at the Hotel Edison, under the guidance of (See AGENTS AND BOOKERS page 33)

Page Darwin

NEW YORK, April 16.—They'll never find Hugh H. Harlow, dramatic editor of *The Tomahawk*, Holy Cross' humor mag, campaigning for the swing-outs.

Finding nothing artistic in "musical noises" and feeling it is a pity that collegians should pass up Verdi and Wagner for Goodman, Harlow indicts swing as a "brand of barbarism" that takes us back to the monkeys far more quickly than we descended from them."

AFM Tackles Pix Studios

Gillete moves to boost employment 50% — studios threaten cut in musicals

HOLLYWOOD, April 16.—First confab over the American Federation of Musicians' demands to ditch musical sound track dubbing for B pix and substitute orks was held this week between J. W. Gillete, Local 47 contact man for studios, and Pat Casey, producers' rep.

Gillete, representing Joseph N. Weber, prexy of AFM, requested that musical sound track be used only in pix for which orks had been contracted to play. According to studios, this would practically eliminate film libraries of musical sound track.

With nearly 50 per cent of B pix now scored without live talent, AFM figures studio musical jobs would be boosted 50 per cent if producers agree to the suggested plan.

However, on the heels of the news (See AFM TACKLES on page 33)

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Compromise Ends Walkout Of R-B Circus Employees

Settlement terms re-establish five-year-contract signed with AFA last May calling for \$60-a-month minimum and create \$45-a-month minimum for N. Y., Boston runs

NEW YORK, April 16.—It took a two-day strike by about 200 workingmen and subsequent intervention by the New York State Mediation Board to settle wage disputes this week between the Ringling-Barnum circus, playing at Madison Square Garden, and the American Federation of Actors. Walkout, precipitated chiefly by a difference in interpretation of a five-year union contract signed by the circus last May, marks the first time in history that Ringling-Barnum employees have struck on a large scale and then picketed their own show. Property men, wardrobe employees, animal help, grooms, porters, concession men, drivers and some of the ushers walked out of the Garden on Tuesday evening after John Ringling North, president of the circus corporation, indicated that he would not meet the \$60-a-month minimum wage scale to employees during the New York and Boston indoor engagements. A contract signed last year by S. W. Gumpertz, then general manager of the show, called for the \$60 minimum thruout the season with no particular stipulation for work at winter quarters and indoor dates. A separate contract was signed by Gumpertz's successor, the late Carl T. Hathaway, just prior to his death last winter, creating a \$7-a-week minimum at winter quarters and it was this rate that North (See COMPROMISE ENDS on page 69)

Catholic Paper Asks O'Connor What "Delays" FCC Inquiry Bill

Brooklyn Tablet says it favors investigation to eliminate "un-Christian, undemocratic propaganda" and "admitted monopoly"—FCC votes against asking for look-over

WASHINGTON, April 16.—Federal Communications Commission this week voted against Commissioner Payne's invitation to Congress to come down and see what the FCC does with its time. View taken by the majority was that Congress was perfectly able to write its own invitation. Majority included Chairman McNinch, Commissioners Case, Brown, Sykes and Walker, against Payne and Craven. Winning side issued its stand thru Commissioner Walker in a statement which explained, "Whether an investigation of a governmental agency created by Congress should be made is wholly a matter for the judgment of the Congress itself. This commission should neither advocate nor oppose such investigation. If at any time the Congress should see fit to enter upon an investigation in which this commission may be concerned or by which it may be affected, this commission should expect to offer every facility at its command in assisting in the active prosecution of such an investigation and in making immediately available all the facts pertaining thereto."

Capital observers had waited for a week to find how the commission would be able to get off the stove when the Payne-Craven combination injected the resolution, so worded that to vote for it was a vote to bait Congress into an investigation, while a vote against indicated "fear" of investigation.

Postponing action for a week, the majority conferred on ways to ward off Payne's billet-doux. Shortly after the vote, Payne issued a statement, saying: "I greatly regret that the commission should have put itself on record as unwilling to say that it was not opposed to an investigation. In view of the language of the resolution, which was drawn by me with great care, the only logical deduction is that some members of the FCC do not want an investigation and do not welcome it. It is preposterous to deny that there has been opposition to a Congressional investigation within the Commission...."

"I am particularly amazed at Com- (See CATHOLIC PAPER on page 9)

Theater Council Audition Tries Out a New Comedy

NEW YORK, April 16.—Last Monday afternoon (11), at the Lyceum Theater, the American Theater Council presented its seventh audition. This one, instead of consisting of skits and pieces of long plays designed to give chances to as many youngsters as possible, was made up of a single three-act comedy, as yet unproduced. Another innovation was the fact that the group presenting it (Studio Group No. 559, according to the council's somewhat coy method of numbering) was composed not only of youngsters, but also of established stage people who want to practice their profession between regular engagements. That, too, was announced as one of the Council's aims.

According to this corner's practice and the Council's wishes, only those showing possibilities will be mentioned, since after all it was simply an audition to display talent. And that leaves me somewhat up a tree—for the only real possibilities were shown by William Schoeller, a gentleman who certainly needs no Theater Council audition to bring notice to his work.

As for the play, it seemed to have an idea, and with a certain amount of rewriting might conceivably bring it out in highly amusing form. Even as it stands it has its points—including a few good laughs—despite the direction and most of the acting inflicted upon it Monday afternoon. In spite of the carefully benign attitude we all adopt toward Council auditions, it's pretty hard to refrain from commenting on the work of one established actress in the cast, and perhaps this notice had better be ended before the temptation gets too strong.

The play, incidentally, was *Play It for Comedy*, by John Simon Rodell.

Eugene Burr.

Marathon Grind

LOS ANGELES, April 16.—Movies are cheap here. Along Main street, where the spots are open all night, one house is offering 10 pictures for a 10-cent admission.

Chi Costumers Ask FTP Trade

CHICAGO, April 16.—Chicago Costumers' Association at its annual meeting this week voted co-operation with the national organization of costumers in its fight to get the Federal Theater Project's biz rather than have the government set up separate FTP costuming plants thru-out the country. Association's contention is that with FTP's trade the costumers themselves would more than take up the unemployment slack, thus relieving the federal government of the responsibility.

Election of officers: Lester C. Essig, of Lesters, Ltd., president; Jack Hoffert, of the Chicago Theatrical Shoe Co., vice-president; Harry Bohn, of the Dress Suit Rental Co., secretary, and Herbert Kettler, of Kettler Wig Co., treasurer. All by-laws will be redrafted to fit present conditions at a meeting of the new directors next month.

Omaha Recreation Project Started

OMAHA, April 16.—New local recreation project, featuring 13 main play centers, was to open today under direction of William J. (Billy) Meyers, WPA project director. Meyers employed 28 WPA activity supervisors, and when the program is in full swing will hire 58 supervisors for three subcenters for each of the 13 main centers. WPA contributed \$55,000.

Meyers said 45 musicians now are engaged in the WPA orchestra and he hopes to augment them by 15 more to furnish free civic concerts three times

Social Security Bureau Asks Aid of Unions

NEW YORK, April 16.—As part of its drive to bring Social Security and Unemployment Insurance protection to as many performers and musicians as possible, the Bureau of Internal Revenue today solicited the assistance of theatrical unions.

In a letter Monday to officials of the 12 largest organizations, Joseph T. Higgins, collector, asked unions to make members conscious of these protective measures as a means of rounding up delinquent employers and insuring benefits to performers later on.

The groups thus addressed included Actors' Equity, American Federation of Actors, Burlesque Artists' Association, American Guild of Musical Artists, Screen Actors' Guild, Local 802 of the American Federation of Musicians, American Federation of Radio Artists; Theatrical Managers, Agents and Treasurers' Union; the International Alliance of Theatrical Stage Employees Local 1, Local 306 Motion Picture Operators' Union, Chorus Equity and the United Scenic Artists.

Detroit Admish Prices Stay Up

DETROIT, April 16.—Detroit theater prices show no tendency to drop at present, a general survey this week indicated. First-run houses dropped a dime about three months ago and there is a slight tendency to regret it on the part of the managements. In outlying districts not more than half a dozen theaters tried to cut prices to meet the depression, and in all reported cases they can't make up for the loss by any increase in patronage.

The downtown situation is somewhat stymied by lack of steady stage shows of high quality. The Michigan and Fox, only stage show houses, have to play at the same admission prices as the top-line single feature first-runs—and the situation is chiefly due to inability to book in shows of even quality. Both houses have repeated individual stellar attractions within a short space of time, even taking acts that have played the opposition not long before.

a week. Music will be stressed thru choruses and instrumental groups as well as regular concerts in various parks, Meyers said.

Unions Kill Kid Showing

"Tom Sawyer" off, but TMAT can't remember making any demands

NEW YORK, April 16.—Despite the fact that the Juvenile Theater of Art had to cancel its Easter showing of *Tom Sawyer* because the price demands of the Theatrical Managers, Agents and Treasurers and other house unions made production prohibitively costly, and despite the fact that another TMAT official refused to discuss the union's position in the matter on grounds that Hal Olver had charge of the negotiations with the juvenile representatives, and therefore was the only one familiar with the details, Olver denies having made any demands at all.

Juveniles claim that for their proposed three-day dramatization of *Tom Sawyer*, by the kids themselves, it was demanded that they hire a press agent two weeks in advance at \$150 per week, a house manager at \$100, a carpenter, an electrician and property man at \$82.50 each, and a curtain puller at \$58. In addition the group was being charged \$450 rental, \$100 for scenery, \$100 for trucking and \$75 for programs. Minimum total of \$1,430. An offer from the non-union Nora Bayes theater totals \$675.

Theater representatives hold that they were not informed of the unions' stipulations at the signing of the lease, but were nonetheless willing to meet the TMAT and others halfway by paying union rates for the three days that the production was running. But they refused to pay for advance press agents and whole week salaries for others for the three days of work. Idea of compromise (pay only for actual work) was turned down by union officials, who maintained that tho a juvenile, amateur production, it was competition for the Broadway houses and should abide by their regulations.

Tom Sawyer cast was pulled out of rehearsal from the Little Theater, which is now suing the school for breach of the rental contract. If that difficulty is overcome the group will go on with the play, probably at the Nora Bayes, within two or three weeks.

Chi FTP's Health Play

CHICAGO, April 16.—Harry Minturn, Federal Theater head here, who was away this week to attend a supervisors' gathering in Washington, penciled in Arnold Sundgaard's *Spirochete* to follow the current *Big White Fog* into the Great Northern. Vehicle now in rehearsal is a dramatized history of syphilis and may reach the stage as *Dark Harvest* for commercial reasons. Another legit offering readied by the FTP for late spring presentation is St. John G. Ervine's comedy *Anthony and Anna*.

JIMMY JOY

(This Week's Cover Subject)

JIMMY JOY organized his orchestra some 10 years ago while still in the University of Texas and clicked solidly in his first professional engagement at the St. Anthony Hotel, San Antonio. He introduced the feature of playing two clarinets at one time, which is still a feature of the band's bag of tricks.

His rise was rapid, having registered with the collegiate crowds in the East and West while filling both one-night and long-run engagements. His early hotel terms include the Muehlebach, Kansas City; Baker Hotel, Dallas; William Penn Hotel, Pittsburgh; Gibson Hotel, Cincinnati; Schroeder, Milwaukee; Stevens, Chicago, and Brown, Louisville. In the Louisville spot the band played for nine successive months. The boys filled a successful run at Elich Gardens, Denver, last summer and made the leading Midwest ballrooms, among them the Trianon and Aragon, Chicago.

Joy, only 34, is noted for his versatility and novelty numbers which spice every dance session. Prominent are his miniature tea kettles and bottles which he employs for pop tunes, his line of eight saxophones and eight brass instruments and his glee club consisting of his own musicians. Vocal features are Guy McComas, baritone, and Cub Higgins, swingster and one-man band. Band is now filling an engagement in the Drake Hotel, Chicago.

Possibilities

GLEANED 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 VAUDE

BOB EMERY AND RAINBOW HOUSE—*Rainbow House* is Emery's kid show for the radio, heard once a week on WOR-Mutual. Has a good collection of talented youngsters and several new wrinkles to take the show out of the straight kid-amateur class. Would probably click heavily on the stage wherever juvenile employment laws permitted.

GLADYS PALMER—colored swing singer-pianist caught at Mammy's Chicken Farm, New York night spot. Recently spotlighted because of her swing version of *Trees*, she is an attractive young woman who swings

pop ditties at the piano, exuding a compelling personality and impressing with her smooth handling of rhythm songs. Ready to be featured in vaude.

For FILMS

FRED EVANS—director of the chorus line in the Balaban & Katz Chicago Theater, Chicago. Has been staging highly impressive dance numbers under a limited budget. Should make a fine dance director in a studio. Has had long experience in the field and has constantly kept up with the parade in handing out modern and attention-arresting ideas.

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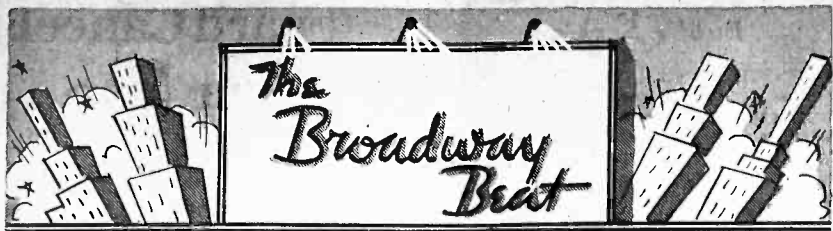
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By GEORGE SPELVIN

WONDER OF WONDERS! The staid New York Times—and in a Sunday edition, too—advertised for an actor! . . . That's certainly news fit to print. . . It was in the classified, and it was for a gent to play the part of a doctor with a workers' theater group. . . Has anybody remarked that Dorothy Day, former model who has decided to give films a break, has adopted the name of Vicki Lester—which was the moniker of the girl played by Janet Gaynor in "A Star Is Born"? . . . Olga Druce is out in Hollywood recuperating from an operation—which ought to give some smart film-caster an idea; she's one of the most talented young players in years.

The Hollywood Reporter recently took a shellacking—but a shellacking—from the Screen Actors' Guild, the feud starting over a story in The Reporter to the effect that B players had been put on the spot and that junior members were going to be transferred to Class B membership. So a couple of days later SAG took a full-page ad on the back of the rival rag, Daily Variety, advising its members not to believe what you read in The Hollywood Reporter. SAG insisted that the true facts should have been obtained thru attempted verification of the story, "but evidently verification of facts is not part of The Reporter's policy." But that's not all. The next day Billy Wilkerson, publisher of The Reporter, devoted his entire page 1 column, "Tradeviews," to an apology—but an apology. "The Screen Actors' Guild," he said, "was right in causing a notice to be printed in another paper asking its members NOT (the emphasis is his) to believe a particular story appearing in The Hollywood Reporter. . . . That story was occasioned by bad reporting and equally bad editing."

THE ALBUM: Eddie Le Baron, who makes rumba rhythms at the Rainbow Room, is one maestro who doesn't have to woo Hollywood for film work. In fact, others woo him, for Eddie is a picture producer in his own right—Spanish-language quickies, to be specific. And he became a producer of Spanish pictures because of a heart-throb that in itself makes a thrilling scenario. In the merry months before the Spanish revolution Jaime Salvador, writer and director for Aran Guez Studios near Madrid, vacationed in Paris and met Virginia Le Baron, Eddie's sister. They became close friends, but when the Le Baron family moved to California Salvador remained behind because of his work. Came the revolution and Salvador followed the Le Barons to California's sunny shores. He again courted Virginia, and early this year he and Eddie (who had always been interested in Spanish pictures anyhow) pooled their resources and, with a working capital of \$27,000, consumed 7,800 feet of film in eight days for their first Spanish flicker, a musical. And before the return to New York the happy ending came true, Virginia and Salvador enacting a true-life scene before an altar.

An evidently well-traveled reader sends in a communication with the envelope addressed to the publisher in New York, the inclosure addressed to the editor in Cincinnati, calling attention to a clipping from an Arkansas paper; the note was written on the stationery of a New York hotel, and was postmarked from Baltimore. . . . When Al Donahue returns to the Rainbow Room May 18 it will be his fifth engagement at the sky palace. . . . After that spell of snow, we had to start all over again looking for signs of spring—and sure enough, on the first balmy day, right past 47th street and Broadway drove a Model T flivver. . . . Dorothea Lawrence (via her press agent, of course) offers this statement from the 1896 meeting of the British Association for the Advancement of Science, which had been arguing that automobiles could never become popular because their operation required too much skill: "The driver," it read, "has not the advantage of the intelligence of the horse in shaping his path!"

Every time a scribbler uses the word "swing" he also uses "jitterbug," that word now meaning a swing fan. But jitterbug is really a throwback to the speak-easy era, volunteers Cab Calloway for the lexicographers. In those peep-hole days, illicit likker was known as jitter-sauce, and a jitterbug was one who liked to lap up bathtub gin. Cab claims he was the first to use that terminology, introducing it to Harvard and Yale lads week-ending at the Cotton Club back in 1932, during the club's Lenox avenue existence. The wide-pants guys were so taken over by the esoteric qualities of jitterbugging that in 1934 they started a Jitterbug Society on the campus. Cab was made honorary president, and he still carries his membership card around. Membership in this select bibber-bund depended on a test which forced the applicant to take six drinks and then pronounce "palsaddictinsomnidipsomatic." And that's what you were when you got high on likker, explains Cab. Now the sissies get high on swing music.

TO KEEP THE RECORDS STRAIGHT: In The World-Telegram recently George Ross wrote: "George Arliss and Norma Talmadge are heading east on a vaudeville tour. All the other papers had it right—and even Ross was probably referring to Norma's husband, George Jessel. . . . The reader who sent in the suggestion that ads be placed in barber shop ceilings now claims that The Brooklyn Eagle had it (thru his good graces) months before Amos 'n' Andy used it on their air program. Which, no matter how you slice it, is pretty raw on this column, which, along with its confreres, likes to have things first. . . . But the whole tempest in a teacup (or a barber's mug) is settled by J. H. Carmody, manager of the Auditorium, Sioux City, Ia. "Just to keep the records straight," writes Mr. Carmody, "the Tremont Hotel Barber Shop in Marshalltown, Ia., had advertisements painted on the ceiling—year, 1897!"

Ken Christie, choral group director, is preparing a "Singers' Handbook" for tyros with one hand and readying a special unit for films with the other. . . . According to Agenda, edited and published by the inmates of the Washington State Penitentiary at Walla Walla, included in the cast of "The Taming of the Shrew," presented by the prisoners, was one George Spelvin. . . . And is Mr. Spelvin blushing. . . . Marka, hand analyst at the Piccadilly Bar, comes up with a hunk of info relative to bent elbows rather than open hands: more cocktails have been named after the Duke of Windsor than anybody else alive; so far there are 11, no less, including the Royal Romance, the Chateau de Cande, the Wally Wins, the Coronation 1937 and the Duke of Windsor.

It's little things like this that brighten up a newspaper man's day. The other morning the phone rang on Selig Adler's desk at The Daily Mirror and, on answering it, the city editor was advised that he didn't know the caller, but that the latter was a great Mirror fan. Paens of praise went on undiminished for about five minutes, and then it developed that there was just one trouble, a very small trouble, but a trouble just the same. It seemed that the unknown admirer lived in a remote suburban section of the city and couldn't always get a copy of his favorite paper when he wanted it, so would Mr. Adler please do him a very great favor? Would Mr. Adler please, please read him today's comics? Mr. Adler, in a tone of painfully-disguised patience that was a little raspy around the edges, advised caller try Postal-Telegraph, which would probably sing them to him.

N. Y. FTP's "Step This Way" Is Its Best Vaude Musical

NEW YORK, April 16.—The Federal Theater's variety project made its best showing yet when it presented a variety revue, *Step This Way*, at the Queensboro Theater, Elmhurst, last week-end. The show was the fourth FTP production at the house, but the second of the vaude units. The first vaude unit drew 700, and last week-end drew 1,000 each day. This in a house of 2,000 seats which was built 10 years ago by Frank Wirth and George Hamid and opened with Pantages vandeville.

Since then the house has been closed mostly, but has reopened lately for Wednesday night bingo parties, with the week-end FTP shows being an experiment. FTP price scale is 25 and 40 cents and the booking arrangement has the first \$60 going to the FTP, the next \$40 to the house, and a split after that. House is owned by Realty Associates, Inc., and Carl Young is manager.

Step This Way is a musical unit written and staged by Matt Shelvey and is the first FTP vaude unit to sport such tasteful costumes. It is also the first vaude unit to be backed by decent production effort, hitherto restricted almost exclusively to the drama project. The

unit also has a few girls who can sing and dance acceptably and is aided considerably by veteran vaudevillians such as Arthur Hartley, George Mayo, Edwin George, Jimmy Donnelly and Lew Edwards. Walter Reddick, swell novelty and acro dancer, and Miss Red Dexter, aggressive hoke comedienne, make a fine combo. Marie Alvarez does nifty dialect comedy; Ray Denton contributes a punchy harmonica and dancing bit; Stanley, Benson and Sawyer come thru with 10 minutes of rowdy, sock hoke, and Nat Gates pleases easily with his Russ dialect comedy. Betty Washington solos with a sweet violin; Lulu Craven offers a good acrobatic specialty, and Joe Davidson does a whistling turn.

Paul Dents.

Equity Minimum For Chorus Upped

NEW YORK, April 16.—As a result of changes in the production contract of Chorus Equity Association the minimum wages for members of choruses in musical shows were raised from \$30 to \$35, with a minimum of \$35 to \$40 on the road, at a recent meeting of Equity council.

Also revised were working conditions providing that chorus members who take understudy jobs be paid an additional eighth of the minimum salary. New regulations pertaining to chorus conditions are also effected with the granting of additional power to the cuts board to review all cuts and replacements.

Brooklyn Stagehands' Party

NEW YORK, April 16.—Local 4 of the International Alliance of Theatrical Stage Employees will hold its 50th anniversary ball at the Hotel St. George in Brooklyn Tuesday. Among those present will be Bernard Ryan and Charles Godwin, the only two surviving charter members. Committee members are Tom Merther, B. Bartlett, Len Resley, Richard Walsh, Bert Bezer and Bob Hilton.

25 More Dramatist Awards

NEW YORK, April 16.—In addition to the five \$1,000 awards donated at the Theater Council Convention last spring by John Golden as fellowships for promising playwrights, budding dramatists will have the advantage of 25 more \$1,000 yearly awards, the extra 25 being donated by the Rockefeller Foundation. The new grants will be in effect for a period of three years.

Extra fellowship dough, which will probably be awarded on the basis of recommendations made by the Dramatists' Guild, comes as a boon to the Guild. The organization's award committee has been having plenty of trouble picking the five lads to benefit from the Golden awards, and the 25 extras will come in plenty handy.



250 MODERN OUTSIDE ROOMS WITH BATH FROM \$2.50

You will be right there—when you register at the Fountain Square Hotel. Facing all "fronts" in Cincinnati—center of the shopping district and office building area. The food and service are the best to be had in Southern Ohio. In the air-cooled Moorish Grill you'll meet the leading men of Cincinnati, while the Olympic Cafe and Bar (also air-cooled) is Cincinnati's scintillating center of night life. The rooms are exceptionally pleasant...all have full tiled baths.

M. J. DEININGER, Manager

CINCINNATI

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., 1x2".	WE OFFER YOU 47 YRS. MAK-ING TICKETS Correct Workmanship. Right Prices. Quick Delivery and a Satisfactory Feeling. THE TOLEDO TICKET CO. (Centralized Ticket Town), Toledo, O.	SPECIAL PRINTED 10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.

Coast Broadcasters Seek Policy To Counteract Dailies' Radio Ban

Even throwaway sheets follow lead in ending radio publicity as department stores bring pressure to avoid rate increase—50 papers all told drop radio

HOLLYWOOD, April 18.—Battle between downtown dailies and local radio stations came to a head today when morning sheets stripped all radio columns and illustrations from their pages. Straddling the fence, the Southern California Broadcasters' Association is at present undecided whether to back a sheet of its own, tie in with local throwaways or agree on an ad set-up that would be favorable to the downtown publishers and result in return of the columns to their pages. *Downtown Shopping News*, carrying a 500,000 twice-weekly circulation, at first was reported to have offered stations free space for columns. Decision later reversed, because sheet is controlled by large department stores who fear ad rate increase from dailies if plan carried out.

Nabe sheets have notified stations that they are pulling radio blurbs without advertising, this announcement by Associated District Newspapers of Los Angeles. This association, numbering 43 papers, agreed to follow lead of downtown dailies, altho assertedly declaring they were not backing the metropolitans.

First local outlet to take up the challenge is KNX, which will air a 15-minute program with chatter of radio personalities, news of future shows and a question and answer department.

Radio Guide, air sheet, has plastered town with gratis copies, giving twice as much space to radio chatter and program news in an effort to corral radio fan biz.

INS Wins Contract Suit Against KMTR

LOS ANGELES, April 16.—Suit by International News Service against KMTR, Beverly Hills, on alleged breach of contract, was upheld in a recent decision here by Judge Thomas C. Gould in Superior Court. Gould ordered a judgment against the station for \$1,260 as balance due for services rendered and \$2,361 in damages. INS had been supplying news service to KMTR under a regular contract, which the station sought to terminate in March, 1937. Court held station must pay for the 12 weeks of service to April 13, 1937.

Donald W. Hamblin, of Flint and MacKay, represented INS.

Bixby Gets "Paradise"

NEW YORK, April 16.—Court of Appeals on Tuesday affirmed the judgment of the Supreme Court in the action of Carl L. Bixby vs. Coleman Dawson, National Broadcasting Co. and Woodbury Co. in connection with radio serial, *Dangerous Paradise*. Suit was based on charge of unfair competition, Bixby claiming Woodbury and Dawson, the agent, were competing unfairly with him. Court held there was no unfair competition and dismissed the complaint, but affirmed that Bixby was the author of *Dangerous Paradise* and can make any use of the drama, title and names of the characters provided such use does not interfere with its use by Woodbury.

Report Aussie Radio Commish Due for Change

SYDNEY, Australia, April 2.—Plans to reorganize the Australian Broadcasting Commission are under way, but no definite statement has been made thus far. Report that Sir John Butters is to be chairman has been denied.

New radio station at Kingaroy, Queensland, known as 4SB, will be controlled by Commonwealth Broadcasting Corp.

WHB's Chicken Farm

KANSAS CITY, Mo., April 16.—There's nothing paltry about the poultry business when it uses radio advertising.

After sending chick catalogs to thousands of poultrymen who wrote in for them WHB established a chick store on the city's south side. On the second Saturday of its history the store sold 9,900 future fryers.

Strange Case of The Editing Fee

NEW YORK, April 16.—Radio Writers' Guild is investigating the mystery of the "editing fee" allegedly charged script writers by advertising agencies. It is claimed that network artists' bureaus also tack on an additional commish deduction by way of this purported editing fee, but this is denied and is actually untrue. However, several writers claim they have been nicked on the editing gimmick, by one ad agency in particular.

As described, the editing deduction goes into effect when a script is generally okeh, either as ordered or as submitted on speculation. It's only generally okeh, tho, and so part of it, for instance, is rewritten. This rewrite job costs the writer 5 per cent of his check. Apparently he can't rewrite the script himself, having only written it originally.

Writers' Guild is stymied in finding out what it's all about because, execs say, the complaining writer-members have been vague in making their complaints. Guild wants brokers, agencies or talent bureaus of networks or in one case, of an ad agency, to get the 10 per cent due, but no more.

Wheaties Show Break For Philly Performers

PHILADELPHIA, April 16.—Here's good news for the starving radio performers around Philly. Plenty of local talent with anything on the ball will get a chance to get on a commercial for a change this spring. The program is the *Phyllie Band-Wagon*, which will be aired over WCAU.

Program is part of the Wheaties-Socony baseball program and will be broadcast daily from 3 to 5 p.m., when the Phillies team is playing on the road. Two-hour stint will use up much of the loose talent in town and will be interspersed with baseball scores and sports interviews by Bill Dyer and Alan Scott, who will do the play-by-play stuff when the Phillies play at home.

WMC Nixes CBS Party

MEMPHIS, Tenn., April 16.—When the Columbia Broadcasting System pays special tribute to Memphis stations April 21 in recognition of meritorious work during the flood, WMC will not participate because it is an NBC station. Memphis Junior Chamber of Commerce will present plaques to both WREC and WMC. WREC, during time of stress, set up an elaborate network of small commercial and amateur broadcasters and for nearly two weeks was the medium thru which officials directed flood relief.

WMCA Dedication Line-Up

NEW YORK, April 16.—Persons scheduled to participate in the three-day ceremonies dedicating the new WMCA studios, April 21 to 23, include Donald Flamm, James A. Farley, Nat Brusloff and orchestra, Rudy Vallee, David Sarnoff, Ferdinand Pecora, Sid Gary and orchestra, Alfred J. McCosker, Col. Thad Brown, Lowell Thomas, Grand Duchess Marie of Russia, Eddie Dowling, Stuff Smith, Billy Rose, Morton Downey, Jack White, Eddie Davis, James J. Walker, Bruce Barton and others.

Public Service

HOUSTON, April 16.—Unusual call for service was received by KXYZ last week-end. Resulted in a whirlwind wedding over the air. Bridegroom had called at 12:50 p.m. and asked Station Manager Frank Smith to help him get married in a hurry "because I must leave town in less than an hour." Smith got busy and called a minister; gave a rush call for flowers to befit the occasion, and Announcer Fred Burr was asked to sing. By 1:45 p.m. the ceremony was completed. As for witnesses, thousands listened in from home receivers.

Shepard Cancels Weather Man

Refuses permission to have WEEI prognosticator go on show heard over WNAC

NEW YORK, April 16.—Refusal by both NBC and Bristol-Myers to do more than talk about the cancellation of the Vitalis program last Monday by WNAC, Boston, makes it look as tho the issue will wind up being just one of those things. However, all concerned admit that the action by John Shepard III, president of the Yankee network, is a bad precedent. Bristol-Myers sponsor *For Men Only* on a small NBC red hook-up, with WNAC the Boston outlet. Program Monday of this week had E. B. Rideout, meteorologist of WEEI, Boston, CBS owned and operated station, as one of the guest stars, with Rideout's stint tying in with the commercial plugs on the station.

Shepard had declared previously, as reported in last week's issue of *The Billboard*, that if Rideout remained on the show, WNAC would not carry the program. Shepard has recently completed building the Yankee network weather report set-up. NBC offered to pay the expense of canceling Rideout, with the alternative of allowing WNCA to drop the Rideout portion of the show to substitute a local commercial. These were nixed by Pedlar & Ryan, ad agency on the Vitalis account. One reason was that it would place too much dictatorial power, on a precedental basis, in the hands of local network stations.

WNAC filled in with a special event program featuring Congressmen Joseph Martin Jr., Robert Luce and Charles F. Gifford, Republicans, and Democratic Congressmen John W. McCormack, Arthur Healey and Joseph Casey, in a debate on the Reorganization Bill. Program was piped from Washington.

Shepard, in an inter-office memo to Gerry Harrison, Yankee press agent, commented that while publicity for *For Men Only* claimed it was a Coast-to-Coast show, it was heard only on WEA, WTAM, Cleveland; WLW, Cincinnati; WENR, Chicago, and WWJ, Detroit. Pedlar & Ryan press department landed local publicity on the program and plugged the fact that the program could be caught on either WEA or WLW.

Yankee networkers now hope that Rideout's prediction for Easter weather goes wrong, but really wrong.

Simone Schuster has released gratis to the WPA Federal Theater Radio Division William Bolitho's *Twelve Against the Gods*. Radio Division will do a series on the book over CBS starting about the middle of May. Previously, FTP Radio Division obtained gratis releases of Mary Roberts Rinehart's *Tish* stories and James Truslow Adams' *Epic of America*.

1-Minute Speech Ends 1-Man Fight Over NBC Program

WASHINGTON, April 16.—Two months of writing letters to the Washington office of the National Broadcasting Co. produced a one-minute speech for Congressman Alfred N. Phillips Jr. (Dem., Conn.). Representative got incensed over NBC speech by Japanese Ambassador Saito last year, shortly after the sinking of the U. S. S. Panay. Flood of letters from Congressman Phillips were addressed to NBC Vice-President Frank M. Russell asking if the President or Secretary Hull had given their permission for Saito speech. Russell told Phillips that sponsor Energine had arranged speech and by time NBC did enter the question it was too late. NBC put problem up to State department officials, according to Russell, and they suggested to let thing go as is because to stop speech schedule at that time would have intensified bad feeling between Japan and United States.

Phillips got up on floor of House Wednesday (13), obtained privilege of one-minute speech on subject, so he dumped all correspondence into Congressional Record.

Aaron Stein Named "Time" Radio Editor

NEW YORK, April 16.—*Time*, weekly magazine, has finally decided to cover the radio industry in its editorial department. Starting May 1, Aaron Marc Stein, now radio editor of *The New York Post*, becomes radio editor of *Time*. At press time Stein's successor had not been chosen, but the desk will probably be inherited by Vernon Rice, who is now Stein's assistant.

Time has been approached any number of times to start a radio department, according to information, but held off. One reason was that the question of what slant the publication should take could not be settled. Oddly enough, *Time* itself has been a major radio user for some years with *March of Time* on CBS.

CIO Unions Sign Three Buffalo Stations

NEW YORK, April 16.—American Communications Association, CIO affiliate, recently signed contracts with WGR and WKBU, both in Buffalo and both operated by Buffalo Broadcasting Co. Terms call for closed shop, 40-hour five-day week, minimum salary of \$37.50, vacation with pay, annual raises, sick leave, etc. ACA contracts take in only technicians and cover 25 men. Together with ACA's contract with WEBR, independent Buffalo station, this gives the CIO union three of the five stations in the city.

American Guild of Radio Announcers and Producers is bargaining for a new contract with WJSV, Washington. Results of the referendum to determine whether union remains independent or goes AFL or CIO are expected momentarily, according to Gerald Dickler, attorney.

Fred Waring Auditions For New Coca-Cola Spot

NEW YORK, April 16.—Coca-Cola, which ends its current musical show, *Songshop*, on CBS April 29, auditioned two other programs this week. One was the Fred Waring Orchestra unit. Other was an all-string orchestra conducted by Gus Haenschen, with Nadine Connors and the Revelers quartet. Haenschen conducts the orchestra on Coca-Cola's present show.

Account is with the D'Arcy ad agency.

AFRA's New Unit

CHICAGO, April 16.—American Federation of Radio Artists formed a new chapter this week in Racine, Wis., at Station WRJN and hopes to sign a contract on wages and hours there within the next two weeks. Officers and members of the Racine branch include Fred Catley, prez; Amelia A. French, secretary, and officers are Herb Mann, Donald Hopkins, Kenneth Hegard, Peder Back, Meta Huth, Julius Oravetz, R. W. Conrad, Gerald D. Nelson and Lola Andre.

CBS Shelves Dramatized News Show for Summer

NEW YORK, April 16.—CBS has temporarily set aside a dramatized news program after almost three months' experimentation. Several programs were produced, but none broadcast. Understood the show may be revived after the summer. It is somewhat along the lines of *March of Time* and called *This Living World*.

Time shifted to NBC earlier this year after a number of years on Columbia.

K. C. STATION RATINGS

Stations Shown in Correlation to Total Hours Reported by Listeners; WDAF, WHB Lead Locally

Joe Weber Says

In the Music Department is an official statement by Joseph N. Weber, president of the American Federation of Musicians, explaining the federation's attitude toward mechanization of music, especially electrical transcriptions, recordings and broadcasters. Article appears on Page 11.

Joanne Taylor Show Pays Way in Sales

NEW YORK, April 16.—Information supplied *The Billboard* by KMBC, Kansas City, Mo., that Joanne Taylor is produced by that station is incorrect, according to John Taylor Dry Goods Co., sponsor of the 15-minute show. Taylor Co. states it produces its own script, with KMBC assisting solely in rehearsals. Show is a dominant Kansas City local program, as shown by *The Billboard's* survey. Program is a merchandising one in contrast to two others locally produced. Sponsor makes daily checks on sales of merchandise advertised on the program. Pulling power is amplified by periodically running exclusive radio specials. Success of these specials is such that a recent check showed that four minutes' time on the show produced a record day's business in the firm's hosiery department.

Radio expenditure of the sponsor is based upon volume of business derived from that medium. Listener interest is periodically checked by telephone calls, minimum being 400 during the 15 minutes that the program is on the air for six consecutive days. Checkers usually average about 250 completed calls during the daily 15-minute period.

Joanne Taylor is the name given to the woman who heads John Taylor Dry Goods Co.'s personal shopping service. She contacts and talks to different women's groups in addition to being the voice on the show.

Mass. Senate Plans Bickford Inquiry

BOSTON, April 16.—Legislative action is being prepared to call Leland C. Bickford, editor of the Yankee-Colonial network news services, before special investigative committees either to make him prove his recent allegations that the "Legislature is seething with corruption" or deny them. Some solons want to place the matter before the courts. Bickford meanwhile continues his defiance of the legislators. He said: "I'm not afraid of anything the legislators may do. When they are ready for a second round I will be there. It's time the people got the facts."

Wednesday (13) Bickford spoke before the Springfield, Mass., Kiwanis Club and said, "The Bay State is slipping into the hands of gangdom aided by crooked politicians." On the heels of this, Representative Clampit, of Springfield, demanded that the House order immediate probe. Clampit sent a message to District Attorney Thomas F. Moriarty, of Springfield, saying: "In view of the serious allegations, we recommend that the district attorney of the county in which the statements were made take the necessary legal action." Moriarty said when he received the letter he did not know just what, if any, action he would take. Representative John H. Valentine, of Chelmsford, and Charles W. Hedges, of Quincy, joined Clampit in the appeal.

Politicos went into a confab with the Rules Committee, which has before it a resolution for a probe of Bickford's earlier statements to the effect that "legislators can be bought for a pound of tea." Committee dropped action when Bickford, following a two days' hearing, refused to "prove" his charges unless he could summon witnesses, which was flatly denied.

HARRISON BAILEY, formerly at KMOX, St. Louis, and WICA, Ashtabula, O., has joined the Anfenger Advertising Agency, Inc., St. Louis.

By JERRY FRANKEN

NEW YORK, April 16.—The last portion of the Kansas City, Mo., program survey prepared for *The Billboard* by Market Research Corp. translates the program mentions given in previous issues into total hour listening for the

Union, WAPO Settle Case; Reinstate Two

CHATTANOOGA, April 16.—Settlement between WAPO and the International Brotherhood of Electrical Workers, Local 662, was announced by A. T. Johnson, business representative of the union.

Johnson said: "We are glad to say that what at first seemed to be a possibility of grave misunderstanding between the IBEW and WAPO evaporated after further conferences with Raymond Patterson, manager.

"Representatives from labor had a very fine conference with Mr. Patterson which resulted in a friendly understanding. The two men who were discharged several weeks ago have gone back to work without loss of pay.

"Assurances have been given that within a short time further negotiations undoubtedly will result in a complete understanding between the radio union and the management. We commend Mr. Patterson for the spirit he evidenced in our conference."

G. M. Freeman, international representative of the union, had previously announced that Meredith Thompson, radio engineer, and E. B. Baker, a radio operator, had been dismissed by WAPO after they had joined the union.

WNEW's New Co-Oper

NEW YORK, April 16. — *Manhattan Serenade*, new two-hour show starting over WNEW April 25, scheduled to run Monday thru Fridays, 10 to 12 p.m. Produced by William McGrath, program will include Merle Pitt's Orchestra, Allen Kent as emcee and a variety of talent. May also set Broadway guest stars and five-minute melodramas.

To be sold on participation basis.

stations over which the programs were broadcast. This is presented in total aggregate number of quarter-hour periods represented by these programs. In the survey, 2,100 Kansas City citizens were queried. They told whether they had been listening (as differentiated from whether their radios were in use) during certain portions of the day and they named the programs which they recalled having heard. In the tables presented herewith are shown the station ratings in terms of those programs reported as having been heard.

Probably the most interesting note to be gathered from these total-hour statistics is the place held by WHB. This station, a part-timer not on the air at night, comes out with the second highest report for local programs. Only the NBC red station, WDAF, tops WHB.

The figures shown in the tables published herewith were arrived at by this procedure. Each mention of a station and program by a listener was tabulated under that station's total. Mention was added in its ratio to a quarter-hour program. Thus, an hour program gave a station four units in the total-hour figures, a half hour two mentions and so on. It was felt the logical step would be to break these program credits into local and national network divisions, as well as day and evening divisions.

WHB Strong Locally

WHB, weak in network mentions, is substantially ahead of other purely local stations in the daytime local mention totals. Additionally, WHB tops KMBC, the CBS K. C. link, and WREN, the NBC blue station for K. C. WREN is in Lawrence, Kan., but NBC considers it its Blue station for this city. Another way to interpret this situation may be that listeners using their radios both day and night may stick to WHB during the day, dialing elsewhere when the station is not broadcasting.

WREN, of the network stations, leads during the day in national network mentions, principally climbing because of the *Farm and Home Hour* program on NBC. The NBC Red outlet, in taking the second position for day listings, moves forward in the nighttime classification, as does KMKC, while WREN drops

to third place. However, the WREN night total, all things considered, is not especially strong.

Local program reports on night time shows offer even stranger allocations. Only WDAF holds to its position among the network stations, with KMBC and WREN tapering off, the CBS station (KMBC) slipping to next to last as a local program producer of eminence and WREN taking fourth position. KXBY follows WDAF and is in turn followed by KCKN, the Capper Publication station.

AFRA Files Against CBS Spokane Station

SAN FRANCISCO, April 16.—First Pacific Coast radio case before National Labor Relations Board has been filed by American Federation of Radio Artists against KFPY, CBS Spokane affiliate. Vic Connors, local executive secretary of AFRA who organized Northwest chapters, reports that station staff is 100 per cent signed.

Complaint concerns Ralph Rogers, production manager and sportcaster, allegedly fired for union activities.

Phone Bingo on CKLW

DETROIT, April 16.—Well & Co., department store, is sponsoring a new CKLW program, *Answers*, starting last week. Frank Burke mikes the contest, winner being the listener who first telephones the station with a complete "card" checked off, as the announcer combines each unit of the listener's telephone number with a "true or false" statement in bingo fashion.

KFJZ Sale to Roosevelt Approved by FCC

WASHINGTON, April 16.—Sale of Station KFJZ, Fort Worth, Tex., to Mrs. Ruth G. Roosevelt, wife of President Roosevelt's son, Elliott, was okehed this week by the Federal Communications Commission. Price is \$57,000. Official line-up includes Elliott Roosevelt, president; Mrs. Roosevelt, vice-president, and Harry Hutchinson, manager.

Mrs. Roosevelt will own practically all the stock.

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 E. 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.

K. C. Station Rankings

This table offers a breakdown in total quarter hours of the mentions accorded the programs in each station in Kansas City by the 2,100 respondents queried by Market Research Corp. of America in preparing *The Billboard* radio survey in that city. Figures are the totals figured in units of quarter hours. In other words, an hour program gave a station four credits, a half-hour two credits, etc. Periods less than 15 minutes were figured in thirds. A five-minute spot, therefore, is recorded as one-third unit.

However, KCKN presented a difficulty in its hourly news flashes, which, finally, with 16 mentions, were recorded as one 15-minute unit.

The breakdown was made under the two logical classifications of national network and local programs. A spot program was tabulated as a local program. Additionally, the breakdown was made on day and night programs.

DAYTIME

(Each unit in table below is equal to one 15-minute period)

STATIONS	Mentions	Mentions	National Network	Local Program
WDAF	303 2-3	2	4	21
WDAF	258	69 2-3	0	6
KMBC	222	30	0	1
WHB	5	36		

EVENING

STATIONS	Mentions	Mentions	National Network	Local Program
WDAF	1,407	147	0	52
KMBC	1,021	19	0	35
WREN	205	33	0	8

The above table shows, in the left-hand column, the ranking of the stations according to national network program mentions. Table below shows in what order these stations run on local program mentions only.

DAYTIME

1. WDAF
2. WHB
3. KMBC
4. KCKN
5. KXBY
6. WREN
7. KFKU

NIGHTTIME

1. WDAF
2. KXBY
3. KCKN
4. WREN
5. KMBC
6. KFKU

NOTE:—WHB, a part-time station, does not broadcast at night.

Proposed Coin Machine Network Will Probably Be Banned by AFM

NEW YORK, April 16.—While some organizations are figuring out ways and means of cashing in on some of the gravy which threatens to accrue from use of commercial plugs on phonograph records in coin-operated phonographs, the American Federation of Musicians will most likely stymie the embryonic industry. Joseph N. Weber, AFM president, indicated this week that the Federation's executive board had set its face against the proposition and would forbid union musicians to play for such records. Weber, stating the formal decision would be rendered by the executive board, probably at its next meeting about April 22, left little doubt as to the board's feeling.

Would-be manufacturers of records with commercial plugs, according to Weber, went ahead on the assumption that they could use AFM musicians. Contracts calling for use of such records in many machines have been negotiated, it is claimed, and a considerable investment has already been made. Those involved will try to present these facts to the AFM.

Recently, John G. Paine, general manager of the American Society of Composers, Authors and Publishers, said further study would be necessary before he could determine whether ASCAP could collect a fee from this type of plug. Stated, tho, that such a use would probably be classified as an electrical transcription,

and as such would come under the consideration of Music Publishers' Protective Association. Irving Caesar, president of Songwriters' Protective Association, recently said if a fee is levied upon coin machines using music, he wants the tunesmiths to get a portion. Thought the publishers would be willing to split the royalties on a 50-50 basis. Caesar, however, thinks a fee should be charged not only for machines using records with commercial plugs, but also regular records. Angle is that it constitutes performance of copyrighted music for profit. Caesar said there had been talk of charging a fee of \$1 or \$5, but that nothing definite was settled.

Weber estimated there are 250,000 coin-operated phonographs on locations.

All Philly Stations To Greet KYW

PHILADELPHIA, April 16.—All local stations, except WCAU, have tentatively accepted the invitation of KYW to join in the station's dedication of its new studios May 15. Leslie Joy, KYW's g. m., announced Thursday (14).

Details of the ceremonies will be ironed out at a luncheon of station execs next week. Tentative plans call for a three-hour program from the new studios pumped into the lines of the other stations.

Songs With Most Radio Plugs

"Ti-Pi-Tin" on Top Again; "Angel" From 14 to Second

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 14. 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	
			Net	Ind.
3	1. Ti-Pi-Tin	Feist	34	27
14	2. Goodnight, Angel (F)	Berlin	28	24
4	3. How'dja Like To Love Me? (F)	Famous	27	15
10	4. At a Perfume Counter (M)	Donaldson	23	13
7	4. Sunday in the Park (M)	Mills	23	9
6	5. Whistle While You Work (F)	Berlin	22	8
4	6. Heigh Ho (F)	Berlin	21	11
4	7. Please Be Kind	Harms	20	24
9	7. On the Sentimental Side (F)	Select	20	22
..	7. Who Are We To Say? (F)	Feist	20	10
2	7. I Fall in Love With You Every Day (F)	Famous	20	8
7	7. Two Bouquets	Shapiro, Bernstein	20	6
8	8. In My Little Red Book	Marks	19	18
7	8. It's Wonderful	Robbins	19	16
8	8. Let's Sail to Dreamland	Spler	19	12
4	9. Love Walked In (F)	Chappell	18	11
10	9. Cry, Baby, Cry	Shapiro, Bernstein	18	9
7	10. Bewildered	Miller	17	20
8	10. I Can Dream, Can't I? (M)	Marlo	17	13
8	10. Romance in the Dark (F)	Paramount	17	12
6	10. Thanks for the Memory (F)	Paramount	17	11
11	10. Dipsy Doodle	Lincoln	17	9
..	11. Joseph, Joseph	Harms	16	16
1	11. You're an Education	Remick	16	14
8	11. Garden in Granada	Southern	16	7
..	12. Just Let Me Look at You (F)	Chappell	15	11
11	12. More Than Ever	Miller	15	9
13	12. Moon of Manakoora (F)	Kalmar-Ruby	15	6
15	13. I Simply Adore You	Ager, Yellen	14	15
5	13. I Love To Whistle (F)	Robbins	14	10
8	13. You Couldn't Be Cuter (F)	Chappell	14	5
12	14. Don't Be That Way	Robbins	13	20
13	14. Always and Always (F)	Feist	13	14
13	14. Something Tells Me	Witmark	13	11
..	14. Little Lady Make Believe	Olman	13	8
14	15. Hometown	Crawford	12	12
..	16. One Song (F)	Berlin	11	13
..	17. Gypsy in My Soul (M)	Words & Music	10	9
..	17. Toy Trumpet	Circle	10	7
..	17. Love Is Here To Stay (F)	Chappell	10	6
..	17. In the Shade of the New Apple Tree (M)	Chappell	10	6
..	17. I'm Glad I Waited for You	Stasny-Lang	10	2

RUTH DENNING

POPULAR SINGER OF POPULAR SONGS

Return Engagement

NEW KENMORE HOTEL, ALBANY, N. Y.

Air Briefs

New York

POLICEMEN around the studios of WHN last week were there to protect Rene Kraus, former aid of Kurt Schussnig, Austrian chancellor, who scrambled when Hitler took over. Both Kraus and WHN received threatening telephone calls. Kraus did his broadcast, both he and the station are still functioning, and Al Simon, the p. a., is chuckling over some free space. . . . Manuel Komroff, whose \$1,000 Bill is to be broadcast by the Federal Theater Radio Division over WOR and the Canadian network, is helping defray the advertising and promotion costs. . . . Edward Roecker, baritone of *Pipe Smoking Time*, recently made eight discs for the State of Pennsylvania's publicity committee. They were to be aired over an elaborate hook-up, but will probably be junked because the voice of Warren Van Dyke, State official who recently died, is heard as commentator on each of the discs.

Lennen & Mitchell have contracted for 13 weeks on WFBR, Baltimore, for *Sensation Cigaretts*, beginning April 28. Show is transcribed, titled "Don't You Believe It," and also goes on WOL, Washington. . . . Kay Kyser show will distribute 20 per cent of the broadcast tickets among Metropolitan colleges in order to pep up the audience with a sprinkling of smart youngsters. . . . Rusty (R. E.) Pierce, wound up his work at Cecil, Warwick & Legler this week preparatory to sailing round the world on a propaganda tour. Has three mag assignments. . . . Sam

Taylor on "Hollywood Sound Stage" will inaugurate a new type of movie review. He will get people from different walks of life to comment on one pic. . . . Caroline King, who sings over WHN, is really Nancy Baskerville, formerly staff artist of WWJ, Detroit.

Blaine Butcher, head of Lennen & Mitchell's radio department, read in two trade papers last week that George McCall was cast adrift. While he was reading the sad news he was holding in his hand a contract renewing McCall on the *Old Gold* show for 13 weeks. . . . Capt. Tim Healey is now appearing Monday and Thursday on the *Temu Soap* Co.'s show over WJZ.

KATE CUFF, formerly of WFBL, Syracuse, and Standard Radio, Chicago, was in New York last week completely recovered from a bout with pneumonia. . . . That hot Friday (15) cleaned out ad agency offices early as the gang started to get that early sun-tan itch. . . . NBC Thesaurus has purchased and is recording Tom Cochran's script about Queen Victoria for world-wide release on May 24. Vic's birthday, which has been designated as *Empire Day*. Script will be broadcast in England, Canada, South Africa, New Zealand, Australia and United States. . . . R. W. Daniel, for the past 10 years with Electrolux, Inc., was recently appointed sales manager of Morner Productions, Inc. Organization plans to add an industrial department contacting those industries not having radio advertising connections.

Chicago By HAROLD HUMPHREY

TOP-NOTCH sponsor has been talking things over with Arch Oboler with a view to having him do a show for them patterned after *Lights Out* but minus the horror stuff. If the deal pans, Arch will have to leave his present chore for NBC and devote his time to the new account, which is in New York. . . . Borden's air columnist, Rush Hughes, in town this week for a couple of broadcasts from the outlet here. He had an advance man, Bill Stewart, come ahead from the Coast to make arrangements. . . . Jimmie Parks, of the William Morris Agency, left for a 10-day business trip to New York.

NBC's "Girl Alone" is being groomed for a new sponsor since being bounced back on the sustainer lists. . . . Estelle Taylor and Irene Castle McLaughlin are guesting on the same program at NBC this week. . . . Sidney Strotz left for Virginia on a two-week rest from the grind. . . . WGN's press department spent a busy week feting Sarah Rehm, the pretty lass who sings on the "Musical Steelmakers" show from Wheeling, W. Va. . . . Dr. Dudley Crafts Watson doing a travel talk stint now for WAAF, which he mikes from the Old Heidelberg Cafe.

Judy Starr's joining the Hal Kemp

Ork climaxes an eight-year-old desire for that berth. She hit Kemp for a job in 1929 before fem singers with bands were the vogue, and up to three years ago kept writing him letters as a reminder. Paradoxically, tho, Kemp finally came to her with the proposition when the ailing Mazine Gray was unable to return. . . . Charles McConnel, of the WGN musical staff, is doing the orchestrations for the University of Chicago's Black Friar's annual musical show. . . . Mark Love has been signed by the Chicago Opera Company to sing the bass lead in "Lakme" in November.

ZENITH CORP., with the folding of its telepathy show, now has its eye on one of Chi's popular late-hour sustainers and may buy it. . . . Jack Dice has left the E. H. Brown Agency and that firm has given up the radio field. . . . Larry Wolters, Trib's radio ed, has an article out this week in *Radio News*, dealing with the menace of shortwave as a means of perpetuating foreign propaganda. . . . Harold Stokes, WGN ork director, has a yen to start an inter-community musical club at St. Joseph and Benton Harbor, Mich. . . . Boris Karloff is reported to be getting \$1,000 per broadcast for his present *Lights Out* performances.

Hollywood By DEAN OWEN

DON GILMAN, Coast rep of NBC, planned in from Phoenix and was taken to Cedars of Lebanon Hospital suffering from acute appendicitis. . . . Rush Hughes takes his *Hughesreel in the Air* to top of new airplane tower on Treasure Island, site of Frisco's '39 expo. . . . Robert Bradley, who supervised audio installation at new CBS plant, trains east. . . . Joe Penner took the kids from the Los Angeles Orphan's Home to the circus. . . . George Fischer worked with a remote control mike in the Beverly Hills Brown Derby on his *Hollywood Whispers* show.

Les Mawhinney, of Transradio Press Pacific Coast office, has name on door over at KHJ as praiser for MBS in West. . . . Bud Rutherford, who has been doubling between blurbs and scrip.ing the Alka-

Seltzer "Newspaper of the Air," will devote his time to the latter program. . . . Frank Scully cut from program few minutes before he was due on air over KFAC. Station officials scanned his manuscript and found it had to do with local vice investigating committee. . . . Rumors have it that Bob Hope may step into the Ipana-Sal Hepatica show, (See AIR BRIEFS on opposite page)

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ASCAP Ponders Fee For Serious Music

NEW YORK, April 16.—Flirting between the American Society of Composers, Authors and Publishers and writers of serious music, having as its ultimate aim levying of fees for profitable performances of such music not in public domain, is interpreted as preparing the way for an indirect raid on the pocket-books of broadcasters. Confabs by ASCAP moguls are going on now. Feeling is that once the practice of charging for such music is established, Society will, when contracts with broadcasters' expire in 1940, have another argument to increase the cost of its blanket license on the ground that such music is valuable.

According to inside info, entering wedge will be via the concert halls. Once the practice of collecting for such music is established here, the Society will, it is reported, have a real basis for upping its regular broadcasting license fee for the use of its catalog.

ASCAP thus far does not grant licenses for serious music in concert or symphony fields. It has been hesitant about collecting because it would immediately leave itself open to charges of being anti-cultural. According to John G. Paine, ASCAP general manager, this attitude on the part of cultural groups has resulted in hindering development of musical talent.

AIR BRIEFS

(Continued from opposite page)
replacing Fred Allen for the hot months. Walter O'Keefe handled the spot last year. . . . Doug Fairbanks Jr. will handle guest spot on a future Jolson show.

From All Around

MORE than 80 dealers and their wives returned to Philadelphia, Bethlehem, Allentown and Pottsville this week after an eight-day cruise to Havana and Nassau as guests of Philco Radio and Television Corp. of Pennsylvania. Entire B deck of the Britannic was chartered for the trip. Thomas O. Warfield, A. K. Spears and E. Nicholas Alexander, Philco execs, went along. . . . Arthur Rush, head of Columbia Management, Inc., Hollywood, enters a hospital Tuesday (19) to have his tonsils pruned. . . . Program director Ted Kimball, *Answer Man* on KDYL, Salt Lake City, is back on the job after taking time off to get married.

WKRC, CBS outlet in Cincinnati, is distributing a promotion booklet claiming it carries 20 per cent more hours of grocery advertising than all other local stations combined. . . . Derby Week in Louisville will be described by Ted Husing in a series of broadcasts over WABC-Columbia beginning May 3. This will precede Husing's report of the Derby itself, May 7, 6:15-7 p.m. . . . Arrangements are set for the Ashland Symphony Orchestra, Ashland, O., to broadcast on the Coast-to-Coast net of the NBC via WHK, Cleveland Blue outlet, May 1. . . . Final judging in the Amusement Zone Name Contest of the Golden Gate International Exposition in San Francisco was aired for KNX-Columbia Pacific listeners Thursday. More than 500,000 names had been submitted in the competition.

Betty Roberts, conductor of Radio Station WJBK's woman's program, *What's Happening*, is off on a visit to Williamsburg, Va., to see the Rockefeller Restoration of Williamsburg and to gather data for a talk on this "story-book" village. Plans to return to Alaska with George Buchanan and his boys and girls July 10. . . . Contract for *Uncle Nick's Teen Age Follies*, heard twice weekly over Radio Station WJBK, Detroit, at 8:30 p.m. Tuesday and Thursday, has been renewed by its sponsors, Risdon Bros.' Creamery, in co-operation with the 600 C. F. Smith Food Stores.

CATHOLIC PAPER

(Continued from page 4)

missioner Walker's attitude in view of the fact that he formally called the attention of the commission to a leak on the A. T. and T. investigation report. . . .

Church Paper's Attitude

This week's FCC antic closely followed a 15-minute speech by Congressman Lawrence Connery (Mass.) on the floor of the House, in which he called upon

the Rules Committee to do the job which Payne-Craven were inviting. Massachusetts representative specifically mentioned the Payne resolution and in addition inserted into the *Record* copies of correspondence between *The Brooklyn* (N. Y.) *Tablet* (Catholic publication) and Rules Chairman John O'Connor. In this correspondence *The Tablet* admitted that its interest in a radio investigation was because "The Tablet, like many other Catholic and non-Catholic periodicals, is intensely interested in (a) the elimination of the admitted monopoly now existing in radio; (b) the elimination of all foreign and alien, un-Christian and undemocratic propaganda which the listener receives over the airwaves, and (c) the elimination of profane, indecent and obscene programs." No indication was given of who should be the judge.

However, *The Tablet's* letter was interpreted as a desire for some form of censorship in which speakers like England's liberal intellectual, Prof. Harold J. Lasky, of the London School of Economics, could be kept off the American ether. The Catholic periodical asked Chairman O'Connor to explain why he hadn't put the Connery investigation out on the House floor for a vote and also told him that they would like to have the New Yorker's views on radio so they could enjoy nation-wide attention among *The Tablet's* readers.

O'Connor, with typical Irish wit, wrote in reply that in addition to other considerations "there is no justification for the implication that the Connery resolution has been pigeonholed by the House Rules Committee (because) we have no

Editorial Ruins Joi De Vivre At Ball Game Announcers' Meet

Editor & Publisher diatribe spoils fun for spielers—a homer is just a homer, not a Wheaties winner now—told to drop bum weather astigmatism

CHICAGO, April 16.—Radio found itself on the defensive again in the old struggle of radio versus print this week during the second baseball announcers' convention arranged by Knox Reeves ad agency for the ball game sponsors, Socony-Vacuum, General Mills, Procter & Gamble and B. F. Goodrich. Instructions for word-slingers who handle the games were laded out. Needle which spoiled gay note and caused sponsors to do a quick about-face with their pep talks was an editorial in *Editor & Publisher*, a reprint of which was widely circulated among newspaper editors a few days before opening sessions of the convention.

Gist of the attack was that sponsors and baseball leagues had set up a "stringent code" for the ether-blatters, leaving pertinent facts out of their mike reports so that listeners would not get a wrong impression of what was going on, but instead would kick themselves all over the place for not being out at the ball field, where a veritable paradise existed if they were to believe the hoke peddled by the announcer.

Bill Slocum, sports writer and of GM's supervisory staff, and Ford Frick, National League prez, took strong exception to the accusations fostered by Shirley Povich, whose story in *The Washington Post* formed the basis for the editorial mentioned. They claimed it was silly for Povich to say that announcers were instructed never to mention rain, heat or cold over the mike, when all the listener had to do was look out the window to discover for himself. It is interesting to note, however, that at last year's meet Brad Robinson, of Knox Reeves, was quoted as saying, "As far as the announcer is concerned, it's never hot, it's never cold and it never rains in the ball park. Always build up the fact that everybody is having the time of his life watching the game." This was tactfully side-stepped this year.

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"Call 'Em Straight"

Tenor of the speeches this year was that altho announcers should never editorialize, they should be unbiased in reporting what they saw. "As to concealing boners, boots and bum decisions, the broadcaster is obligated to tell everything he sees on the field or in the stands," Slocum declared. This was in answer to another poke taken in the publicized editorial.

Whole thing seems to boil down to just what interpretation is given the word "editorializing." If the fans boo an umpire's decision, the announcer should mention it as a reporter, but if he casts his own opinion with either side he is editorializing, according to Slocum. Anyway, what the powers in charge want strictly understood is that there is not a stringent code governing baseball announcers.

Remainder of the two-day gabfest was occupied with meetings between sponsors and announcers in giving last-minute pointers on how to plug the product. Spielers will not deviate much from last season on this score. Only prominent change is that Chicago's White Sox and Cubs have banned GM's plugging every home-run hitter as the winner of a case of Wheaties. It will be just a home-run this summer and not "there goes another case of Wheaties over the right-field fence."

Announcers

Announcers in attendance at the convention were Dick Altam, KBTM, Jonesboro, Ark.; Ted Andrews, KTOK, Oklahoma City, Okla.; Roger Baker, WGR-WKBW, Buffalo, N. Y.; Red Barber, WSAI, Cincinnati, O.; Lowell Blanchard, WNOX, Knoxville, Tenn.; Joe Bolton, WHN, New York; Jerry Boezman, KWKH, Shreveport, La.; William H. Brown, WHO, Des Moines, Ia.; Clellan Card, WCCO and WMIN, Minneapolis; Maurice Coleman, WATL, Atlanta; Benny Craig, KLRN, Little Rock, Ark.; Lee Davis, WCBM, Baltimore; Connie Desmond, WSPD, Toledo; Mac Bill, WTAD, Quincy, Ill.; Jim Dudley, WIND, Chicago; Bill Dyer, WCAU, Philadelphia; Pat Flanagan and Val Sherman, WBBM, Chicago; Eddie Gallagher, KTUL, Tulsa, Okla.; Bill Griffiths, WJW, Akron, O.; James Gibson, WAGA, Atlanta; Jack Graney, WCLE, Cleveland; Alan Hale, WISN, Milwaukee; Elmer Hanson, KFJM, Grand Forks, N. D.; Earl Harper, WNEW, New York; Bill Harrington, KDAL, Duluth, Minn.; Harry Hartman, WCPO, Cincinnati; Windy Herrin, WTOG, Savannah; George Higgins, WTCN, St. Paul; Russ Hodges, WIND, Chicago; Harry Johnson, KFAB, Lincoln, Neb.; Charlie Jordan, WRR, Dallas, Tex.; France Laux, KAOX, St. Louis; Walt Lockman, KXBY, Kansas City; Vic Lund, WTAR, Norfolk, Va.; Arch McDonald, WJMV, Washington, D. C.; Harry McFigure, WHAM, Rochester; Jack Mitchell, WRR, Dallas; John Neblett, WBMS, Columbus, O.; Tom Nobles, WAPQ, Chattanooga; Norman Perry, WIRE, Indianapolis; Grenfell Rand, WABY, Albany, N. Y.; Jack Rathbun, WJAX, Jacksonville, Fla.; Neil Searles, WISN, Milwaukee; Morgan Sexton, WCCO and WMIN, Minneapolis; Nick Stemmler, WSYR, Syracuse; William Stout, WHAS, Louisville, Ky.

Future List

Important Anniversaries, Etc., for Program Tie-Ups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tie-ups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tie-ups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates are for May, 1938.

May 1. May Day.

2. Lieuts. Oakley G. Kelly and John A. Macready left Roosevelt Field, L. I., on first non-stop transatlantic flight in 1923.

Second anniversary of Haile Selassie's flight from Ethiopia.

3. Patriotic organization, *Sons of the Revolution*, incorporated, 1884.

4. Peter Minuit came to Manhattan Island, 1623.

5. Second anniversary of capture of Addis Ababa by Italians.

6. First issue of *New York Herald*.

Anniversary of death of Henry D. Thoreau.

7. 126th anniversary of birth of Robert Browning, poet.

Gray's Harbor, Wash., discovered by Captain Robert Gray, 1792.

8. Mother's Day.

9. Second anniversary of annexation of Ethiopia by Italy.

10. Financial panic in the United States 101 years ago.

Americans led by Ethan Allen captured Fort Ticonderoga, 1775.

11. Minnesota admitted to the Union in 1858.

12. Roosevelt signed AAA Bill four years ago.

Coronation of King George, first anniversary.

14. Rockefeller Foundation was chartered in 1913.

15. Department of Agriculture founded 76 years ago.

16. Second emigrant wagon train started for the Pacific from Independence, Mo., 1842.

17. Company led by Robert Treat settled in Newark, N. J., 1666.

First issue of *Baltimore Sun* published 101 years ago.

18. Josephus Daniels born 76 years ago.

Hague Peace Conference opened, 1899.

20. First transatlantic solo flight by a woman made by the late Amelia Earhart, 1932.

21. Lindbergh flew to Paris 11 years ago.

S. S. Savannah, first steam-driven vessel to cross Atlantic, sailed from Savannah, Ga., for Liverpool, England, 1819.

22. Washington College (later Trinity College) founded at Hartford, Conn., 1823.

23. South Carolina became the eighth State in the Union to ratify the Constitution, 1788.

25. Yale College became Yale University 51 years ago.

26. Seventy-first birthday of Queen Mary.

Ascension Day.

First meeting of Colonial assembly in New Jersey held at Elizabethtown, 1668.

27. NRA ruled unconstitutional by Supreme Court three years ago.

Sir Francis Drake, in 1586, attacked and destroyed a Spanish fort at St. Augustine, Fla.

28. Dionne Quintuplets four years old.

Washington's attack on French in Battle of Great Meadows, regarded as beginning of French and Indian War, 1754.

29. Rhode Island the 13th State to ratify Constitution, 1790.

Wisconsin was admitted to the Union, 1848.

30. Pope Pius 81 years old.

Memorial Day.

De Soto and 300 men landed on West Coast of Florida at Bay of Espiritu Santo, 1539.

31. Congress passed first Copyright Law, 1790.

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Program Reviews

EST Unless Otherwise Indicated

"Buddy Clark"

Reviewed Friday, 6:45-7 p.m.
Style—Musical and dramatic sketch.
Sponsor—American Tobacco Co. Agency
—Lord & Thomas. Station—WOR
(MBS network).

Producers tried to work a new angle on this show. Instead of presenting it as a straight singing program with orchestral support, a plot is developed which presents Clark as a singer who comes to New York to study voice and get a job as vocalist with a band. A gal is around to admire his tonsiling and work up some sex excitement. Seems a pleasant enough idea.

Clark's warbling on opening show of the series was excellent. Did *Love Walked In* and *This Is My First Affair* with a smooth, resonant tonal quality. Frank Novak and a 12-piece orchestra carry the instrumental end and a couple of dramatic actors round out the cast.

Placing Buddy Clark in a script show lasting 15 minutes means that he will have time to sing just two or three numbers. This is okeh, because it leaves the audience wanting more. Show is to be aired Mondays, Wednesdays and Fridays and should get a large audience quickly. P. A.

"Tin Pan Alley Presents"

Reviewed Tuesday afternoon, 3-3:30 p.m. Style—Musical. Sustaining on WABC (New York).

New program under Freddie Rich's direction is designed to give an insight into the workings of Tin Pan Alley and its denizens, but its admitted intention to illustrate the whys and wherefores of songs and their creators amounts to not much more than weak publicity blurbs for the tunesmiths. Instead of meaty facts in connection with a particular song's authorship, announcements take the form of "So-and-so has always turned out tunes you liked, and his new one, which we'll play now, is no exception, etc."

Half hour covers 10 new ditties, supposedly representative of the many ground out of Tin Pan Alley each week. On the program caught band under

Rich's baton did nicely with *Jaywalker*, novelty number; *I Love You With All My Heart*; new Carmen Lombardo waltz, *Oriental Nocturne*; Duke Ellington's *Skrontch*, from the Cotton Club score, and Jerome Kern's *Just Let Me Look at You*, from *Joy of Living*. Arrangements are quiet and unspectacular, but musically thruout, band playing with that smoothness and fullness of tone which characterize this maestro's music.

Vocals are handled by Edith Dick and Art Gentry in a thoroly satisfactory manner. On the show heard the former lent her Grade A warbling to another Kern tune from the same pic, *A Heavenly Party* and *This Time It's Real* and Pinky Tomlin's latest, *Lost and Found*, on which the announcer gave out the terrifically interesting inside dope that Tomlin just got married. Gentry had the swingier assignments, with *The Rest of Your Life* and another Ellington-Cotton Club compo, *Swingtime in Honolulu*.

Program musically is good, but it fails to carry out the idea which apparently inspired it and which if handled right would really make it something to listen to.

John Allen Wolf announces. D. R.

"Boston Tea Party"

Reviewed Thursday, 4:45-5 p.m. Style—Musical. Sponsor—Boston Edison Co. Agency—B. B., D. & O. Station—WEEI (Boston).

WEEI is wising up to the presentation of better local shows, more so since the Charles R. Hector Ork became house band. This Tuesday-Thursday frame is wholesome entertainment, with a guest vocalist each shot.

Commercials, each less than one minute in duration, are spieled by Emma Maurice Tighe, Edison home counselor. Today (14) her plugs were directed to the Easter brides and friends, giving them tips of household appliances for newlyweds. Has an above average femme voice and at this session sent her sales talk over effectively. Ken Ovenden, besides handling announcing chores, aids to the right degree with well-placed single phrases.

Barbara Beaumont, featured songstress, possesses a low pipe apparatus and of-

ferred *She Shall Have Music, My First Impression of You* and *Haunting Me*, the latter prefaced, and concluded with *Lovely To Look At* and *I'll See You in My Dreams*, respectively. Set-up okeh.

Hector's Ork, dubbed the Partymakers, teed out *You Couldn't Be Cuter*, ballad on the show as the tune which recently Hector prophesied would be a top-notch. Hector's music is distinctive.

A neat matinee show of proper proportions that should be a pattern for better WEEI-produced shows, sorely lacking and needed. S. J. P.

"Chamber of Commerce of the Air"

Reviewed Friday, 3:30-3:45 p.m. Style—Dialog-interview. Sponsor—New Haven Chamber of Commerce. Station—WBRY (Waterbury, Conn.).

Program plugs the city of New Haven, maintaining interest. Interrogation done by Jack Henry, with answers by Robert J. Landcraft. A wide range of topics covered, including various bargain insurance rackets and the "hat" racket. Info on Yale University was followed by facts about New Haven itself—tax conditions, labor situation, industrial output, economic set-up, etc.

Landcraft has a good radio voice and appears at ease before the mike. S. A. L.

Penelope Penn

Reviewed Tuesday, 8-8:30 a.m. Style—Fashion comment. Sponsor—Rich's, Inc. Station—WSB (Atlanta).

Six days a week Penelope Penn brings to housewives news of fashions in a breezy and witty style. Voice personality is good. Time is designed to catch listeners just before usual morning inflow to city. Core of the show is sale prices and chic styles.

Penelope Penn in real life is society woman, Mrs. Berrien Moore Jr. J. K.

Buy Now

Reviewed Monday, 7:05-7:30 p.m. Style—Recorded music. Sponsor—Co-operative. Station WATL (Atlanta).

Buy Now, first introduced as a sustainer by WLW, Cincinnati, was turned into 25-minute commercial by WATL with full consent of WLW. Ten merchants share time, with more on string. Program designed to give work hours for others, encouraging listeners to buy and provide work for so many persons, etc. Allen Parks, brother of CBS' Bert Parks, is announcer. Brief musical interludes canned. Has potentialities. J. K.

Bob Howard

Reviewed Friday, 3:30-3:45 p.m. Style—Singing and piano accompaniment. Sustaining on WHN (New York).

Howard played and sang a half dozen numbers on his 15-minute stretch. Finger work very facile, outweighing his informal vocal delivery. Program in general was of the barroom variety, but pleasant, listenable and fast.

Obviously, Howard could not afford to waste much time on a 15-minute spot calling for six tunes. Yet broadcast had a chattery element about it, due in part to asides during and just before or after the rendition of each tune. P. A.

Rush Hughes

Reviewed Friday, 4:30-4:45 p.m. Style—Comment. Sponsor—Borden's. Station—WEAF (NBC Red network).

Rush Hughes delivered his spiel from Treasure Island, San Francisco Bay, site of the coming Golden Gate International Exposition opening in 1939. Material was a series of descriptions of different buildings and exhibits to be shown there, entire broadcast constituting more or less of a continuous plug for the exposition. Hughes, tho, did manage to get some interesting historical background into his descriptions, notably his comment on the discovery of gold at Sutter's Mill and his discussion of different art exhibits and artists.

Prefaces each of his items with the word "Picture." This is annoying; seems like a pose and creates an impression that the subject he is introducing needs an artificial hypo.

Plugs for Borden are scattered thru the talk. P. A.

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.

The *Rhyming Minstrel*, Don Ross, in working up sales appeal for Bosco, the chocolate milk drink and buidler-upper for kiddies, has little specialized material to offer in the line of inducement to listening mothers and minors old enough to understand his spiels. But he sure can plug his merchandise, and he does, often, on this little 15-minute noon-day program over WOR. Selection of pop numbers that he baritones is in no way concerned with or slanted for the product, but his style is listenable, somewhat on the order of Singin' Sam, and together with some standout piano tickling in rambling style is good enough to hold the listener. Special appeal to the little ones is found in the offer of child's drinking glass, with choice of *Snow White* figures.

Dorothy Thompson's 15-minute commentary programs for Pall Mall Cigaretts (American Tobacco) hit close to the top in this type programing. Miss Thompson, regardless of whether one agrees with her opinions and sentiments, is interesting to hear or to read. Program caught she discussed Robert Moses, New York City commissioner. When she was finished the listener knew pretty well what makes Moses tick.

Tommy Dorsey's program for Brown & Williamson cigarettes is a goodie. One of the top swing bands in the country, Dorsey's music is well balanced and beautifully produced, with, of course, the leader's classic trombone one of the principal assets. In addition there is an amateur swing contest, with four tyro jivesters each playing a chorus or two on their respective instruments. Ordinarily amateur things are major pains,

but this is an exception. Paul Stewart, announcer, who emsees this segment of the show, helps considerably with a forthright and chipper delivery in his ad lib. interviews with amateurs.

Everybody on the Trommer Malt program had better watch his cues. Monday night the cast was annoyingly slow on the uptake. Production was anything but smooth. The commercial, dangling participle variety, was flat. Lou Holtz just never hit his right stride even in the maharajah bit, and the stuff Ted Husing dished out failed to satisfy because it lacked concreteness for even the most casual sports enthusiasts. That leaves the Kay Thompson Trio and Richard Himber's Orchestra to be accounted for. Only an optimist could expect them to salvage the half hour.

The Vitalis presentation needs a shot of vitality. Rather the script writers need that stimulant, because the galaxy of guest performers certainly offers color and variety in themselves if exploited properly. Interviews with Captain Terrel Jacobs, John Ringling North and Boris Karloff were obvious, with *Dracula* character coming off a bit to better advantage than the others. Ironically enough, on this show *For Men Only* the fem deserves top billing. Mrs. Richard Rogers, wife of half the team of Rogers and Hart, did justice to the smart text set for her, proving that one of the authors used a bit of ingenuity. Peggy Sandler, vocalist; the sport quizzers and the rest manage to hold their own. More could be done with this type of cast.

The Musician and Mechanization

By JOE N. WEBER

President American Federation of Musicians



PRESIDENT JOE WEBER OF THE AFM EXPLAINS EFFORTS TO "CREATE EMPLOYMENT FOR ITS MEMBERS" . . . "AND NO REPORT CONCERNING THE SITUATION IS AUTHENTIC UNLESS IT IS DIRECTLY MADE IN AGREEMENT WITH OR AS A RESULT OF THE INSTRUCTIONS OF THE INTERNATIONAL EXECUTIVE BOARD OF THE FEDERATION."

THE chief outstanding reason for unemployment of workers is technological progress; that is, the displacing of the workers by new or improved machines. Hence, it can be said that the problem of unemployment will not be solved to any appreciable degree as long as such displacing of workers is not regulated to the extent of having their hours and days of work reduced to the same degree as machines hasten the production of material things.

Of course, this is quite a problem; but it must eventually be solved, come what may, if we are at all desirous of safeguarding and maintaining our democratic institutions.

It can truly be said that a state or society owes everyone a living who is willing to work. Therefore the opportunity to work or be employed is the rightful demand of every worker, skilled or unskilled, white-collared or otherwise.

That technological progress does to a great degree underlie the condition of unemployment can, of course, not be disputed. Yet precious little is done in the direction of regulating the situation so that together with technological advance the employment opportunities of workers are safeguarded. So far the workers are left to their own devices to protect themselves against the vicissitudes which the machine age, that is, technological progress, subjects them to.

Regulating Machine-Made Music

It is, of course, understood that we musicians were affected by this so-called progress the same as all other workers. And as they, we are dependent to draw upon our own resources

and must make the best of them, which, however, in the last analysis will not solve the problem of unemployment of musicians any more than it will solve it for other workers. However, we are in a better position in some instances at least to ameliorate the situation than are other workers.

The mechanization of music destroyed lots of employment. Same could not be stopped. But the use of mechanized music may be regulated, and it is in this direction that the international executive board of the American Federation of Musicians has been active now for many months and has to an appreciable degree been successful.

The radio industry created employment for musicians. However, the use by radio stations of musical recordings, such as phonograph and electrical transcriptions made by musicians, not only retarded further progress in this direction, but even greatly destroyed such employment as had developed.

Inasmuch as musical recordings are made by musicians, their services in this direction threatened to become their undoing. And inasmuch as in the radio industry more recordings are used than in any other, at least if we consider the use of recorded music for profit, the executive board of our organization turned to the radio industry with the proposition that it must absorb more musicians or else we would be no longer willing to render services for the manufacture of electrical transcriptions or phonograph recordings.

The federation was positively in earnest in advising the industry that unless this matter was adjusted we would wash our hands of the entire industry—that is, if not adjusted we would not seek any further employment in the radio industry or in the manufacture of electrical transcriptions or phonograph records.

Making More Work

We insisted that we must at least somewhat solve the problem to create more work for musicians, especially in places where the recordings of music

made by ourselves destroyed such. The entire industry—radio, electrical transcription and phonograph recordings—agreed that we had a problem and readily conferred with us to find ways and means to have the radio industry absorb more musicians.

In order to be successful in this matter the musicians were dependent upon the activities of their entire national organization. The last convention of the American Federation of Musicians realized this and therefore referred the entire matter to the International Executive Board, which in short order began conferences with the entire industry—radio, electrical transcription and phonograph—and the result was that the stations affiliated with transcontinental radio networks did agree in the aggregate to absorb many more musicians than they heretofore did.

The executive board of the American Federation of Musicians was active in this matter for well nigh 10 months. Many hurdles had to be overcome, the worst of which was the fear of broadcasters that they would be in restraint of trade if they agreed with the American Federation of Musicians in a proper regulation of the matter. We held these fears as unfounded, yet the barrier had to be overcome—which was finally done by the radio networks agreeing to absorb more musicians, but that if the number of musicians absorbed by same proved unsatisfactory that then the federation would have the right to cancel all contracts between radio networks and the national organization, as well as such as our local unions in conformity with the national agreement had entered into with the respective broadcasters in their jurisdictions.

Electrical Transcriptions

An effort is now made to cause the independent broadcasters; that is, those not affiliated with transcontinental networks, also to enter into agreement with the federation of the same kind that we hold with the transcontinental

networks and their affiliated stations. If this be done the use of electrical transcriptions by the radio industry will adjust itself, as almost all such transcriptions are absorbed by this industry. Therefore if almost all broadcasters enter into contractual relations with the federation to employ more musicians no objection will be raised against their use of electrical transcriptions.

In other words, we will continue to render services in the manufacture of same. However, if we fail to consummate such agreement then, of course, the question will become very vexing and acute.

As far as the phonograph recordings are concerned the same situation exists. However, this kind of recording is no longer used in the radio industry to the same degree as formerly. We now have an understanding with the manufacturers of such recordings that whenever and wherever their product is used for profit or, in other words, destroys employment opportunities of musicians, that they will immediately make efforts to correct the situation, and they are doing so now.

At the present time the executive board of the federation has also entered into negotiations with representatives of the moving picture industry concerning the stoppage of using old music on new pictures or using canned music for atmosphere music for which formerly musicians were employed.

The question of musicians in theaters will be taken up with this industry at some later date, as soon as we have entirely finished our negotiations with radio broadcasters.

This is the present status of the efforts of the American Federation of Musicians to create employment for its members, all reports to the contrary notwithstanding, and no report concerning the situation is authentic unless it is directly made in agreement with or as a result of the instructions of the international executive board of the federation.

CRA Lining Up Summer Spots

NEW YORK, April 16.—Consolidated Radio Artists is gathering an increasingly impressive list of park spots for its bands during the coming summer, line-up now covering 26 locations. C.R.A. office has exclusive on Biner's new Eden Ballroom, set by Bert Gervis. Office also set Hal King for the season at Tri Lakes Park, Columbia City, Ind., beginning May 30.

Billy Shaw here spotted Russ Morgan to open Pleasure Beach Park, Bridgeport, Conn., May 15, with a number of orks for week-end dates to follow. In San Francisco signing of Capitola, near-by summer resort, for a 12-week period starting June 1 brings the Frisco CRA office list up to 12 spots. Other contracts include Sid Hoff, El Patio; Joseph Sudy, Rio Del Mar Country Club; Jack Trent, Colombo Hotel, Reno; Neil Bondelhu, Lake Merritt Hotel; Don Kaye, Claremont Hotel; Carvel Craig, Whitcomb Hotel; Carl Ravazza and Pancho, Sir Francis Drake Hotel; Billy Mozet, Uptown Ballroom; Dehny Moore, Athens Club; Freddie Nagle, Hotel Del Monte, and Guernwood

Bowl. Spots handled by Larry Allen and Dick Dorso, of the Frisco office.

King's Jesters, first of the CRA units for Sinabar Country Club, Kansas City, Mo., opens May 17 for a month, followed by Barney Rapp. Elitch's Gardens, Denver; Playland Casino, Rye, N. Y.; Westview Park, Pittsburgh; Manhattan Beach, N. Y.; Riverside Ballroom, Green Bay, Wis.; Crystal Beach, Vermillion, O., and Brighton Beach, N. Y., are other summer spots booked by Consolidated.

Sid Mills Follows Father's Footsteps

NEW YORK, April 16.—Irving Mills once again makes a serious attempt to retain his position in the band booking field, reorganizing the capacities of the Mills Artists' Bureau, with his son, Sidney Mills, coming in as general manager of the office. Young Mills also carries on as

general manager of Exclusive Music Co., Mills' music publishing house.

Builder-uppers will go to new names to be added to the talent roster, with Sidney Mills concentrating his efforts on location spots and Mickey Goldsen carrying on in the one-night field. Tito, formerly with Milt Britton, comes under Mills Artists management this week, bringing a swingtet of three accordions, guitar and bass, to be built along Raymond Scott lines. Will Hudson, having split with Eddie DeLange, also signs with the office.

Irving Mills leaves next week for Hollywood to reopen picture negotiations for acts and bands under his management.

Krupa Locates in Philly

PHILADELPHIA, April 16.—Gene Krupa opens at the Arcadia-International Restaurant May 5 for a three-week stint. Art Padula announced Thursday (14). The price is reported to be in the neighborhood of \$2,500 per.

Thank You, Mr. Weber

For the past year the musician has seen a realistic approach on the part of Joe N. Weber, president of the American Federation of Musicians, in regulating mechanized music. Practical, rather than headstrong in his action, he has made appreciable strides in paving the way for new employment opportunities in radio, recordings and, soon, in pictures.

With the annual convention of the Federation less than two months away, Weber, leader of the AFM, saw fit to utilize the printed page of *The Billboard* as the one medium to crystallize all thoughts of his activities in that direction—recapitulating the accomplishments of the past year and pointing the way for the new year.

(In the Spring Special, April 2, issue of *The Billboard*, James C. Petrillo, president of the Chicago Federation of Musicians, set forth on these pages his stand in the musicians' fight against mechanized music.)

Note

List of "Songs With Most Radio Plugs" will be found in the Radio section.

Orchestra Notes

By M. H. ORODENKER

Town Talk

JERRY KREUGER, 52d street songstress, gets the call for canarying with GENE KRUPA . . . whose theme song, *Apurksady*, sounds something like Raymond Scott might have inspired only it's nothing but the spelling backwards of Krupa's moniker. JOHN Hammond, critic of the swingeroos, autos it to Kansas City, doing further research work on Dave Dexter's article in *The Billboard* on that city being the "cradle of swing" . . . which is definitely the type of music NICK KENNY doesn't like. We pillared once that JACK TEAGARDEN was being bit by the baton bug, but he won't blossom out under the Paul Whiteman wing . . . builder-upper will come from ARTIE MICHAUD, guiding genius responsible for Tommy Dorsey, Berigan and Krupa . . . wonder if any of the band boys know that ANDY KARZOS, operator of the Chicago ballroom palaces, was in town last week giving their bands the once-over.

A Southern Gander

Not enough that Goodman, Dorsey and Shaw opened the color barrier in Yankee-land, here's a brave boy who adds a sepia singer right in Dixieland. . . . JOHNNY BURKARTH, opening today at Casa Madrid, Louisville, introduces a copper-colored gal for the chanting, Fredl Smiley. BILL BARDO starts the first of a series of stands for Ralph Hitz hotels, opening May 3 at the Adolphus, Dallas . . . follows JACK DENNY, who leaves for Midwest college dates, playing the Notre Dame senior prom the 6th and a Northwestern shindig on the 13th. . . . KEN MOYER, new CRA property in the Southwest, plays his first date for the Dallas office on the 23d at the Country Club, Shreveport, La. . . . JOE BROCATO is touring Texan towns. PADDY (Labato) and JOEY (Di Lalla) originally came to Royal Palm Club, Miami, for a fortnight try-out . . . that was three months ago and the lads are still strolling strong.

Salt Lake Saltines

With EUGENE JELESNICK moving atop Hotel Utah to usher in the Starlit Garden season, Manager Guy Toombes takes to the cocktail combos for the intine Rendezvous Room. . . . THREE BAVARIANS come in this week to stroll their syncos for the sippers. JOHNNY PETERSON lingers for another season at Salt Lake's canyon retreat, the Old Mill, and Rainbow Rendezvous hands a holdover ticket to JERRY JONES. . . . Hotel Newhouse brings in HARVEY HOWARTH for the Mirror Room, replacing George Kirk.

Detroit Doings

The local Swing Club, gang of music lovers (?) sponsored by the blue-blooded Four Hundred Club, starts a series of Sunday Swing Concerts this week at the Book-Cadillac Hotel. . . . MIKE FALK office is booking the bands, DON REDMAN leading off the first soiree, with Fletcher Henderson and Jimmie Lunceford among the follow-ups. . . . Del-Ray Attractions spotted two combos at Hotel Statler, the Romany Trio, directed by George Kalman, in the cocktail lounge, and Adolphe Hollander's salon ensemble in the Terrace Room. . . . R. J. MARTIN, of that office, is out on the road lining up summer spots.

Chicago Chatter

Even the Chicago School of Dancing Masters is now convinced that *The Big Apple* has dried up . . . prexy PAUL ALLEN now carries the torch for a new dance fad, the cherry hop . . . cross between the polka and a glide . . . gee. . . . BILL ALEXANDER, former bass player with Wayne King, is now fronting his own ork. . . . AL TRACE already chalked up 120 weeks at Hotel Sherman and is still going strong. . . . JIMMY NOONE replaces HORACE HENDERSON today at Bennie Skoller's Swingland Cafe. . . . Horace goes out on his maiden road tour. . . . FRANKIE MASTERS replaces Louis Panico at College Inn, his return trip starting May 21.

Gotham Gab

The DORSEY BROTHERS reunite tomorrow night for the jam session at Para-

dise Cafe. . . . JIMMY opens his road tour Memorial Day at Ocean Pier, Wildwood, N. J. . . . SIDNEY MILLS has taken up the Paradise show tunes for his exclusive catalog. . . . R-O-K signatored JOSE MANZANARES to a management contract. . . . JACK WHITTEMORE is no longer booking for that office . . . sez he wants to take-a rest. . . . BOB LIDO opened at the Game Cock this week. . . . VINCENT LOPEZ follows Abe Lyman at Casa Manana. . . . Astor Hotel roof will see the summer thru with only two bands, RUDY VALLEE and HAL KEMP. . . . PAUL WIMBISH back from his Southern booking trek, spotting PHIL EMERTON for the season at Tuybrissa Pavilion, Savannah Beach, Ga., opening May 28 . . . also lined up a string of college and club dates for CHARLES BOULANGER and DICK BALLOU.

On Eastern Shores

DEAN HUDSON plays a battle of music with TOMMY DORSEY at Dartmouth May 7 . . . then to Harvard and for the third time this year takes in a return trip at the Normandie Ballroom, Boston. . . . LAWRENCE WELK proving the right tonic on his return trip at William Penn Hotel, Pittsburgh, and lingers 'til summertime . . . the Horton Family of five branches out to give orkdom a fem band of 12, AUB HORTON fronting gals open Easter Monday at the Armory, Ticonderoga, N. Y. . . . IRV SIEGEL jumps from Miami, opening this week at Rex Country Club, White Lake, N. Y. . . . PAUL SABIN has opened at Hotel Darling, Wilmington, Del. . . . INA RAY HUTTON plays her first location date under the CRA banner at New Penn Club, Pittsburgh, opening May 27. . . . ARTIE SHAW set for next three months at Roseland-State Ballroom, Boston . . . plays Tuesdays and Saturdays, filling the other nights in Cy Shribman's string of New England terp taverns. . . . Shribman tells us that Artie cracked all b.-o. records opening night and is playing to capacity ever since.

On the Western Front

It's the La Salle Club, Hollywood, that gets MAXINE SULLIVAN this week . . . bridegroom JACK KIRBY remained behind. . . . CHARLIE FISCHER and his Globe Trotters, closing at Wofford Hotel, Miami, one-night it back to Kalamazoo, Mich., from which point they club date it 'til fall. . . . OZZIE NELSON opens Wednesday (20) at the Palomar, Los Angeles, with Buddy Rogers for the follow . . . before taking over the Jimmy Dorsey assignment at the New Yorker Hotel, New York, RAN WILDE puts in a couple weeks at Hotel Nicollet, Minneapolis, starting the 28th. . . . CRA lining up Midwest dates for EARL HINES next month. . . . MIKE RILEY makes it his fifth repeat within six months at Castle Farm, Cincinnati, playing there this week-end.

Mainly Manhattan

MITCHELL AYRES locates at Roseland Ballroom this month. . . . BOBBY PARKS soon makes it a half annum at the Stork Club . . . it's a second year for DICK DIXON at Gloria Palast . . . SOUTHLAND RHYTHM GIRLS open this week at Enduro Restaurant, Brooklyn. . . . SONNY KENDIS augments his band to 12 for the Book-Cadillac Hotel, Detroit, next week. . . . BEN CUTLER replaces Bert Block the 27th at the Rainbow Grill, Bert moving his Bells to Joe Green's Casino, Pittsburgh. . . . AL DONAHUE return to Rainbow Room set for May 18 . . . back from Florida, EMILE PETTI returns to the Savoy-Plaza Thursday. . . . Hotel New Yorker adds music for the Manhattan Room, PETER KENT coming in Wednesday. . . . LOU CARROLL lingers at the Village Brewery for another monther, and CHAPPIE ERANTE continues at Cavalier Club. . . . FRANCIS HAYS locates at the Garbo.

Notes Off the Cuff

Williams College in Massachusetts gets CHARLIE BARNETT for the prom-onading May 13 and 14 . . . spiral swing gets its baptism tomorrow at the Boston Museum of Natural Arts, CLIFF NATALIE demonstrating. . . . CLYDE MCCOY is the starter for three days at new Eden

SONNY KENDIS
and his
ORCHESTRA

One Year
STORK CLUB, N. Y.
4 Months
PALL MALL ROOM
Washington, D. C.
Now Glass Hat
BELMONT PLAZA
HOTEL, N. Y.

JOE SANDERS
AND HIS NIGHAWKS
NOW ON TOUR
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His Clarinet and his Chicagoans
NOW HICKORY HOUSE, N. Y.
Heard via WMCA Mon., Thurs. and Sat.

JERE SALISBURY Presents The
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"Music At Its Best"
Now
STATLER HOTEL, Buffalo, N. Y.
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and FLORIDA CLUBMEN
On NEW ENGLAND COLLEGE TOUR.
Personal Management:
GUS C. EDWARDS,
First Nat'l Bank Bldg., Chicago.
Mutual Network. Victor Records.

Cops Police Dallas Dances

DALLAS, April 16.—Supervision of local dance halls and niteries was returned this week to the plain-clothes division of the police department, assignment reverting to Inspector E. B. McDonald and a corps of 11. Ethel Randall, welfare department head, who has had charge of ballroom supervision, has been a storm center since revoking the license of Chez Maurice two weeks ago and her stringent restrictions at other local spots.

Direct police regulation is expected to result in a better enforcement of the city's control and make for a more amicable relationship with local ballroom and nitery operators.

Meyer Davis Conducts

NEW YORK, April 16.—Society swells will have Meyer Davis personally conducting the orchestra at the Maryland Hunt Cup Ball in Baltimore on the 30th and at the Warrenton (Va.) Gold Cup Ball May 7. Davis office has set Berni Dolen to follow Sonny Kendis at the Glass Hat of the Belmont Plaza here on the 19th, and Lon Chassy, fronting a Davis unit, to open the following day at the Greenbrier, White Sulphur Springs, W. Va.

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NOW ARRANGING FOR
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With ORLANDO ROBERSON and LOUISE McCARROLL.
Now ON TOUR.
For Dates, Communicate With CENTURY ORCHESTRA CORP., 1619 Broadway, New York City.

JERRY LIVINGSTON
Personal Direction
FRANCES FOSTER
1619 Broadway, N. Y. C.
NOW ON TOUR
maestro-composer
and his "TALK OF THE TOWN" Music

The **BILTMORE BOYS** and their ORCHESTRA
Currently LA SALLE HOTEL, Chicago
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

EDDY ROGERS
AND HIS ORCHESTRA
NOW ON TOUR
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PANCHO and his ORCHESTRA
Return Engagement.
PERSIAN ROOM PLAZA HOTEL, N. Y.
Mgt. MUSIC CORP. OF AMERICA.

BOBBY PARKS
and his ORCHESTRA
Currently STORK CLUB N. Y.

Ballroom, Chicago, unshuttering May 6, with STAN NORRIS taking it up indef. . . . Lilly the Litter lisp that the new sax player is quite a killer with the gals . . . he starves them to death . . . and so we send our cuffs to the cleaners.

Sheet-Music Leaders
(Week Ending April 16)

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
8	3.	Love Walked In
4	4.	Please Be Kind
3	5.	Whistle While You Work
5	6.	Goodnight, Angel
6	7.	There's a Gold Mine in the Sky
10	8.	On the Sentimental Side
9	9.	You're an Education
7	10.	Thanks for the Memory
14	11.	The Old Apple Tree
..	12.	Always and Always
11	13.	I Love To Whistle
12	14.	Let's Sail to Dreamland
15	15.	At a Perfume Counter

WANTED, Male Piano Player
For Summer Work with College Orchestra. Must be clean-cut, young, play modern music. We pay transportation, all expenses, uniforms. Write or wire CHAS. FISK, JR. Must report for rehearsals not later than May 10. Salary paid for rehearsing. CHAS. FISK, JR., Care Fisk Theatre, Butler, Mo.



Re-coronation
The Nation's Leading Colleges Crown
BENNY GOODMAN
"KING OF SWING"

... on college campuses

- In The Billboard Poll of Collegiate Band Preferences* conducted among the nation's leading colleges, Benny Goodman topped all other orchestra leaders.

*Poll published in April 16, 1938, issue of The Billboard included preferences of the following colleges: Univ. of Alabama, Univ. of Arkansas, Georgetown Univ., Univ. of Florida, Ga. School of Tech., U. of Indiana, Butler Univ., Purdue Univ., U. of Kansas, Kansas St. College, W. Ky. St. Tchrs., (Bowling Green Bus. Univ. on same campus), Colby College, Goucher College, Amherst College, Mass. St. College, Mass. Inst. of Tech., Williams College, Holy Cross College, U. of Michigan, Wayne University, Stephens College, Washington Univ., Univ. of Nevada, Princeton Univ., Univ. of New Mexico, N. Y. St. Tchrs., Univ. of Buffalo, Colgate University, Manhattan College, Univ. of Rochester, Univ. of N. Car., Duke University, Univ. of Cincinnati, Western Reserve Univ., Miami University, Wittenberg College, Okla. Agr. & Mech., Univ. of Tulsa, Lehigh University, La Fayette College, Haverford College, Temple University, Univ. of Penna., Carnegie Inst. Tech., Univ. of Pittsburgh, Villanova College, Brown University, (Pembroke Women's College on same campus), Vanderbilt Univ., So. Methodist Univ., Univ. of Vermont, Univ. of Washington, West Va. Univ., Marquette Univ., Mt. Mary College.

... on the stage

- Benny Goodman was crowned the nation's leading band in a poll recently conducted by the Paramount Theatre, New York.

... on the air

- CAMEL CIGARETTES sponsors the King of Swing over the CBS Network, every Tuesday, 9:30 to 10 P. M.

... on the screen

- Featured as the King of Swing in Warner Bros. "HOLLYWOOD HOTEL"

... in hotels

- Currently swinging royally at the HOTEL PENNSYLVANIA, New York.

... on tour
 beginning May 1

BENNY GOODMAN IS THE UNDISPUTED KING OF SWING

MANAGEMENT

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ORCHESTRA ROUTES

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.

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

A

Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
 Adam (Trocabaret), London, Eng., nc.
 Alberto, Don: (El Chico) NYC, nc.
 Amjung, Jack: (Ringside) Ft. Worth, Tex., nc.
 Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.
 Anderson, Kenny: (Varsity Inn) Athens, O.
 Andrew, Gordon: (Eighteen Club) NYC, nc.
 Andriani Brothers: (Community Lounge), Binghamton, N. Y., c.
 Angelino, Don: (Delphia) Phila, h.
 Angelos: (Bertolotti's) NYC, re.
 Apollon, Al: (Chalfonte) Pinehurst, N. C., h.
 Arden, Harold: (Rustic Cabin) Englewood, N. J., ro.
 Aristocrats: (Alps Castle) Preakness, N. J., ro.
 Armstead, Charlie: (Dells) Lake Lansing, Lansing, Mich., b.
 Arthur, Zinn: (Roseland) NYC, b.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

B

Bachelor Boys' (Roosevelt), Pittsburgh, h.
 Bailey, Hal: (Chez Paree), Indianapolis, nc.
 Baker, Fred: (Tropical Bar) Vevo Beach, Fla., nc.
 Bamel, Earl: (Corktown Tavern) Detroit, nc.
 Bardo, Bill: (New Kenmore) Albany, N. Y., h.
 Barrie, Dick: (Gibson) Cincinnati, h.
 Barron, Blue: (Edison) NYC, h.
 Bartel, Jeno: (Piccadilly) NYC, h.
 Bass, Paul: (Chateau Moderne) NYC, nc.
 Bauer, Billy: (Old Nash Tavern) NYC, re.
 Baum, Charles: (Essex House), NYC, h.
 Berge, Maximilian: (Versailles) NYC, re.
 Berigan, Bunny: (Paradise) NYC, re.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Bernivcl, Count: (Boston) Boston, t.
 Biltmore Boys: (La Salle) Chi, h.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Bookstone, Marty: (Irish Village) Cleveland, nc.
 Borr, Misha: (Waldorf-Astoria) NYC, h.
 Brautz, Walter: (Long Island Hofbrauhaus) Flushing, N. Y., re.
 Bradfield, Jimmy: (Plaza) Kansas City, Mo., nc.
 Bradshaw, Tiny: (Cotton Club) Cincinnati, nc.
 Braslow, Irv: (Stamp's) Phila, nc.
 Brees, Lou: (Chez Paree) Chi, nc.
 Brigode, Ace: (Lakeside Park) Dayton, O., b.
 Brinkley, Charles: (Log Cabin) Aurora, Ill., nc.
 Brooks, Billy: (Garde), New Haven, Conn., h.
 Brunesco, Jan: (Jack Dempsey's) NYC, re.
 Bunchuk, Yasha: (International Casino) NYC, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Busse, Henry: (Beverly Hills Country Club), Newport, Ky., cc.

C

Caceres, Emilio: (Nick's Greenwich Village) NYC, nc.
 Candulo, Joe: (Casa Manana) NYC, nc.
 Candullo, Harry: (Commodore Perry), Toledo, h.
 Caney Sextet: (Havana Madrid) NYC, nc.
 Capello, Joe: (Jimmy Kelly's) NYC, nc.
 Cappel, Johnny: (Park Rest) Newark, N. J., nc.
 Capra, Jimmy: (Belvedere) Hot Springs, Ark., nc.
 Carmen, Billy: (Plaza) Corpus Christi, Tex., h.
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.
 Casson, Delmar: (Tally-Ho Club) Dayton, O., nc.
 Causar, Bob: (Murray's), Tuckahoe, N. Y., ro.
 Cincione, Henry: (Merry-Go-Round) Akron, O., nc.
 Codolan, Cornelius: (St. Regis) NYC, h.
 Coleman, Emil: (St. Regis) NYC, h.
 Collins, Joe: (Wellington), NYC, h.
 Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., nc.
 Coen, August: (El Toreador) NYC, nc.
 Coquettes All-Girl Orch.: (K. C. Club) Henderson, Ky., nc.
 Cornelius, Paul: (Crystal Lodge), Council Bluffs, Ia., nc.
 Costello, Charles: (Commodore) Detroit, nc.
 Covato, Etzi: (Italian Garden) Pittsburgh, nc.
 Coward, Buster: (Hayloft) San Antonio, nc.
 Craig, Francis: (Hermitage) Nashville, h.
 Crocker, Mel: (Palm Gardens) Columbus, O., nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Culom, Red: (Silver Moon) Gallup, N. M., nc.
 Cummins, Bernie: (Palmer House), Chi, h.
 Cummins, Buddy: (Garden Tap Room) NYC, nc.
 Cutler, Ben: (Rainbow Grill) NYC, nc.

D

Dalley, Frank: (Meadowbrook), Cedar Grove, N. J., ro.
 Dalziel, Jack: (Durant's) Lake City, S. C., nc.
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 De Vodi, Don: (Rainbow Room) NYC, nc.
 Dixon, Dick: (Gloria Palast) NYC, nc.

Dobbs, Henry: (Benny the Bum's) Phila, nc.
 Donahue, Al: (Roosevelt) New Orleans, h.
 Donath, Jeno: (Walton) Phila, h.
 Donnelly, Sonny: (Old Mill), NYC, c.
 Donaljon Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmie: (New Yorker), NYC, h.
 Dorsey, Tommy: (Paramount) NYC, t.
 Dreiske, Hal: (Bal Tabarin), San Francisco, nc.
 Duchin, Eddie: (Orpheum) Minneapolis, t.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Dusenbury, Blondie: (Venetian Club) Reading, Pa., nc.

E

Edmund, George: (Loyale) NYC, c.
 Ellington, Duke: (Cotton Club) NYC, nc.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Engles, Charles: (Harry's New York Cabaret), Chi, nc.
 Erante, Chapple: (Cavalier) NYC, nc.

F

Fain, Paul: (Grossman) Lakewood, N. J., cc.
 Felix, Don: (The Pines) Newtown, Conn., nc.
 Felton, Happy: (Arcadia-International) Phila, re.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fidler, Dick: (Virginia) Columbus, O., h.
 Flieder, Johnny: (Olmus), San Antonio, h.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Mark: (Royale Frolics) Chi, nc.
 Fisher, Jack: (Vienna Room) Boston, re.
 Flindt, Emil: (Oh Henry Park) Chi, b.
 Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., ro.
 Fitzpatrick, Eddie: (St. Anthony) San Antonio, h.
 Floyd, Gay: (Oasis), Pontiac, Mich., cc.
 Fodor, Jerry: (Check-In) Toledo, nc.
 Pomeen, Basil: (St. Moritz) NYC, h.
 Ford, Wharton: (Putnam) Greenwich, Conn., h.
 Four Emperors: (Fontenelle) Omaha, h.
 Francisco, Don: (Mayflower) Akron, h.
 Erante, Chapple: (Cavalier) NYC, nc.
 Frederick, Marvin: (Syracuse) Syracuse, N. Y., h.
 Fridkin, Bob: (Rainbow Lnn), NYC, re.
 Fulcher, Charles: (Colonial Club) Augusta, Ga., nc.

G

Gallo, Phil: (Moorehead) Pittsburgh, h.
 Gammon, Eddie: (King's) Lincoln, Neb., b.
 Garber, Jan: (Topsy's) Los Angeles, nc.
 Gast, Harold: (Yachtsmen Club), Marion, O., b.
 Gasparre, Dick: (Ambassador), NYC, h.
 Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
 Gilberto, Don: (Marta's Spanish Gardens) NYC, re.
 Goho, Billy: (Checker Box) Buffalo, c.
 Gonzalez, Ralph: (St. Moritz) NYC, h.
 Goodman, Benny: (Pennsylvania) NYC, h.
 Graff, Johnny: (Anchorage Inn) Phila, nc.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Gray, Glen: (Earle) Phila, t.
 Grayson, Hal: (Mayfair) Yatesville, Pa., nc.
 Gregor, Marty: (Eddie Fields' Balconades) Pittsburgh, nc.
 Griffin, Jack: (Little Rathskeller) Phila, nc.

H

Hagen, Walter: (The Pines), Greenville, S. C., nc.
 Hal, George: (Taft) New York, h.
 Hanes, Morris: (Southern Dinner), Shreveport, La., nc.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Leroy: (Kit Kat Club) NYC, nc.
 Harris, Jack: (Ciro's) London, Eng., nc.
 Harrison, Will: (Rich's) Greenwich, Conn., re.
 Hayes, Francis: (Garbo) NYC, re.
 Headrick, Pearl: (Manhattan Club) Johnson, Pa., nc.
 Heldt, Horace: (Biltmore) NYC, h.
 Hendricks, Dick: (Club Chanticleer) Madison, Wis., nc.
 Herbert, Hec: (Club Hoollywood), Kalamazoo, Mich., nc.
 Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
 Hoagland, Claude: (Tutwiler) Birmingham, h.
 Hoff, Sid: (El Patio), San Francisco, b.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Honey, Bill: (Silver Lake Inn) Clementon, N. J., ro.
 Horton Girls: (Fort Orange Tavern) Albany, N. Y., nc.
 House, Garth: (Phoenix), Lexington, Ky., h.
 Howell, Ed: (Wind Mill Inn) Jacksonville, Fla., nc.
 Hummel, Ray: Artesia, N. M., 21; Roswell 22; Lubbock, Tex., 23.
 Huntley, Lloyd: (Mount Royal) Montreal, h.

Huntley, Lloyd: (Arcadia-International), Phila, re.
 Hunt, Brad: (The Pines) Pittsburgh, nc.
 Hyder, Doc: (Ubangi) Phila, nc.

Internationals: (Jack Dempsey's), NYC, re.
 Irish, Mace: (Chanticleer) Millburn, N. J., nc.

Jack & Jill: (Lorraine) Madison, Wis., h.
 Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.
 Jelesnik, Eugene: (Utah), Salt Lake City, h.
 Johnson, Happy: (Vogue) Los Angeles, nc.
 Johnson, Jack: (Dorchester) London, h.
 Jones, Isham: (Lincoln) NYC, h.
 Jones, Teddy: (Club Mandarin) Houston, Tex., nc.
 Jordy, Hal: (Roosevelt) New Orleans, h.
 Joy, Jimmy: (Drake) Chi, h.
 Julian Trio: (Keilly's Grill) Elizabeth, N. J., re.
 Juneau, Tommy: (Stork), Kansas City, Mo., nc.

Kardos, Gene: (Roseland), NYC, b.
 Kassel, Art: (Statler), Cleveland, h.
 Keating, Ray: (Murray's) Tuckahoe, N. Y., ro.
 Kellogg, Klayton: (Club Mandarin) Houston, Tex., nc.

Kendis, Sonny: (Belmont-Plaza), NYC, h.
 King, Wayne: (Lyric) Indianapolis, t.
 King's Jesters: (William Penn), Pittsburgh, h.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Knapp, Augie: (Viking) Chi, b.
 Krickett, Ernie: (Unique Grill), Delawanna, N. J., re.
 Krueger, Benny: (Savarin), Buffalo, c.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
 Kuhn, Dick: (Vanderbilt) NYC, h.

LaMothe, Oliva: (Rosegarden) Middletown, Conn., c.
 La Porte, Jan: (Marni's), Yonkers, N. Y., re.
 Lagman Bill: (Club Triano) Mobile, Ala., nc.
 Lally, Howard: (Sunny Isles) North Miami Beach, nc.

Lally, Ed: (Texas), Ft. Worth, h.
 Lamb, Drexel: (Marine Room) Muskegon, Mich., b.
 Lande, Jules: (St. Regis), NYC, h.
 Lane, Eddie: (Governor Clinton), NYC, h.
 Lang, Teddy: (Cavalier) NYC, nc.
 Lang, Sid: (Hi Hat) Chi, nc.
 Lape, Brad: (Mt. Kisco Casino), Mt. Kisco, N. Y., nc.
 Lapp, Horace: (Royal York) Toronto, Can., h.
 Lazaro, Leo: (Ansley) Atlanta, Ga., h.
 LeBaron, Eddie: (Rainbow Room) NYC, nc.
 Lee, Larry: (Peabody) Memphis, h.
 Leonard, Harlan: (Wornall Gardens) Kansas City, Mo., nc.
 Leonard, Eddie Jr.: (Gibson), Cincinnati, h.
 Leroy, Howard: (Nelson) Rockford, Ill., h.
 Levant, Phil: (Lowry) St. Paul, h.
 Lewis, Sammy: (Lenox), Wilkes-Barre, Pa., h.
 Lido, Bob: (Game Cock) NYC, nc.
 Lightbourne, Kirk: (Piccadilly) Baltimore, nc.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Linke, Al: (Windsor) Irvington, N. J., nc.
 Lombardo, Guy: (Memorial) Boston, t.
 London, Larry: (Esquire Club), Miami, nc.
 Longo, Lou: (20th Century) Phila, nc.
 Lyman, Abe: (Billy Rose's Casa Manana) NYC, nc.
 Lyons, Bob: (Brant Inn) Toronto, Can., nc.

Lyons, Bob: (Brant Inn) Toronto, Can., nc.

McIntire, Lani: (Lexington) NYC, h.
 McKay, Ernie: (State) Columbus, O., re.
 Mack, Ed: (Lucky Star Inn) Uniontown, Pa., nc.
 Madden, Bill: (Traymor) Atlantic City, h.
 Madriguera, Enric: (La Conga) NYC, nc.
 Malone, Don: (Reed's) Harlem, Mont., nc.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Marsala, Joe: (Hickory House) NYC, nc.
 Marshall, Duane: (Essex) Boston, h.
 Marsico, Al: (Show Boat) Pittsburgh, nc.
 Martel, Gus: (Versailles), NYC, re.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Freddie: (Aragon) Chi, b.
 Martin, Bob: (Chez Florence) Paris, nc.
 Marsch, Grosley: (Hollywood) Akron, O., nc.
 Martone, Johnny: (Semler Tavern) Akron, O., nc.

Massingale, Bert: (Hi-Hat) Houston, nc.
 Masters, Frankie: (College Inn) Chi, nc.
 Matuso, Henry: (Three-Door Inn), Bridgeport, Conn., nc.
 May, Henry: (Evergreen Casino) Phila, nc.
 Maya and his Cubans: (Ambassador), NYC, h.
 Mayhoff, Eddie: (Shelton) NYC, h.
 Mendez, Nilo: (Stork Club) NYC, nc.
 Messner, Johnny: (McAlpin) NYC, h.
 Millinder, Lucky: (Ubangi) Phila, nc.
 Mills, Dick: (Sportsman's Inn) Galveston, Tex., nc.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Jack: (Royal Villa), Peony Park, Omaha, Neb., nc.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Moore, Deacon: (Cotton Club) Sikeston, Mo., nc.
 Morcelli, Larry: (Merry Gardens) Lynchburg, Va.

Morton, Hughie: (Anchorage), Pittsburgh, nc.
 Morton, Gerry: (Savoy-Plaza) NYC, h.
 Mosley, Snub: (Barrel of Fun), NYC, nc.

Motely, Berk: (Casa Grande) Berwyn, Md., nc.
 Muni, Paul: (Laube's Old Spain) Buffalo, re.
 Murphy, Spud: (Casino Gardens) Los Angeles, nc.
 Murphy, Larry: (International Casino) NYC, cb.

Nance, Skipper: (Rainbow Gardens) Little Rock, Ark., nc.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Rex) Birmingham, nc.
 Neff, Paul: (Walton Cocktail Lounge) Phila, h.
 Nelson, Victor: (Mike Dutkin's Rathskeller) Phila, nc.
 Newman, Ruby: (Rainbow Room), NYC, nc.
 Nobleman, Three: (Statler) Buffalo, h.
 Norton, Bob: (New Garden Center) Detroit, b.
 Norvo, Red: (Commodore) NYC, h.
 Noury, Walter: (M & J Club) Haverhill, Mass., nc.

O'Hara, Ray: (Greenwich Village Casino), NYC, nc.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Oliver, Eved: (Bock's Cafe) Yakima, Wash., cb.
 Onesko, Senka: (Netherlands) NYC, c.
 Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Plaza) NYC, h.
 Panco, Louis: (Sherman) Chi, h.
 Paris, Chick: (Evergreen) Newark, N. J., re.
 Farks, Bobby: (Stork Club) NYC, nc.
 Patty, Jimmy: (Red Mill) Bronx, N. Y., nc.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Peterson, Dee: (Westwood Supper Club) Richmond, Va., nc.
 Peyton, Jimmie: (Freda Pope's Plaza), Pittsburgh, nc.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Prima, Louis: (Famous Door) NYC, nc.

Raeburn, Boyd: (Congress Casino) Chi, h.
 Rainey, Dud: (The Crest) Pittsburgh, nc.
 Rand, Lionel: (Paradise) NYC, cb.
 Rapp, Barney: (New Penn), Pittsburgh, nc.
 Ravazza, Carl: (Sir Francis Drake), San Francisco, h.
 Raymond, Hal: (Ohio Villa), Cleveland, nc.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Redman, Don: (Book-Cadillac) Detroit, h.
 Reichert, Leo: (Lake Breeze), Buckeye Lake, O., h.
 Reichman, Joe: (Mark Hopkins) San Francisco, h.
 Reick, Johnny: (Gold Club) Columbia, Mo., nc.
 Reinhardt, Bill: (Ship Ahoy Tavern), New Rochelle, N. Y., nc.
 Reyes, Chica: (Continental) Detroit, nc.
 Reynolds, Dick: (High Hat), Peoria, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Richards, Jimmy: (Biltmore) Atlanta, Ga., h.
 Ricardo, Don: (Arcadia-International), Phila, re.
 Rizzo, Vincent: (Walton) Phila, h.
 Roades, Dusty: (Muehlebach) Kansas City, Mo., h.
 Roberts, Red: (Eagle's) Milwaukee, b.
 Robinson, Les: (Child's), Miami, re.
 Rocco, Maurice: (Kit Kat) NYC, nc.
 Rodrigo, Nano: (Havana-Madrid): NYC, nc.
 Roman, Emil: (Garbo) NYC, re.
 Roseberry, Arthur: (Paradise), London, Eng., nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Rosenthal, Harry: (La Conga) Hollywood, nc.
 Rosner, Ady: (Chez Florence) Paris, France, nc.

Ross, Charley: (Broadway Tavern) San Antonio, nc.
 Rotgers, Ralph: (International Casino) NYC, nc.
 Russell, Jack: (Melody Mill) Chi, h.
 Ryks, Chet: (Mayflower), Akron, O., h.

Sanders, Roy: (Marion) Little Rock, Ark., h.
 Schebans, George: (Belmont-Plaza) NYC, h.
 Schenk, Frankie: (Aragon) Lima, O., b.
 Scholl, Russell: (Flamingo) Orlando, Fla., nc.
 Septeto, Canto: (San Souci) Havana, nc.
 Serebrenik-Mann: (Old Vienna), NYC, re.
 Siegel, Irving: (Wiler's) Smallwood, N. Y., nc.
 Siesta, Don: (Oriental Gardens), Chi, re.
 Silvers, Buddy: (McCurdy) Evansville, Ind., h.
 Smith, Van: (Merry-Go-Round) NYC, nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Harl: (Mayflower) Akron, h.
 Smith, Paul: (Pickwick) Birmingham, h.
 Smith, Stauf: (Onyx Club) NYC, nc.
 Snyder, Billy: (Lookout House) Covington, Ky., nc.

Southern Gentleman: (Rainbow) Denver, b.
 Sparr, Paul: (Warwick) NYC, h.
 Spencer, Lou: (Rathskeller), Indianapolis, nc.
 Spitalny, Phil: (Buffalo) Buffalo, t.
 Staub, Frank: (Yorktown Tavern) Elkins Park, Pa., nc.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Sterney, George: (Coq Rouge), NYC, nc.
 Stewart, Dave: (Wonder Bar) Zanesville, O., nc.

Stipes, Eddie: (Frankie's) Toledo, O., nc.
 Stoltz, Colie: (Tropical Roof) Memphis, nc.
 Stone, Russ: (Rancis) Monroe, La., h.
 Strom, Ray: (Fifth Avenue) NYC, h.
 Strong, Benny: (Brown) Louisville, h.
 Stibel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

Sylvio, Don: (Bertolotti's) NYC, re.
 (See ROUTES on page 27)

BROADWAY HOTEL
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"COLLEGE SWING"

(PARAMOUNT)

TIME—82 minutes. RELEASE DATE—Not given.

PLOT—Opens in Colonial days in school where commencement is being held. Gracie Allen has attempted nine times to get her sheepskin without avail. Tully Marshal promises board of directors that if Gracie graduates within the next 200 years he will endow a college. Cut to modern times shows Gracie again attempting to pass exams. She surrounds herself with a zany collection of profs, including Martha Raye and Ben Blue. Ed Horton is a woman-hater who is finally won over by Miss Allen. Florence George, daughter of the college prez, handles romance with John Payne.

CAST—George Burns, Gracie Allen, Martha Raye, Bob Hope, Edward Everett Horton, Florence George, Ben Blue, Betty Grable, Jackie Coogan, John Payne, Cecil Cunningham and others. Burns and Allen score in this one. Horton manages for laughs as usual.

DIRECTOR—Raoul Walsh. A smooth job, with knack of making things happen.

AUTHORS—Screen play by Walter DeLeon and Francis Martin. Adaptation by Frederick Hazlitt Brennan. From idea by Ted Lesser. Music and lyrics by Frank Loesser, in collaboration with Burton Lane, Manning Sherwin and Hoagy Carmichael. Best tunes: *College Swing*, *I Fall in Love With You Every Day*.

COMMENT—Best of the musicals in some time. An attempt here to put in a little more plot.

APPEAL—General. With the kids going for hot numbers.

EXPLOITATION—Names.

(Reviewed at the Paramount, Los Angeles.)

Dean Owen.

"HER JUNGLE LOVE"

TIME—76 minutes. (PARAMOUNT) RELEASE DATE—April 15.

PLOT—Ray Milland and Lynne Overman, airplaning over Pacific waters in search of a lost flyer, are brought down on a rocky island by a storm. And true to the cartoonist's conception, there is always that one and only feminine creature making up the native population. Since the creature is Dorothy Lamour, and Overman came along for just the ride, he falls for the comic and welcome relief while Milland inevitably falls for the gal. In fact, it's all slovenly inevitable, the shop-worn pattern even ringing in his English fiancée, who fails to keep him from the Malay lovely after a rescue that is prefaced by creepy crocodile religious rights and a volcanic cave-in that keeps the picture itself from caving in.

CAST—Dorothy Lamour, Ray Milland, Lynne Overman, J. Carrol Naish, Dorothy Howe, Archie Twitchell. Forgetting the sex appeal of Miss Lamour, it's Gaga, belonging to that genus of animals who swing from trees by their tails, who grabs off top-acting honors.

DIRECTOR—George Archainbaud. With nothing to work on, he picks it up where *Hurricane* left off and puts it down in a stand-still position, from which it proceeds at snail pace until the subterranean earthquake.

AUTHORS—Screen play by Joseph Moncure March, Lillie Hayward and Eddie Welch, based on story by Gerald Geraghty. Office boy probably pulled a fastie while the writers took in an afternoon at Santa Anita.

COMMENT—Swell as a tuner-upper for a bingo game or to plug waits between trailers of coming attractions.

APPEAL—Too creepy for spinsters.

EXPLOITATION—Dorothy Lamour. All in technicolor.

(Reviewed at the Paramount Theater, New York.) M. H. Orodener.

"SAILING ALONG"

(GB)

TIME—80 minutes. RELEASE DATE—March 15.

PLOT—Being one of the less common variety of angels, a soup manufacturer adds a pug-nosed barge hussy to his collection of geniuses, with no motive other than the altruistic one of giving the world a dancing artist. He fits her out splendidly, grooms her manners accordingly and stars her in a colossal musical. Tho pleased with such a professional success, she isn't quite happy, pining for her first love, a fellow deckhand on the Thames. He, too, has felt the magic touch of the eccentric angel, been given an opportunity to become wealthy and buy himself an elaborate boat. So it's not so hard for the girl to give up the stage for a nautical husband.

CAST—Jessie Matthews, Roland Young, Jack Whiting, Barry Mackay, Noel Madison, Alistair Sim, Athene Seyler, Frank Pettingell, Margaret Vyner, Peggy Novak and William Dewhurst. Miss Matthews and Whiting dance off with the show. Support is good, with Young having little to do.

DIRECTOR—Sonnie Hale; dance director, Buddy Bradely. No complaint here.

AUTHORS—Original story by Selwyn Jepson. Adaptation and dialog by Lesser Samuels; music and lyrics by Arthur Johnston and Maurice Sigler. All very pleasing.

COMMENT—Recommended as an infallible pick-me-up.

EXPLOITATION—Dance team and musical revue.

APPEAL—Everybody who would be entertained.

(Reviewed at the Criterion, New York.)

Sylvia Weiss.

Chicago Chat

By NAT GREEN

TAKING their cue from Los Angeles, in whose 400 square miles more screwy ideas are hatched than in any like area in the country, some optimistic Chicago souls are cogitating over a plan for a drive-in movie theater. The idea is said to have proved feasible and profitable on the West Coast, but we have more than a suspicion that most of the profit has been derived from auxiliary sidelines than from the movie itself. For one thing, a drive-in where motorists could roll in and see the movie without leaving their cars would of necessity have a very limited capacity. It might work out as a come-on for other commercial activities. For instance, if it were located on a suburban highway it probably would have in connection with the theater a filling station, hamburger and hot dog stands, soda fountain, souvenir stand, and possibly an automatic photo gallery. Promoters wax enthusiastic over these suburban spots. They tell you: "Why, more than 50,000 autos pass the spot every day." True, they pass—at 40 miles an hour! Maybe the right kind of a set-up can stop them in sufficient numbers to make it profitable.

Ralph T. Kettering getting back in publicity game, at least temporarily, as p. a. of the Federal Theater Project. . . Thoda Cocroft, head of American Theater Society, out ahead of an Eastern show. . . Looks like old times at the Rialto this week with Beef Trust Billy Watson and his *Krausmeyer's Alley*. . . They don't make burly comedians like Billy any more! . . . CAPA members will whoop it up next Wednesday night (27th) with their fourth annual *April Foolies*, feature of which will be an Auction Night conducted as only Auctioneer Harry Smythe can do it. . . Veloz and Yolanda, who are coming to the Palmer House late in June, will establish another precedent by being the first dance team ever to present a dance recital in Carnegie Hall, New York, April 24. . . Frank A. P. Gazzolo, former operator of the Studebaker Theater, just back from a sojourn in Miami and nonplused over reports that he had passed on. . . To get the records straight, it was his cousin, Frank J. Gazzolo, who died recently. . . Eddie Varzos and his gypsy ork drawing nice business at the Walnut Room of the Bismarck with their tantalizing Latin music.

With Lent and the primary election over, the way is cleared for better theater biz—and it's badly needed. Close of the election saw the passing of a Loop character, "Apple Mary." For years her rolling wagon, from which she sold candies and fruits, was a familiar sight around the city hall, where politicians and public officials were her customers.

me. I've noticed that." . . . "This is a wonderful apartment for a party. Well, 50,000,000 flies can't be wrong."

. . . YEH, I'D HAVE SOMEONE explain it to me how it is that when the Ford people ran their show at the Academy of Music, Brooklyn, the house manager came backstage with a policeman and stopped the Loria Kids from appearing because they were under age, when only a few days previous the police THEMSELVES ran a show at the same Academy of Music and many children appeared and nothing was said about it. HOW COME? . . . I'd tell all those people who are boycotting Japan that by not buying silk stockings they are really giving China the business. . . And I'd rent a nice villa for the summer. Of course, I can't do all these things, but I would, so 'elp me, IF I HAD MY WAY.

As I See It

By DAVE VINE

OUCH. . . One of our club bookers recently told his office staff that when he asked for somebody or something he wanted it without their asking him a lot of foolish questions. He craved efficiency. One day he asked one of his staff girls to get Phil Regan on the telephone. Upon learning from his hotel that Regan was in Florida, she, living up to her orders, asked the booker if he wanted to speak to Regan personally. The booker said, "Of course I do, silly." The girl then put in a daytime person-to-person call, got Regan on the telephone and connected him. The booker, after saying hello and asking him how he was and wasting eight or nine minutes talking about the weather and this and that, finally said, "Phil, I have a club date for you at the Astor Hotel next Sunday night and I can pay you so and so much." Regan answered, "Yes, but how about the carfare?" The booker, thinking that very funny said, "Oh, it's only a nickel on the bus." Regan answered, "Are you nuts? I'm in Florida." The booker, stunned, shouted, "Florida? Are you phoning me or am I phoning you?" "Why you're phoning me," answered Regan. The booker screamed, "Oh, I am, am I?"—AND BANG WENT THE RECEIVER.

. . . MAYBE WE'VE GOT SOMETHING THERE. . . Did you ever notice that in the word American the last three letters spell—I can?

. . . HARRY GREEN, whom you no doubt remember as a picture star, just arrived from Europe. He is now a book publisher in London. . . Definition of show business—a mere madness to live rich and die like a bum. . . Overheard conversation—said the key to the keyhole, "What do you hear from the knob?" . . . Finland, which was the first to pay her war debt to America, was the first country to take space at our World's Fair.

. . . AT BILLY GLASON'S PARTY. . . "Is this affair formal—or can I wear my clothes?" . . . "Don't walk out on the party—wait and he carried out with the rest of us." . . . This is a very swell party; we have everything from soup to nuts—who's going to feed it to them." . . . "Shall we waltz? It's all the same to

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Reilly Heads Managers; Post Vacant Since Moskowitz Death

Former general manager for Charles Frohman, Inc., will probably tackle Equity situation first—ticket broker regulation slated—tax, bars, etc.

NEW YORK, April 18.—The post of executive secretary of the League of New York Theaters, vacant since the death of Dr. Henry Moskowitz in December, 1936, was filled April 13 with the appointment of James F. Reilly, which was unanimously approved by the board of governors of the League. Reilly has been active for the League recently, aiding in the preliminary negotiations with the Theatrical Managers, Agents and Treasurers' Union. He was frequently mentioned, as far back as last year, as a logical candidate for the position because of his intrinsic knowledge of theatrical managerial problems.

Associated with Charles Frohman as his general manager for 35 years and subsequently with Gilbert Miller, Reilly goes into the League well equipped to handle the many problems producers and managers are coping with, it was stated in theatrical circles upon announcement of his appointment. He is also connected with Paramount Pictures and is a member of the board of governors of the Lyceum Theater. His appointment to the League job will in no way interfere with his extra-curricular activities, he said. The bulk of his time, however, will be used in the handling of League affairs.

One of the first problems that Reilly will obviously have to tackle is the disagreement that the League is now engaged in with Actors' Equity Association on the question of Equity's new ruling that a producer may not, during the course of an engagement, replace one actor with another at a lower salary. A delegation from the League, headed by Marcus Heiman, president, appeared before Equity Council last week to protest the ruling. Council will give the matter further consideration at a subsequent meeting.

On the peaceful side of the League-Equity negotiations, Reilly will undoubtedly play a leading part in drawing up a program for effective ticket regulation in return for Equity co-operation on certain features of the working agreement. The pact is now in its primary stages, with a majority of the producers having signified a willingness to abide by a basic agreement if it will help stamp out the speculation evil.

When the code is drawn up it will be presented to the membership of the League for approval and then forwarded to Equity for the latter's consideration. Brock Pemberton, leading spirit in the move, expressed the opinion that it would not become effective until next season.

It is also expected that the new active head of the League will revive moves which were once started but shelved for want of direction. These plans include activity to eliminate, or at least reduce, the admission tax on theater tickets. Last January Milton Weinberger, representing the League, appeared before a congressional committee to plead for the abolition of admission taxes. Nothing, however, has been done on the matter since then. Action is also expected next season for the inclusion of bars and cocktail lounges in theater lobbies and a unified plan for roadshows.

"Lot's" One-Grand Sunday

NEW YORK, April 16.—Schoolhouse on the Lot, Philip Dunning's courageous experiment in running regular Sunday shows, did a bit better on its second Sabbath than on its first. It grossed between \$1,000 and \$1,100 last Sunday, which is about \$300 better than on its first attempt. Gross, however, is still figured as not enough greater than the usual Monday figure to make up for the extra one-eighth that must be paid to actors and stagehands for Sunday performances.

Dunning has postponed for a week his plan to add Sunday matinees as well as evening performances. Originally scheduled to go into effect tomorrow, Sabbath matinees will hold off until the 24th. Figured that combined effect of Easter and Jewish holidays would make tomorrow a bad bet.

SAN FRANCISCO, April 16.—Prologue to Glory, Federal Theater play current in New York, will have first presentation outside of Broadway by local federal unit. Play is booked for four weeks starting May 9, with Walter Gilbert directing.

Jewish FTP Unit Opens in "Tailor"

NEW YORK, April 18.—The Tailor Becomes a Storekeeper, a Yiddish comedy by David Pinski, was presented by the WPA Federal Theater Project last Thursday at Daly's Theater and despite some minor shortcomings, such as frequent repetition, the play is humorous and fairly enjoyable.

Chaim Shneyer portrays the tailor who has a yen to become a delicatessen store proprietor and cajoles his somewhat unwilling relatives into financing the project. After a series of setbacks, including customers wanting premiums, a robbery, shakedown by racketeers and a bank crash, he finds himself at his sewing machine once more.

The staging was well executed by Martin Wolfson and settings by Paul Ouzon-off. Judging from audience reaction, the farcical whimsy will please Jewish theatergoers. It's not an epic nor a great dramatic vehicle, but just a good light comedy with plenty of expressionistic gestures, typical of the race. Those who have a taste for this particular kind of theatrical fare will find an evening's entertainment. Sol Zatt.

From Out Front

By EUGENE BURR

In this business you get help from the most unexpected sources. If anyone had told me that the Federal Trade Commission would offer me aid and sustenance I'd have said, "Yes, yes!" very gently and taken the next opportunity to put in a hurry call for a re-enforced strait-jacket. Yet a couple of weeks ago the Federal Trade Commission did offer aid and sustenance; it issued a complaint charging Grand National Films with unfair competition in the sale and distribution of a motion picture entitled *In His Steps*, basing the charge on the fact that the film in no way resembled the book of the same title by Charles M. Sheldon, from which it was ostensibly taken.

I neither know nor care to know Mr. Sheldon's novel— which, so far as I can gather, sold an untold number of copies in the literary and cultural centers of fin de siecle America because of its militant meekness or meek militance— nor do I particularly care that Grand National wried Mr. Sheldon's saccharine major opus. But the FTC in its complaint has providentially set a precedent and by implication issued a ruling—that motion pictures bearing the titles of famous works must present accurate versions of such works. The commission charged that the company falsely advertised the film as "a modern romance suggested by the world's record-breaking best seller by Charles M. Sheldon." It is a charge that could be brought against any number of films bearing the titles of popular or famous books and plays.

For years this corner has been fighting the vicious dishonesty of film companies which advertise art works and then present instead the stewed pap concocted by a bevy of over-paid Hollywood hacks. Why they do such things has always been beyond human comprehension—it is indeed comprehensible only to that strange semi-human breed, the Hollywoodheads—and the evils have been manifold and manifest. In the first place, people knowing and loving the classic in question will leave theaters playing the butchered Hollywood version swearing eternal vengeance on the producing company and the theater itself; in the second place, those unfamiliar with the original will leave with an entirely false idea of the work in question. That is something, as I have suggested on numerous occasions, that should be fought by every educational alliance in the land.

It was, I think, when Universal made a little something called *The Black Cat* that I saw my most vivid shade of red. *The Black Cat* (Universal version) was a tidbit about a mystery castle in the Balkans and was simply a device to allow those two big shudder-and-ague men, Messrs. Bela Lugosi and Boris Karloff, to make faces at each other and scare each other almost to death—but, unfortunately, not quite. The point was that that unspeakable mess, that slimly abortive brainchild of a group of Hollywood's intellectual midwives, was billed as "based on the immortal story by Edgar Allan Poe." Aside from the fact that the only possible connection with the real *Black Cat* was a scene that showed an ebony kitten scampering across the floor, that bastardization of literature served to give Universal-alone-knows-how-many Americans an entirely false and misleading impression of one of the greatest works of one of the three literary geniuses that America has produced.

At the time I suggested that teachers' organizations ought to get together to protest, I also suggested that the billing constituted false and misleading (See FROM OUT FRONT opposite page)

Philly's April Record

PHILADELPHIA, April 16.—Four legit plays will open here simultaneously Monday—breaking all opening night records for Philly for almost the past decade.

The new shows are Cornelia Otis Skinner's *Edna, His Wife*, at the Forrest; *You Can't Take It With You*, at the Locust; *Pins and Needles* and the premiere of *Private Enterprise* at the Erlanger.

Mercury-Theater Guild Tie

NEW YORK, April 16.—The Mercury Theater, this season's high-flying and phenomenally successful art group, has tied in with the Theater Guild for a production next year. The two organizations in conjunction will present a cycle of Shakespearean histories to be called, collectively, *Five Kings*. It will include hunks from *Henry IV*, parts 1 and 2; *Henry V*, *Henry VI*, parts 1, 2 and 3, and *Richard III*. Plays will be slashed wholesale in the manner that Orson Welles, young guiding genius of the Mercury, slashed *Dr. Faustus*, *Julius Caesar* and *The Shoemakers' Holiday*, but even so the performance will take up two evenings. Guild and Mercury subscribers will be handed the bill as two items in their subscriptions.

Mercury had announced such a cycle of Shakespearean histories early in the season—immediately after Maurice Evans announced his intention of doing *Henry IV*—and kept on announcing it regularly every week or so thruout the season. Not enough money, tho, in the shoe-string art-group to do much beyond highly artistic revivals in modern dress, which make no demands for costumes. The cycle was postponed and postponed because of lack of dough. Guild, presumably, is supplying the lack. Guild's season was disastrous this year despite the production of several intelligent plays.

Welles will direct the cycle, but no official threats have yet been made concerning his participation as an actor.

Dove Hovers Over Equity

Olive branches strewn like confetti thruout association —no opposish ticket seen

NEW YORK, April 16.—For the first time in almost five years peace seems to reign over all corners of Actors' Equity Association. The turbulent days of factional strife appear to be at an end, with all sides seemingly contented over the nominating committee's slate of Arthur Byron for president and Bert Lytell for first vice-president.

The administration is well satisfied with the nominations, declaring the ticket to be a representative one; the liberal group is apparently willing to support it if the candidates take a "progressive stand," and the Old Guard, while opposed in principle to the idea of an unpaid president, is not quite willing to reconcile itself to a fight with the administration. From all indications the administration's slate will run on May 27 unopposed. The deadline for entering an opposition ticket is May 7.

After the elections Paul Dullzell, executive secretary, will undoubtedly become top man by virtue of his being the highest ranking paid officer.

Arthur Byron, who was appointed by the council to replace Burgess Meredith, now on tour with *Star Wagon*, as chairman of council and Equity representative of the Arts Union Conference, received his baptism as Equity head when he presided over the last session of the council for four and a half hours. His position at the conference will be to press for passage of the Coffee Bill.

"Boy" Well Liked In S. F. Premiere

SAN FRANCISCO, April 16.—Clifford Odet's *Golden Boy* came to the Curran Monday night and with an excellent cast headed by Francis Lederer proved forceful and dramatic.

Lederer, as the violinist turned prize-fighter, is virile yet warm and tender and impressive in the love scenes.

Excellent as the fight promoter is Louis Calhern, who gives much of the play its tempo. And Betty Furness, the blonde, does as much as is possible in the role. Sam White keeps the thin thread of comedy alive. Lee J. Cobb almost steals the play as the Italian father.

The performances of the principals were warmly received by the first-night audience. Edward Murphy.

BROADWAY RUNS

Performances to April 16, Inclusive.

Dramatic	Opened	Perf.
All the Living (Fulton)	Mar. 24	28
Bachelor Born (Lyceum)	Jan. 25	96
Brother Rat (Ambassador)	Dec. 16	36 563
Doll's House, A (Broadhurst)	Dec. 27	125
Golden Boy (Belasco)	Nov. 4	189
Mercury Theater Rep (Mercury)	Nov. 11	190
Julius Caesar	Nov. 11	128
The Shoemaker's Holiday	Jan. 1	62
Merry Wives of Windsor, The (Empire)	Apr. 14	4
Of Mice and Men (Music Box)	Nov. 23	167
On Borrowed Time (Longacre)	Feb. 3	85
Once Is Enough (Miller's)	Feb. 15	72
Our Town (Morosco)	Feb. 4	84
Room Service (Cort)	May 19	383
Schoolhouse on the Lot (Ritz)	Mar. 22	31
Sea Gull, The (Shubert)	Mar. 28	24
Shadow and Substance (Golden)	Jan. 26	95
Susan and God (Plymouth)	Oct. 7	221
Tobacco Road (Forrest)	Dec. 4	33 1860
What a Life (Biltmore)	Apr. 13	6
Whiteoaks (Hudson)	Mar. 23	3
Wild Duck, The (49th St)	Apr. 15	30
Women, The (Barrymore)	Dec. 26	36 549
You Can't Take It With You (Booth)	Dec. 14	36 573
Musical Comedy		
Houray for What! (Winter Garden)	Dec. 1	158
I'd Rather Be Right (Alvin)	Nov. 2	191

New Plays on Broadway

Reviewed by Eugene Burr

BILTMORE

Beginning Wednesday Evening, April 13, 1938

WHAT A LIFE

A comedy by Clifford Goldsmith. Directed by George Abbott. Setting by Cirkor & Robbins. Presented by George Abbott.

Miss Shea.....Ruth Matteson
Mr. Nelson.....Arthur Pierson
A Student.....Mitzi Miller
A Student.....Ralph Bell
Mr. Patterson.....William Mendrek
Miss Pike.....Edith Van Cleve
Bill.....Eddie Bracken
Miss Eggleston.....Maidel Turner
Miss Johnson.....Kay Loring
Mr. Vecchitto.....Daniel Ocko
Henry Aldrich.....Ezra Stone
Barbara Pearson.....Betty Field
Gertie.....Elena Salvatore
Mr. Bradley.....Vaughan Glaser
Miss Wheeler.....Joyce Arling
George Bigelow.....James Corner
Mrs. Aldrich.....Lea Penman
Mr. Ferguson.....Jack Byrne
Mary.....Butterfly McQueen

Students: Blaine Fillmore, Marguerite Lodge, Teresa Keane, Isla Vaile.
The Entire Action of the Play Takes Place in the Principal's Office in Central High School.
ACT I—A Morning in Spring. ACT II—The Following Morning. ACT III—An Hour Later.

After a few pretty sad early starts George Abbott finally came thru with a winner in the last race. Its name is *What a Life*, its author is Clifford Goldsmith and it opened Wednesday at the Biltmore Theater. There's plenty that is wrong with it (specific points to be enumerated hereafter), but its general effect, is, at least for this reporter, almost perfect for spring or summer entertainment. There are plenty of laughs, a warm, friendly and lovable quality, and a somewhat obvious but none the less important underlying thesis. That should be enough for any show.

Taking a tip from his last season's smash, *Brother Rat*, which dealt with seniors at Virginia Military Institute, Mr. Abbott has pushed a good thing one step further; *What a Life* deals with high-school juniors. Since Philip Dunning, Mr. Abbott's ex-partner, has already pre-empted primary schools (at least of a certain sort) in *Schoolhouse on the Lot*, it seems that next season Mr. Abbott will have to descend to kindergartens if he wants to get himself a hit.

However that may be, *What a Life* deals with the trials and tribulations of young Henry Aldrich, not quite 17, one of those lads who is rigorously guided by a well-meaning family until he gets a feeling of guilt about any thought or act or achievement that's particularly his own. Henry's father was a Phi Beta Kappa at Princeton (until Mr. Goldsmith reminded me, I had quite forgotten that that combination was possible), and so Henry must not only go to Princeton but also get excellent high-school marks. And this Henry simply can't do. Formal education isn't his speed—he spends most of his time drawing caricatures of the teachers—and as a result he's always in Dutch with the principal.

How he asks the nice girl who's president of the class to a school dance, how he's put on probation by the principal because of his caricatures, how his mother tells him he can have money for the dance only if he's first in his ancient history class, how he cribs on the ancient history exam and is caught at it, how he is expelled and how, to crown his mountainous monument of woes, he is even accused of stealing and hocking the brass section of the school band, are all told by Mr. Goldsmith hilariously and yet with moments of insight, tenderness and pathos. In the end the very nice assistant principal, who is in love with the very pretty school secretary, puts Henry on the right path by telling him to admit but not be ashamed of his mistakes, to be proud of whatever talents he has rather than apologetic for not possessing others he doesn't care about, and to stand up for his own point of view. It's discovered, of course, that Henry didn't steal the brass section (a highly specialized form of kleptomaniac that should be introduced, as a beneficial epidemic, into Broadway night clubs), so he gets tickets to the dance and is transferred by unwilling but game parents into an art school.

Mr. Goldsmith's writing is varied and excellent, ranging from wildfire wise-cracking hilarity to a gentle humor shot

thru with pity and tenderness. It's a really fine job, and it's ably abetted by Mr. Abbott's excellent direction and the work of most members of the large cast. There are, as a matter of fact, only three things wrong with the play: the real tuba-snatcher turns out to be the nasty smart lad who is Henry's chief headache, a disappointingly pat outcome; the means of discovering the true culprit are never explained, and the general mental and emotional level of the youngsters seems less that of juniors in high school than of public school kids just a year or two older than Penrod. Or maybe they just don't mature as quickly outside of New York. In any case those are minor matters in a thoroughly enjoyable evening, and they're more than neutralized by the varied types of humor, the sensitive writing and the portrait gallery of excellent incidental figures, including the harassed principal and a bevy of assorted teachers.

Young Ezra Stone, whose praises I have been shouting ever since he was in dramatic school, plays Henry and justifies everything good that's ever been said about him, turning in a beautifully sustained, finely pointed, carefully detailed and practically perfect job—and one that's matched by the sensitive, effective and beautifully right work done by Betty Field, as the girl he wants to take to the dance. Arthur Pierson, a consistently fine actor, does excellent work as the assistant principal; Vaughan Glaser gives a characteristically fine performance as the head of the school; Ruth Matteson does the best work of her career as the secretary; Jack Byrne is probably the funniest detective ever to appear on a stage, and top-notch work in other roles is offered by Lea Penman, Edith Van Cleve and Eddie Bracken.

EMPIRE

Beginning Thursday Evening, April 14, 1938

THE MERRY WIVES OF WINDSOR

A revival of the comedy by William Shakespeare. Directed by Robert Henderson. Settings and costumes designed by Howard

FROM OUT FRONT

(Continued from opposite page)

advertising and that the Better Business Bureau could and should do something about it in the courts. Now the FTC has come to the rescue along the same line and I'm profoundly grateful.

Instances of Hollywood bastardization and distortion and downright dishonest changing of accepted art works could, of course, be multiplied endlessly. RKO, for example, had the courage to buy one of the decade's great plays, Maxwell Anderson's *Winterset*—but RKO tacked on to *Winterset* a phony and sappy "happy" ending that nullified the entire play and made it just another dose of pap for the grown-up infants who infest picture palaces. RKO, too, bought another Maxwell Anderson play, *Mary of Scotland*, an excellent blank verse rewrite of a piece of history in which the author's sole (but very great) contribution was the dialog. So RKO threw away every scrap of the dialog of Anderson's magnificent blank verse and presented merely an opinionated film version of a piece of history. And yet it had the temerity to include in the billing references to "Maxwell Anderson's Theater Guild success." It was a nauseating procedure.

It may be argued, of course, that the film version of *Mary of Scotland* did at least describe the same historical events as the play. But to say, for that reason, that it was based on the play would be just about as honest—or as sensible—as saying that Dickens' *A Tale of Two Cities* was based on Carlyle's *French Revolution* (or vice versa; I forget at the moment which came first) simply because they both stemmed from the same events.

Examples, as I say, could be multiplied endlessly; you've probably thought of at least a dozen more while you were reading this. But the climax came a few years ago when there was a plan afoot (it fortunately fell thru) to screen *Cyrano—Cyrano*, of all plays!—in modern dress, making the immortal Gascon a French Blue Devil on the Western Front and Ragueneau the camp cook!

Now, fortunately, all that may be changed. It may be that now, thanks to the FTC, when a film is given the title of a famous book or play—or when it is even billed as being based upon such a book or play—it will have to be honest enough to present an accurate version. If so the thanks of every intelligent person—more than that, the thanks of every honest person—should go to the FTC for its ruling. It is the first step toward ending a pernicious, cheating, illegal, thoroughly dishonest practice that tended to accelerate the crumbling of American taste already so successfully engineered by the master minds in Hollywood.

Perhaps other sources, just as seemingly unlikely as the FTC, will also come thru with support. Meanwhile, hallelujah!

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Slender.....Albert Carroll
Sir Hugh Evans.....Edward Harvey
Master George Page.....J. W. Austin
Sir John Falstaff.....Louis Lytton
Bardolph.....Philip Dakin
Nym.....Maury Tuckerman
Pistol.....Le Roi Operti
Anne Page.....Ann Pendleton
Mistress Alice Ford.....Joan Storm
Mistress Margaret Page.....Estelle Winwood
Simple.....Charles Henry
Mine Host of the Garter.....Ainsworth Arnold
Robin.....Buddy Buehler
Rugby.....Cliff Heckinger
Dame Quickly.....Effie Shannon
Dr. Caius.....Peter Brocco
Master Fenton.....William Post Jr.
Master Frank Ford.....Henry Mowbray
A Servant.....Frank Parish
Men and Women: Mae Noble, Henry Kline, Jessie Graham, Judith Alden, Edith Campbell, Lex Barker, Ruth Belmore, Ludmilla Toretzka, Carrie Bridewell, Polly Klock, Marguerite Tebeau, Ada Humphries, Clara Cubitt.

A Young Man and Woman: Solon Harger, Charlotte Maye.
SCENE: Windsor and the Neighborhood.
"The Merry Wives of Windsor" is Presented in Two Parts.

Windsor's wives may be merry at the Empire Theater, where the Robert Henderson-Estelle Winwood production of *The Merry Wives of Windsor* opened Thursday night, but it is a blissful state entirely unshared by the audience. Despite one or two excellent individual performances and a few more that are pretty good, the present production of the Shakespearean farce falls entirely to catch the essence of the play itself—or even a glint of humor. There may be those who would place that blame squarely on the shoulders of the play. Certainly the broad farce of *The Merry Wives* is something that modern audiences can do without—unless, of course, it is produced so artistically by the Mercury Theater, with Orson Welles' genius burning like a consuming flame thru the unfortunate and much-cut script—but nonetheless the play has its qualities. It may not be as uproariously funny as it was when Falstaff and his knaves served the public in the same capacity as that now filled by circus clowns, but it's nonetheless entertaining, and its humor of character, rather than of farce situation, is cannily calculated to bring chuckles, if not howls.

But not in a production directed by Mr. Henderson. For, despite the several nice jobs scattered thru the cast, the total effect is of something tossed loosely upon the stage, the impression being

that those players with confidence and experience enough to resist the direction managed to create isolated moments of effect, while the rest were snowed under by pointless, self-conscious and embarrassingly silly attitudinizing. Mr. Henderson had his cast hopping around the stage like a bevy of queens of the May, like a bouncing garland of Hawthorne blooms and the result did the farce no good.

The presentation is simple to the point of asceticism, a sort of screen with curtailed doorways bisecting the stage and being moved around at various angles by members of the cast in order to denote scene changes. Also Mr. Henderson has introduced a sort of chorus, strangely reminiscent of the sappy women of Canterbury in T. S. Eliot's *Murder in the Cathedral*. These women dance around at the start of each of the two halves and then sit at the sides of the stage being determinedly cheerful. It is, at times, a somewhat grim spectacle.

Also one of their number, a rather wide lady, prefaces the first act with a song that is so badly done that it practically challenges the rest of the performance to dispel its effect. At the start of the second act there is a dance, done to chorus singing of *The Raggle-Taggle Gypsy-O*, by Solon Harger and Charlotte Maye. This happens to be by long odds the best feature of the evening and suggests that the whole would probably have been better if it had been turned into a dance recital.

Chief of the unfortunates caught up in the coils of the production are Effie Shannon and Miss Winwood, tho the latter has only herself to blame since she co-sponsored the show. Miss Shannon, as Dame Quickly, does a really beautiful job, while Miss Winwood is a graceful, gracious and charming Mistress Page. William Post Jr. does typically forthright and capable work with the little he has as Fenton; Henry Mowbray impresses nicely as Ford and J. W. Austin offers a nice clean reading as Page. Others helping individually, tho never allowed to do so collectively, are Joan Storm, as Mistress Ford; Albert Carroll, as Slender, and Cliff Heckinger, as Rugby. Among those succumbing most disastrously to Mr. Henderson's determinedly gay direction are Horace Sinclair, Edward Harvey, Philip Dakin, Maury Tuckerman, Le Roi Operti and Peter Brocco.

As for Louis Lytton's Falstaff, it is, despite a few lines given a genuinely comic reading, a pale imitation of the real thing. Stamping and shouting and mugging, Mr. Lytton makes the fat knight a posturing surface clown.

Tho no official announcement was made at time of writing, it is practically certain that the production will close Saturday (16). They'd have to bill Wally Simpson under the title to keep it going much longer than that.

Cissie Loftus Again Scores in Solo Show

NEW YORK, April 16.—Cecilia Loftus, in the third of her Sunday night series of "impressions," again captured the hearts of theatergoers in the capacious Lyceum Theater as she did for two successive weeks previous in the pint-sized Little Theater.

She gave repeat performances of a number of her character impressions, which grow more enjoyable and refreshing each time, her monolog on Mrs. Patrick Campbell rocking the house from pillar to post. Her characterization of a Piccadilly flower girl reminiscing over the gin bottle of the days when she was dressing girl to Sophie Tucker, "but I think she's in a convent now," also stirred the audience into generous salvos of applause.

Impersonations of Jeanne Eagels and Mrs. Fiske were done on the encore. Roland Fiore provided the piano accompaniment.

The success of Miss Loftus' informal Sunday evenings—and informal they are—seems definitely assured. Sol Zatt.

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Write T. BELL, Secretary, 66 West 85 St., N. Y.

Unit Producers Are Optimistic

See fair business in South, West—three indie circuits offer 17 to 18 weeks' time

CHICAGO, April 16.—Harry Clark, leading producer of smaller budgeted units in this area, expresses confidence in combo house activity in the South and West this year and, in addition to sending out two reorganized shows this week, two more units will be put together in May for West Coast time.

Clark revealed that Kemp, Gus Sun and the Lucas & Jenkins circuits offer him between 17 and 18 weeks' time and the two revues starting out this week-end will tour those chain houses thru July.

His last edition of *Penthouse Follies* closes in Evansville, Ind., tonight and a new one reopens for Lucas & Jenkins in Atlanta tomorrow. In the new line-up are the Chan Knoll Trio, Stanley and Kapman, Vincent Yerro, Herb Schriner and Frank Ayraud's orchestra.

His *Rhapsody in Rhythm* show opened for Kemp in Logan, W. Va., this week-end and will play the circuit's theaters in West Virginia, North and South Carolina, Virginia and Alabama before moving in on the Lucas & Jenkins and Sun books. In the show are Hubert Dyer and Co., Bill Talent, Warner and Margie, Mitzi Joyce, Lucienne and Milt Henkin's orchestra.

Casting for the Coast units will begin as soon as the two current units are well set. Clark plans to company-manage the Coast shows himself.

In his correspondence with dozens of combo house managers in small towns throughout the West and South and thru personal contacts during his frequent trips Clark discovered that while theater conditions are not bright they are not exactly bad. Many combo houses are continuing with flesh and have a definite need for units. Some houses have been running shows weekly for the last several years and plan to continue to do so indefinitely.

Canton Union Urges That Hotel Use Local Turns

CANTON, O., April 16.—Policy of using vaude acts and musical units at the Belden Hotel here, local Pick unit, has been temporarily disrupted on order of Charles Weeks, business agent of AFM here, who insists that local entertainers as well as traveling units be used here. Hotel has been using practically all local bands for banquets and other special functions other than in the Viking Cocktail room, where strolling acts have been played for several months.

First local duo lasted two weeks with fair success, while another is current there. Management is peeved at the arrangement, contending that the hotels have been using the best available professional talent to provide the tops in entertainment for its cocktail-room patrons all over the circuit. Demand by local union is said to be the first made on any of the chain's hotels, all other cities using acts which are given almost year-round engagements.

Ft. Worth Spots Close

FORT WORTH, April 16.—The Den, night club in Texas Hotel, closed April 12 for the summer. The Venetian Room of the Blackstone Hotel closed April 2. Latter room is to be air-conditioned, but it won't reopen until fall.

Ringside Club, on Jacksboro highway, is main spot now open and only one with floor show.

A dance spot to open April 29 for summer will be Casino Park Ballroom on Lake Worth with name orchestras.

We See Their Backs Again!

CHICAGO, April 16.—A booker was on the loose on agent row here this week in search of a ballroom team playing up nudity.

Seems one local nitery, after using a dance pair that did a routine in a highly revealing costume, opened a dormant market for the strip-conscious teams.

God Help the Acts!

PHILADELPHIA, April 16.—Four emsees are planning to open a roadhouse in New Jersey, near Burlington, next month. All of them have worked in and about Philly for many years.

Show people are waiting to see what happens when a quartet of "glad-handers" go into business together.

The partners in this novel venture are Mario Villani, formerly of the Anchorage and Ritz-Carlton; Mickey Alpert, late of the 21 Club, Walton Roof, Philadelphia and Adelphia; George Clifford, formerly at the Colony, and Jimmy Kelly, who handled shows in half a dozen spots around town.

Pa. Liquor Board Closes Nine Clubs

HARRISBURG, Pa., April 16.—Nine night spots were closed by forfeiture of their liquor license this week. Included is the Wa-Lin Order, meeting place of showfolks; William E. Litz, Terrence Murphy Club, John Dalzell Republic Club, East End Maennerchor of Pittsburgh, Penelope Club, First Ward Political Club; Argonne Club of North Side, Inc., and Republican Athletic Association.

Gable Succeeds Whitman

PHILADELPHIA, April 16.—Maurice Gable, manager of Warner's Boyd, was appointed manager of the Earle Theater Monday in place of the late Herman Whitman. Gable's spot at the Boyd was taken by Stanley Benford.

Lincoln, Philly, To Reopen

PHILADELPHIA, April 16.—Lincoln Theater has been leased by the Morris Wax interests here for the showing of pictures and vaudeville. The house, which has been playing Yiddish drama, will be extensively renovated and be opened about Labor Day.

Tough for Male Single Dancers

Night club-vaude demand dwindles—forced to add girls to act

CHICAGO, April 16.—Single boy dancers are fast dropping from the night club and vaude field, reduced demands for their services forcing them out. Bookers here state that talent buyers complain of too many men in acts and are trying to balance their shows with women as much as possible. Single dancers are the first to feel the ax, girls preferred in their spots both for decorative and economical purposes.

In night clubs it is a rarity these days for a boy dancer to secure consecutive work. A couple of leading spots have been employing them, but only those with name value or especially suitable in production numbers. Theaters, as a rule, have a stock "no" answer, unless needed occasionally for some presentation idea.

Their chances of tilting salary figures are slim, too. Once a dancer decides, after working one or two ace spots, to raise his salary he is in for long layoffs. A number of them have found a way out by building girl acts around themselves. They work with lines of four or six girls and find their turns more marketable for night spots and club dates. The girls are trained to do both individual and line work, while the boy doubles as emcee and dancer. Such combinations are mushrooming as the new popular flash act of the niteries.

Milwaukee House Goes Com

MILWAUKEE, April 16.—Al Cooper reopened the Alhambra, downtown house dark for two years, today with films and flesh. Dave Miller and Fabian Andre are handling the musical end. Stage show has Morgan dancers from Chicago.

Nick Is Disgusted With Night Clubs --- But That New Show

By PAUL DENIS

Dear Mr. Denis:

YOU have been printing a lot of letters from Maise and Joe Pursent the agent—

Y now how about listening to a night club owner for a change? I operate Nick's Romantic Casino. I used to enjoy a quiet life running Nick's corner saloon, but Joe came around last year and softsoaped me into changing it into a swanky night club—but that's another story! Now I'm a night club owner—and I haven't a minute's rest any more.



PAUL DENIS

Look at all the trouble I have with the show. Mae Gordon, our exotic dancer, fights with the ballroom team for use of the only radio set we have in the dressing rooms—so I got to buy another radio set. The ballroom team don't like the emsee because he doesn't give them a good build-up, and the emsee hates the team, the headwaiter, the band leader and everybody else. And the band leader says the show stinks and I should throw it out and stick to straight music.

Now what am I supposed to do? I think I'll throw them all out and bring in the new show Joe has been raving about. Joe says we ought to put on a Snow White revue—with Sally Pan doing a veil dance while the seven dwarfs try to make her. But I think it would be better to have seven Snow Whites doing a fan dance, with the emsee doing the Prince—and to hell with the dwarfs. Who wants to have a lot of midgets running around here anyway? The last time we had a couple of midgets we lost them for three days until we found them in a corner of the checkroom.

I GOT trouble with my press agent, Jim Mann, too. He brought eight newspaper men last night on the cuff, and did they drink! When *The Gazette* came out there was only one line in it: "Mae Gordon's fan dance at the Romantic Casino is terrific." And then I find out that seven of the newspaper men were friends of the eighth one, who is only the office boy at *The Gazette*. What kind of business is this anyway?

And that's not all. My band leader, Joe Monk, is a handsome guy and keeps getting me in trouble. Four customers called up yesterday and threatened to smash up my place if Joe doesn't keep away from their wives. My checkroom girl is so stuck on Joe she hangs around the band stand all night. And three coats disappeared last night. That means three more lawsuits. Joe is stuck on the new vocalist; but she likes the tenor sax man, and he's married!

But I wouldn't mind all this, Mr. Denis, if business weren't so lousy. Yesterday I felt a little better when I came in and saw the place almost full. But they were only the creditors, and were they sarcastic!

"We're playing 77b," one of them wisecracked. "Wanna join us?" And then the emsee started singing and said, "This number is being dedicated to business today and it's entitled *Thanks for the Memory*."

I don't know what I'm going to do. Maybe I'll close the joint. Sincerely,

NICK BOLONINO.

P.S.—On second thought, I'll keep the place open and bring in a show that'll be terrific. Joe is going to book me a show called *Snow White and Jezebel*. Snow White will be a ballet dancer and Jezebel will do some mean cooching, while the Prince croons about love. It's sensational!

Club by Any Other Name—

PHILADELPHIA, April 16.—"Boo-Boo Hoff's Pirate Club" is the name suggested for Max (Boo-Boo) Hoff's 21 Club by Julius Hallheimer, attorney for the New York 21 Club, in Federal Court here last week. The Gotham club is seeking \$50,000 damages from Hoff.

"The Philadelphia crowd pirated our name just as it became famous," Hallheimer declared.

Michael Serody, Hoff's lawyer, contended that the New York club waived exclusive rights to the name when it let Warner Brothers use it for a movie. Judge Oliver B. Dickinson reserved decision.

Cushman To Try \$300-a-Day Units For Next Season

LINCOLN, Neb., April 18.—Wilbur Cushman, who folded his vaude circuit of \$150-a-day units of 15 to 17 people, says he believed the demand for that type of entertainment has run its course.

Cushman, now operating from Beverly Hills, Calif., after several years in the Midwest, is now conducting a test with a 30-people unit called *Swingtime Follies*, an all-girler.

He plans next season to spot one 30-people unit per month in each spot at \$300 daily or percentage deals, instead of the two-a-month smaller ones as formerly. *Swingtime* unit is being booked around here, latest being the Tri-States circuit.

Lombardo, Wayne King Vaude Tours Set by MCA

CHICAGO, April 16.—MCA set Guy Lombardo and Wayne King on extensive theater tours, each band carrying a list of acts. Lombardo, following his current Boston week, goes successively to the Earle, Philadelphia; Palace, Cleveland; Stanley, Pittsburgh, and the Fox, Detroit. Calgary Brothers is the featured act.

King, now in Indianapolis, goes to the Fox, Detroit; Palace, Cleveland; Stanley, Pittsburgh; Earle, Washington, and Earle, Philadelphia. Assisting acts include Ames and Arno, Gower and Jeanne, Robert Miller and a male singing chorus. Eddy Duchin is currently at the Orpheum, Minneapolis, before coming into the Palmer House here. Vic Hyde and Lathrop Brothers and Lee are with him.

Ops Arrested for Back Wages

SAN FRANCISCO, April 16.—George D'Olivio and Louis Domenici, owners of the Kit Kat, were haled to court by State Labor Commission over \$600 salary arrears for entertainers.

Hearing, which has been put over while defendants scout up some assets, is on behalf of eight girls—Barbara Laurette, Marguerite Loris, Erma Austin, Jessie Crystal, Paula Jory, Dorothy Carter, Jay Jordan and Claire Anderson.

Names for Steubenville

STEUBENVILLE, O., April 16.—Half Moon Club near here now ranks as one of the outstanding night spots in the upper Ohio Valley, with the inauguration of more elaborate floor shows. Current are Arthur Nelson's Boxing Cats, Don Harris, Lillian Sherman, De Henri and Georgene, Dorothy Frank Girls and Al Riley and orchestra. Penciled in for early appearance are Fifi Dorsay and Roscoe Ates.

Kalchheim Joins R-O'K

CHICAGO, April 16.—Jack Kalchheim, indie agent, joined Rockwell-O'Keefe here to take charge of the theater department. Moving in with him is Marty Whyte. Kalchheim's appointment is in accord with plans to build up firm's night club and theater accounts in the Middle West.

Very Important Business

CHICAGO, April 16.—Billy Carr, veteran emcee at the 600 Club, tells of a note he received from a big auto chain executive penned on "Conference Room" stationery.

"What is the name of that tune your hula girl is dancing to?" the note read.

Club Talent

New York City:

CALGARY BROTHERS, current at the International Casino, will leave for the Coast to make a picture for Paramount. FRANCES FAYE sails for England at the end of the month to open in London May 10. GRACE MORGAN, singing pianist, began an engagement at the Hotel Mansfield last week. UKSILA AND VIDA, skating pair in the Ice Show of the Hotel New Yorker, close an 18-week run there at the end of the month. BUSTER SHAVER, with Olive and George, have been set by Miles Ingalls office for the Beverly Hills Country Club, Newport, Ky., April 29.

MARLYNN AND MICHAEL, dance duo, have been held over at the Rainbow Grill. They are offering a new bolero number, *Tangier*. PATRICIA LYNN is back after a long run at the British Colonial Hotel, Nassau, Bahamas. GEORGE ROCHAIE, tap dancer, who has worked with name bands, closes at the Glen Park Casino, Williamsville, N. Y., this week and is slated to open in New York May 21. EILEEN DRISCOLL, dancer from the Paris *Folies Bergere*; Paul Mathis and William Bull, all dancers, arrived on the Ile de France this week. HARRY DELL has placed *Blanche and Sweet*. Isabelle Brown and Amelia Gilmore at the Monte Carlo here.

CORTEZ AND MAIDA, ballroom team, opened at Ludwig Datz's Roumanian Village, New York, Saturday after a long stay on the West Coast. DON LOPER is doing a new song and ballroom dance turn called *Loper and Barrett*.

Chicago:

SID SILVERS in town, the guest of Jimmy Kern, of the Yacht Club Boys, now at the Chez Paree. Boys are doing out a screen story for Edgar Bergen. PROFESSOR TOM TREMLIN, character analyst, has landed an indefinite engagement at the Cafe de Alex. JOE KIRK, formerly of Mills, Kirk and Howard, breaking in a single.

VELOZ AND YOLANDA will open their fourth Palmer House engagement June 23.

Here and There:

VALLEY AND LEE opened at the Half Moon Night Club, Steubenville, O., April 8. PETER HIGGINS opened April 12 at the Lookout House, Covington, Ky. JOE MARTIN, of the Three Martins; Millie Ray and Vera Gordon, dancers, are current at Casa Grande, Cincinnati. TANYA CORTEZ is holding forth at the Avalon Club, La Fayette, Ind., after a long layoff due to illness. GALE STEPHENSON, after 19 months as singing emcee at Castle Terrace Night Club, Columbus, O., is current at Herig's German Village, that city.

NICK LUCAS opened a two-week engagement at the Miami Club, Milwaukee, April 16. RUTH DENNING returns to the New Kenmore Hotel, Albany, April 16. She recently closed a four-week run. BERNIE LIT is now emceeing shows at the Club Rival, Baltimore. His late partner, Jane Lee, died suddenly last week. JACKIE LANE and Frankie Stroud have returned to the Fay Norman shows. Revue is playing the Barn Yard, Gary, Ind. VICTOR AND RUTH, skaters, are pounding out their fifth month at Murray's Inn, Albany. FRANK WALLACE and Trixie Lamae are featured at the Miami Club, Newark. NORMA GALLO, dancer, sails on the 23d for Rio de Janeiro for an engagement at the Copa Cabana Casino there.

ZORINE opens a four-week engagement under management of Doc Merrill, at the Frontenac Casino, Detroit, April 18. Booking by Gus Sun Agency.

SLOANE AND YOUNG split this week, the parents of Estelle Sloane, 18, insisting she is too young for the road. Jack Young returned to Philadelphia to shop for another partner. DOROTHY BLAINE, singer, has lined up succeeding dates at the Lookout House, Covington, Ky., and Brown Hotel, Louisville.

Night Clubbers Turn Social

NEW YORK, April 16.—Business was so bad in some of the local intimate night clubs last week that the performers and owners made the rounds of each other's clubs regularly—just to pass time and keep each other company.

College Inn Adds Matinees

CHICAGO, April 16.—College Inn, Sherman Hotel spot, has increased its matinee shows to four a week, adding Thursdays and Fridays to the customary Wednesdays and Saturdays. Manager Frank Bering, noticing a sizable increase in luncheon business during his show days, sees them as definite stimulants. Regular College Inn acts are presented, with dance and show music supplied by Al Trace's band.

Pop Bands Click in Dallas Nitery Life

DALLAS, April 16.—Club business is on the up around here and all local night spots have done a jam-up business the past two weeks, the Baker Hotel Mural Room and the Adolphus Hotel Century Room especially benefiting. Ran Wilde and his ork featured in the show at the Century Room, which includes Ethel Shutta, the Four Bachelors and Enrica and Novello. Show chalked up the best two weeks' biz in many moons. Wilde was held over for Saturday night to enable Jack Denny's Band to move in on time. Management is seeking a return engagement of Wilde for the summer.

Clyde Lucas Ork, current at the Mural Room, had a tough opening assignment last week to buck the big Calyx Club Dance and the successful Century Room show, but the boys delivered. Lucas's engagement is for one month.

Chez Maurice went collegiate Thursday with the introduction of Layton Bailey's Ork. New musical organization is composed of present and former members of the Southern Methodist University Mustang Band and the Chez Maurice is its first major assignment. Maurice Caranas, manager, says the exuberant collegiate touch went over with the customers.

Mostly Dancers in Latest RKO Short

NEW YORK, April 16.—Four of the six acts in the new Nu-Atlas RKO film-musical, produced by Milton Schwarzwald, are dancers. Each one is as good as the next with the result that the whole bill provides some mean hoofing and lavish swinging.

DEMAY, MOORE AND MARTIN start the ball rolling in a comedy adagio that involves some neck-breaking routines which really thrill. The girl takes punishment with a charming smile. PAULA STONE'S singing and tapping come off to a better showing than she's earned in other recent shorts. BILLY AND MILLY do a little bit of a tap, a *Truckin'*, a *Suzi-Quing* and a hey, heying which takes in also some fancy wiggling. They click immediately. Then when six-year-old SUGAR NICHOLS joins them, the act reaches new heights in dance entertainment. EDDY BRUCE, comedian, and WILLIS CLAIR, dramatic actor, really don't have a chance to show their worth. One would hardly know them were it not for the cast listing.

A new *Pathe Parade* short offers an educational feature on ventriloquism, with the Great Lester in the lead role. His demonstration is tedious and anything but good publicity for the cult. The dialog was dull and completely lacking in humor. His technique was not startling or even fascinating. S. W.

Mexico City Wants U. S. Dance Teams

MEXICO CITY, April 16.—Another market for dance teams that play the winter resorts along the Eastern and Gulf Coast and Havana, seems to be opening here. Proximity of this city to both Havana and Florida has solved the problem of transportation for local promoters and the fact that dance teams are not hindered by the difference in languages has caused more and more teams to seek employment in local theaters, clubs and hotels.

Latest to take advantage of the new source of work is the team of Ramon and Renita, signed to appear at the Teatro Alameda beginning April 23. They are currently playing an engagement at the Gran Casino Nacional, Havana.

N. Y. Summer Outlook Good, as Many New Spots Ready Openings

NEW YORK, April 16.—Billy Rose will stick it out this summer, changing from a production show to vaude beginning May 1. Notice has already been posted for the current show, *Let's Play Fair*. New policy will mean dropping the chorus and changing variety bills every two weeks. Rose expects to book plenty of names. Vincent Lopez Band is pencilled in to follow Abe Lyman.

International Casino, meanwhile, has been holding up nicely during its reorganizing and will close April 30 for six days to install an ice floor for the MCA *International Ice Frolics* opening May 7. Only the main casino will close, the lounge, bar and Cosmopolitan Room remaining open. Current Sandrini-Charles show, *Bravo*, may be sent out as a vaude unit. Jacque Charles is back in town and is trying to line up bookings. *Bravo* is owned jointly by Sandrini, Charles and the International Casino. The Yascha Bunchuk and Gene Posdick bands are expected to remain for the ice show.

La Conga will stay open, having just installed a cooling system. The Paradise will stick it out this summer, too, its new swing band policy having brought good business. The Cotton Club closes in June, but hopes to remain open the following summer.

With local night club business definitely getting better, several new spots make their debut. The Footlights opens

tonight and will cater to the legit crowd, with Stanley Reyburn producing the floor show. Jack Monroe, former operator of the Black Cat in the Village, opens his Cafe Creole on West 54th street Tuesday, with Amanda Randolph, Amy Spencer, Barrington Guy and Skeets Tolbert's Band, all colored talent. The El Bongo, on the site of the Club Yumuri, opens Thursday, featuring Hilda Salazaar, Eduardo Brito, Elena and Antonio, and the Oscar de la Rosa and Jack Mayo bands.

The local hotels are closing their downstairs rooms and dusting off the roof gardens, among them being the Pierre, May 4, with Emil Coleman's Band, Medrano and Donna and Marion Cooley; Ambassador, May 3; St. Regis, May 5, with Paul and Eva Reyes and Carl Hemmer's Dancers; Waldorf-Astoria, May 5, with Mischa Borr and the Xavier Cugat orchestras, and the Astor, with Rudy Vallee the opening band.

Ben Marden's Riviera reopens May 20, with the usual production show possibly giving way to a variety bill. Will Rockwell, operator of Mammy's Chicken Farm here, will open a spot of the same name at Oceanside, Long Island, May 5, using colored talent and music.

Glen Island Casino resumes May 24 under management of Lockwood Conkling. Larry Clinton's Band is set. Claremont Inn here opens April 23, with Dick Hollander's Band featured.

The Outpost Inn, Ridgefield, Conn., opens tonight with a dance band featured. The Post Lodge, Larchmont, N. Y., opens tonight, with Kay Parsons as main attraction.

Will Rogers Week Starts April 29

NEW YORK, April 18.—The Will Rogers National Theater Week will be held beginning April 29, with Major L. E. Thompson again chairman of the drive.

A Warner short, *For Auld Lang Syne*, will be shown in theaters participating in the drive, with basket collections being taken as usual.

Proceeds will go to the Rogers Memorial Hospital, Saranac Lake, and to the care of handicapped children. Proceeds from California will be shared with the Red Cross for the benefit of the flood sufferers.

Lou Brecker Takes Over Big Ballroom

NEW YORK, April 16.—Louis J. Brecker, partner in the International Casino and for years active in the ballroom field, has taken over the former Red Ball Skating Rink on West 52d street from the Central Savings Bank. The spot will be remodeled.

Brecker operates the Roseland Ballrooms here and in Brooklyn and gave back a purchase money mortgage of \$650,000 due in 10 years. Property is assessed at \$698,000 and, with the proposed improvements, will represent an investment of about \$1,000,000.

30,000 See Ice Revue in Philly

PHILADELPHIA, April 16.—Second Shriners-Artisans Show, featuring Mari-bel Vinson's Ice Revue, at the Convention Hall proved another box-office success with more than 30,000 persons attending the three-day event, April 7 to 9, inclusive.

Promoters expect a sellout at the third event, which includes the Eddy Duchin and Shep Fields orchestras and a revue featuring Mary Brian.

Events are part of a \$2.50 coupon book for eight events. Individual tickets from 50 cents to \$1.10 are also being sold for each event.

Groceries Plus Ham?

DETROIT, April 16.—Artists' Service Bureau has booked a show known as *Merchants' Merry Go Round*, made up of novelty and standard acts, to be given at different neighborhood theaters. Show to be sponsored by the theater and the merchants of the neighborhood, tying in with a mutual advertising campaign.

PHILADELPHIA, April 16.—A new roadhouse, Mayfair Farms, will be opened by Mickey Alpert and Mario Villani on the Crescent boulevard near Camden, N. J., April 28. The spot was formerly known as the Brown Derby. George Clifford and Jimmy Kelly, Villani's nephew, will emcee.

Alpert will direct the orchestra and also act as host.

YOUNGSTOWN, O., April 16.—Dark for several weeks the Cellar Bar has been reopened by Paul Lyden Jr. There will be music and other entertainment.

AKRON, O., April 16.—New policy inaugurated in the Hawaiian Room, Hotel Mayflower, here, offers floor shows nightly. Opening show has Schounta Anita Nevares; Don Francisco with his tango and rumba ensemble, and Sammy Walsh, emcee. Earl Smith and orchestra play for dancing.

MILWAUKEE, April 16.—Club Sahara, new "liquorless" night spot, is slated for opening April 16. Club has been renovated in Moroccan style. Operated by Bernard Glisch, Waukesha. Will sport a 10-piece orchestra and a floor show.

Ice Unit Stranded in Johnstown, Pa.

JOHNSTOWN, Pa., April 16.—Ben Nu Dyke's *Glorified Ice Follies*, formerly called the *Hollywood Ice Follies*, a 16-people vaude unit, was stranded here last week, the entire cast filing charges of non-payment of salaries with Alderman James T. Malloy.

The unit, including an eight-girl line, was booked into the Majestic Theater here allegedly by Allan Travers, of Pittsburgh, and Tony Shayne, of New York. It first played Du Bois, Pa., Shayne allegedly leaving the company and Travers allegedly taking it over and then booking it into the theater here.

When Travers failed to show up pay day the cast went to the police department and complained. Police then trailed Travers as far as Youngstown, but were unable to reach him. Producer NuDyke was held for questioning. Performers left town after borrowing money, one left reporting several performers had left without paying their bills.

NuDyke comes from Hollywood and has been touring his ice show this past season.

NEW YORK, April 16.—Efforts of *The Billboard* to reach NuDyke, Shayne or Travers here for a statement failed. The American Federation of Actors said today it had not received any complaint concerning the NuDyke show.

Paradise, New York

To hypo the holidaying with sumpin' special for Sunday, Paradise Restaurant lifts a page from 52d street and glorifies the "jam session." This is in addition to the spectacle that glorifies the gals (reviewed in March 26 issue). However, it's not the jammin' that would find a half dozen or so swingouts sending themselves and letting their hair down for the torrid tootling. Rather, it's a ceremonial of guest bands and soloists in concert fashion making the yearly yawning hours tolerable with swing offerings.

That the spacious and sumptuous resort is hardly comparable to the intimate ginmill environs that make jam music so intoxicating makes it all the more wondrous to be in Paradise and find that the "joint is jumpin'."

Little wonder, tho, when the roll call of rifiers on this trip brought out Fats Waller jivin' with characteristic gestures; Louis Prima and his band of barrelhousers; tromboning Jack (Basin Street) Teagarden, and the Four Modernaires, male rhythm singers from the Paul Whiteman family. And while ring-siding, Bert Wheeler filled in a lull with his "mousie" recitation, and Gene Krupa brought out all his boys for a "preview" showing of his new band.

Krupa's contingent is up to snuff for the rah-rah rhythms. It's too early to tell just how good they'll pan out to be. But definitely they're loud.

Paul Douglas, commentator for the CBS Swing Club air shows, was on tap to intro the guest stars, with Bunny Berigan, house band, giving this extra-aded a heated send-off.

Even if it isn't the orthodox "jam" it has the desired effect of jamming the Paradise to the hilt, giving Jay Faggen and Dorothy Kay plenty reason to shout praises to the press.

M. H. Orodener.

Chez Parec, Chicago

Top night spot here boasting a national reputation is still, comparatively,

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

ERNIE MACK
Man With 1,000 Faces.
Cagney's Double.
Now Playing Private and Club Dates.

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

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

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

DR. ARTHUR MARCUS
"THE MAD MAGICIAN"
THIRD WEEK
COLLEGE INN
HOTEL SHERMAN
CHICAGO

Night Club Reviews

operating to heaviest traffic. Most night club-minded visitors look up the Chez before their departure. And the new show has ingredients of speed and flash to entertain both local and traveling trade.

Flash is amply furnished by Paul Ocard, line number producer, and the 16 adorables draped in fresh and fetching costumes to tease the eyes. Opening collegiate number at the midnight showing is spiced with the customary pep and topped by Louis De Pron, nimble tapper with a pair of expressive feet. Repeats one of his numbers remaining on one spot, a different way of getting attention.

Marian Manners is a rather disappointing songstress compared especially to the recent crop here. Arrangements heard taxed her voice unmercifully, and her frequent high pitch was irritating. Should develop a series of less entangled songs and more ease in delivery.

Al Bernie, mimic, continues with his assortment of impersonations, most of them excellent. Should lay off Rudy Vailee, however, and if he must have an emcee in his act use Ben Bernie or Winchell. His Helen Morgan is great night club material.

A soft ballet routine featuring the adorables draped in blue transparent veils makes a pretty sight. Kids are lovely to look at.

John and Edna Torrence, in a return engagement, impress as original personalities with their varied offerings to strains of Mexican music. Work softly, gracefully and always commercially. Couple of shoulder tricks in the waltz are rather out of place in that particular routine, otherwise their dance concoctions are superior. Added a native "mosquito" dance in which they have the customers enthusiastically accompany them with timely handclaps.

The Yacht Club Boys, back for the fourth time, continue with their fast and zany songs, many of them new. A couple of them were off color, but those were the ditties that netted the heaviest response. Boys are in for a short engagement, having to report for another picture assignment early next month.

A native South American dance, affording the adorables to wear colorful costumes, probably the most striking in the bill, serves as the second show finale. De Pron returns as a bull in an arena, with the girls acting up as fighting matadors.

Lou Breese and his orchestra succeeded Henry Busse's outfit. Breese is a veteran leader and a capable show music director. Dance music is smooth and versatile. In Martha Perry, Breese has a charming vocalist with a highly appealing voice. Hal Monte introduced the acts and doubled as production vocalist. Don Orlando's Band remains for intermission music.

Ted Weber continues as p. a.
Sam Honigberg.

Nut Club, New York

This village landmark reopened recently under management of Si Snyder, brother-in-law of Meyer Horowitz, who operates the flourishing Village Barn.

Under its new management, the club appears on the way to recoup its reputation and money-making ability. Current show, a Bernard Bernardi production, is called *Calling New Faces* and is a lively, pleasing and tastefully costumed affair highlighted by the emsinging of Ralph Lewis. Lewis is a young fellow with a very ingratiating personality, a good baritone for singing, and plenty of talent. He works impersonations, spills gags and does amusing hoke bits, doing much to enliven the show.

The eight chorines are a comely lot and are given neat and colorful costumes to sport. Connie Vass steps out for a neat toe tap and Bonnie Russell offers an interesting coochy hip-weaving number. The others are Celia Ambrose, Diane Nelson, Dorice Rose, Ann Meredith, Lynn Barton and Angel Blair. In the ensemble numbers they are led by Francois Brouillard, who does some swell tap routines. His spins are terrific and highlight his fancy tap style, drawing plenty of applause.

Rossini and Dolores, mixed team, offer a tango and then return for a melodramatic Apache that includes singing by the man, mauling, rough stuff and other punchy items. For a spot of this type, the Apache number is perfect,

being colorful and actionful.

The finale of the show is preceded by a demonstration of nutty dancing by "eight Krazy Collegians" doing the Big Apple. The troupe doubles from the near-by Village Barn and is a lively version of a dance rage that seems to be ready for the skids.

Henry Jerome and Swing Band play the show, doing a so-so job, and then dish out dance rhythms that are lively and thoroly danceable. Intermission entertainment is provided by Three Escorts, composed of Daphne Stauffer, who did vocal solos in the show; Bob Ryan, xylophonist, and Lillian Nunno, pianist-singer. The girls play pianos and sing and Ryan sings in addition to clicking the sticks. The trio is versatile and is definitely refreshing. Miss Stauffer is a tall, comely blonde, while Miss Nunno is a lively, small brunet.

Arthur Foster is the host. Dinner is \$1 and up. No cover. Three shows nightly. Food is fair. Paul Denis.

Club 18, New York

This is the house that Jack built, sandwiched between the swing dens and the swank 21 Club on 52nd street, offering the bon vivant a free ride on the merry-go-round (prices for everything else are higher) in a cellar boite.

Without any semblance of sanity in its offering, what passes off here for divertissement approximates a lease-breaking party down on 14th street. Only by coming here you save the wear and tear on your glassware and furniture. Jack White, plus Pat Harrington for the heckling, plus the waiters, the chef, the sepa attendant in the men's powder room (?), a coupla gals, the customers, the garbage can, a plate of meat balls—in fact, anything or anything that isn't nailed to the walls, makes for good, wholesome, and sometimes but seldom clean fun.

Any attempt to describe the doings would only spell distraction. It's all spontaneous and devastatingly hilarious. Even insulting. But nobody cares, for ringmaster White makes 'em lose all cares. Fast on the repartee and a gag for every situation at his tonsil tips, it's an endless stream of inanities and zanyisms, but thoroly enjoyable.

Talent roster, altho they never get a chance to roost here, includes songstress Jerry Kreuger, the gorgeous kind of that gender, and Lella Gaynes, whose capabilities vary from dancing to double talk and is served to the customers as Miss Screwball.

Only ones getting a chance to sport their wares with a minimum of side-play are the cash customers, unless it's a non-performing caleb as in this instance, ex-champ Jim Braddock. And in this instance, he joins in the stoozing. Helene Standish and Bea Saxon sang songs while White and Harrington caught second breath. Abe Atell, of square-circle fame, turned on the dramaturgy with his well-remembered "The Knockout" recitation, while Bert Gordon, the mad Russian of the airlines, privately heckled columnist Louis Sobol.

For a nice quiet evening, avoid this by all means. For all other purposes, a must. M. H. Orodener.

Century Room, Adolphus Hotel, Dallas

One of the outstanding night spots of the Southwest, this room continues its

excellent standard of entertainment.

Jack Denny's 15-piece ork took over at the club Sunday evening. His smooth-running sweet music, interspersed occasionally with hot numbers, fits marvelously into the Century Room's bid for the elder sophisticates. Denny's handling of pepped-up tunes proved that he can do more than play sweet music.

Bob Pace, handsome youngster with an engaging presence, is the band's featured singer. Pace displayed a good tenor voice and his rendition of *Ti-Pi-Tin* and *Always and Always* brought him back for double encore.

Peppino and Camille, graceful ballroom team, do a number of versatile routines. Peppino, not new to Dallas, and his youthful brunet partner, Camille, pleased with their swift-moving dance interpretations of swing music.

Marilyn Deane, blues singer, was well received in *Thanks for the Memory* and *You're a Sweetheart*.

Aleece Graves, harpist, furnishes an attractive interlude of musical variations between the band session and adds variety.

Denny is emcee during the floor show and his intimate patter with the dancers goes over well with these Southern audiences. Frank W. Wood.

Onyx Club, New York

The "stuff" is here and a mighty "smith" he is, returning to the scene of his original triumph.

For Stuff Smith has docked his dandies at 52nd street's Onyx nook which headmaster Joe Helbock offers as a cathedral to the cat cult. With Maxine Sullivan having departed, the only Scotch they sling here now is the kind that comes across the bar with soda chasing after it.

No matter how Smith has fared in other nooks for the coca-cola kids, Stuff makes this cradle rock. And it suffices that there is intoxication in their brand of jam music.

Still a sizzler when it comes to bowing the fiddle strings, and with Cozie Cole beating it solid at the snares and Jonah Jones tootling a top trumpet, the gang (complete with guitar, piano and bass) is just the right tonic for those who come to drink their fill at the fountain of swingeros. Nor do they depend on

Anyone knowing whereabouts or any information concerning

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the music alone, Stuff and his sextet engaging in all the antics that once characterized the sepias senders on show boats.

Attendance on first nights proves he's still dandy for the draw here, ropes put up when caught the night before his official opening.

George Lottman press agents the club and Ed Wiener handles the blurbs for Smith.

M. H. Orodener.

Le Mirage, New York

More or less informal entertainment, with an appropriate springlike lightness, is the current fare here at Frank Cerutti's East Side restaurant night spot. Shows are officially scheduled, however, twice nightly at dinner and after theater. Proceedings, under supervision of Jerry Kirkland, are in the hands of impish Maryon Dale, song satirist and emcee.

Heading the list in the new revue is Wynne Ralph, charming brunet singer of pop ballads and old faves. Miss Ralph, or Rolph, as she was known for a period of over two years at Wivel's Restaurant, has a clear easy-flowing soprano that is best suited for the type of number she offers. She should find at least as much favor on the more effete side of the town as she did west of Broadway. A brace of *Showboat* tunes, *Only Make Believe* and *Why Do I Love You?* and *Night and Day*, were her selections.

Dark completed as the typical Spanish type yet as colorful as her poppy-red costume, Dolores, in the first of her two numbers, clicks out a fast dance with educated heels, and the expressive work of hands and body then follows with a slower, more seductive number, with finger-bell tinkling replacing heel clicking. A colorful well-gowned turn.

Harry Horton, violinist-conductor of the band, adds a Magyar touch with a fine rendition of a soulful Hungarian piece. Maryon Dale injects every ounce of her breezy personality into her intros and for a specialty offers a saucy, impatient *Nobody Makes a Pass at Me* song recitation.

The Tisdale Trio, Negro singing instrumentalists, entertain capably and delightfully with a wide variety of stock and request numbers at dance intermissions.

Ricardo is the solicitous host. Harry Sobol office handles publicity.

George Colson.

Gold Coast Room, Drake Hotel, Chicago

Jimmy Joy and orchestra, an up and coming organization, ushered in the spring season in this classy spot Good Friday. A bad opening night from the trade standpoint, it nevertheless furnished the boys ample opportunity to sell their bright assortment of pleasant dance music and novelties.

Joy is a gracious personality and should find himself a favorite with Gold Coasters. Fills in well as the show's emcee and is more than a fixture leading the dance sessions. His two-clarinet tooting at the same time is still a good feature.

His outfit now includes Maxine Lewis, talented songstress, who left Dave Apollon's unit recently. Vocally she is a far better-than-average singer of both slow and fast numbers and sells them with honest sincerity. Other band assets include Cub Higgins, one-man band; Guy McComas, romantic baritone, and Vernon Baty, tenor.

Show as a production is comparatively weak for as ace a hotel as the Drake. However, the acts stand out individually on their own merits, and their talents, for the most part, are suited for this "400" environment. Band opens with an old favorite featuring Joy on his two clarinets, and Edna Sedgwick, talented tap and toe dancer, follows with a toe number that is a sock due to a splendid musical arrangement and Edna's swift and graceful toe work and spinning circles of turns.

Santoro and Lorraine make a top-notch appearance, the girl in particular commanding with a clean, attractive face and a lithe figure. Did two routines, their waltz to *Blue Danube* standing out with some striking and perfectly executed arm tricks.

Band takes another spot with its novel tea-kettle number, during which miniature kettles are used as instruments. A minor but entertaining divertissement.

Bob Hall, extemporaneous rhymster, dexterously fitted a routine for night clubs and hotel rooms. Wears a becoming tux and looks okeh for table trade.

His act held the attention of the number of people that turned out, for it carries a personal and out-of-ordinary touch.

Never a cover. A \$2.50 minimum (\$3 Saturdays) still in effect.

Sam Honigberg.

Gray Wolf Tavern Youngstown, O.

One of the few night spots hereabouts that is consistently offering revues with above average talent. Pete Meyer, guiding genius, has worked hard making a bid for the dancing public. Bands and floor-show talent are booked with the younger generation in mind.

While not as pretentious as some offered during the winter season, current bill is replete with variety and affords plenty of good laughs, dancing and catchy music. Billy Yates and his dozen-piece swing combination make their debut, replacing Lee Leall's Band.

Jay Jason, comic and impersonator, acts as emcee, while Little Danny Beck with his "hay fever scene" and his drum specialty tops the laugh-getting.

On the same bill are a Japanese dance team, Kee and Tut; Florie, and Nice and Lubow. Week of April 17 brings in the original Aunt Jemima (Tess Gardell).

Blz off somewhat week nights due to the Lenten season, but week-end patronage is capacity. Entertainment charge 25 cents and up. Food and drinks popular.

Rex McConnell.

Marie's Crisis, New York

A couple of new entertainers are gracing Marie Dumont's intimate spot in the Village. They are Ira Yarnell and Mickey Mickelson.

Yarnell is a good-looking baritone who can give pop numbers that extra something that gets and holds attention of noisy patrons, while Miss Mickelson is a plumpish young woman who plays a fine accordion and sings German folk and American pop tunes.

Still here are blond Eleanor Neilsen, soprano, who is especially good at musical comedy numbers; brunet Helen Lewis, who has a limited small contralto; blond Mimi Muriel, who is at her best when singing French songs; Nena Orla, lovely little Mexican brunet, who sings lively Mex songs, and Bill Colligan, pianist, who does a swell job accompanying the singers and also doing piano solos.

Marie is the host and occasionally sings a few ditties for steady customers.

Paul Denis.

Talent Agencies

ALLEN D. SUMMERS booked the talent for the golden anniversary celebration of the Midwest Athletic Club, Detroit.

CHARLES TUCKER, booker for the General Theaters, London, and of many important night spots there, is due to arrive in New York April 25 on a talent scouting and signing-up jaunt. Now that his brother, Harry, has sold out his interest in the Ambassador, Missouri and New Grand Central theaters, St. Louis, to Fanchon & Marco, NAT KOPLAR will resign as purchasing agent of F. & M. for the St. Louis territory. HARMON NELSON has replaced Harry Leedy as head of the Coast office of Rockwell-O'Keefe.

BETTY BRYDEN, formerly operating her own agency, together with partner, Jack Dickstein, manager of the Gus Sun office, boast 36 weeks on the books.

LEO SALKIN, who recently opened his own booking offices in Chicago, joined the Central Booking Office, operated by Al Borde and Dick Bergen. Salkin will handle the band department in addition to booking the spots he now has. Moving with him is Lucille Ballantine, his assistant.

LIONEL KAYE has left Berns & Kaye Agency, affiliated with Del-Ray, Detroit, and is traveling in the East.

SOL BERNs will operate as the Berns Theatrical Booking Agency and will handle all accounts formerly booked here by Kaye. This places about five weeks of theaters and major night clubs on the books. Resignation of VAL CAMPBELL, partner in the Detroit Gus Sun Agency, leaves Jack Dickstein and Betty Bryden in the office now.

GEORGE LUKES, formerly with RKO in New York and Chicago, joined the Consolidated Radio Artists' office, Chicago, replacing Leona Buchanan.

Night Club Management

News and Angles on Night Club Operation

By GEORGE COLSON

Hardy Insures His Workers

BILL HARDY, owner of the Gay Nineties, New York, is alleged to have a staff that is 75 per cent intact from that which joined him at the beginning of the club four years ago. In appreciation, Hardy has all of his employees insured and guarantees them medical attention as long as they work for him. All this is in addition to the compulsory compensation provisions.

Ft. Worth Clubs Harassed

NEW ordinance regulating night clubs of Fort Worth, recently passed by city council, has had most of the provisions either delayed or changed after the night club operators protested about the new ruling. Ordinance put closing time of all spots at 1 a.m. for all nights, but operators succeeded in having closing time moved up to 2 a.m. week nights and 3 a.m. Saturday nights. Ordinance also banned hostesses in dime-a-dance places, but council finally decided to permit hostesses to work under close police supervision. Ordinance also requires licensing of night spots; \$25 for "A" places and \$15 for "B."

Hotel's Big Insurance Contract

GENERAL MANAGER GERALD O'NEILL of the William Penn, Pittsburgh, has signed one of the most comprehensive group insurance contracts carried by any hotel in the United States, representing \$3,148,000 coverage for 928 employees.

London Drinking Clubs

WONDER how it would work out in this country? We refer to the application of a technicality that permits so-called "drinking clubs" in London to circumvent the stringent curfew laws of England.

In recent years these places have had a mushroom growth. In 1937 the published official count of these constant public oases was 1,497. Today the number is easily double that. Gim-mick that turns the trick is to buy a bottle, via a telephoned reservation, and

later, generally just before curfew, imbibe the perfectly legal purchase at one's leisure. This, of course, necessitates the premises remaining open almost always thruout the entire taboo period.

Utensils Must Be Sterilized

A NEW bill was signed last week by Governor Lehman of New York requiring that all glasses and other utensils used in the preparation and service of drinks and food be thoroly sterilized.

Measure, called the Rogers Bill, is aimed at the myriad of bars, counters, refreshment stands and other places that spring up during the summer months in resorts and by the wayside and which up to now have been getting away with an unsanitary "lick and promise" for drinking and food receptacles.

Rainbow Room System

MOSCATELLI, host at the Radio City Rainbow Room, New York, keeps a most elaborate filing and checking system not only of his own special parties and affairs but also of every one given in every one of the competitive hotels, rooms and clubs.

At the proper time he gets in touch with the person or body who gave the affair and sells them a bill of goods, stressing the added import of his place, reasonableness, etc.

Akron Dansant Opens 23d

AKRON, O., April 16.—Completely renovated the spacious dance pavilion at Summit Beach Park here, one of the largest in Eastern Ohio, will inaugurate its season April 23. Lew Platt is managing director. Opening band attraction will be Clyde McCoy and orchestra. Pavilion will operate on a limited schedule until regular opening of the park the middle of May. This will be Platt's second season in charge of band bookings and ballroom operations at Summit Beach Park.

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Dance at MARLOW'S PARK

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, April 14)

The magic that is Vallee's name and the all-star *Goldwyn Follies* will in all probability set a record, Easter week to the contrary, that will give the Mae West invasion due next week, something to shoot at. A box-office success regardless of what he surrounds himself with, Vallee has nevertheless this time assembled one of the weakest of all his stage revues. But for the crooner's dazzling presence and his showmanship, the featured specialties would show up glaringly mediocre.

Vallee, himself, goes a little cute on us this appearance, attempting at the outset to work in a little comedy spiel that tends to explain the origin of some of the instruments and at the same time highlighting and introducing sections of his band. He also employs a tricky and multi-hued lighting effect on the musickers. On the vocal side, Vallee offers three numbers, *I Can Dream, Can't I; Ti-Pi-Tin* and the Canuck *Allouette*, in the last two being abetted by the Gentlemen Songsters, pleasant and versatile harmonizing quartet.

Applause standout is Pansy, the "horse," with its shapely and energetic mistress, Florence Mayo, putting it thru its ludicrous paces. One of the better novelty acts of its kind, the funny posturing, mischievousness and hard work of the double biped making it sock sight stuff. Another specialty that garnered a goodly amount of deserved attention is Edna Strong, young tap artist, who, among other work, does a remarkably facile, Draperish interpretation to the music of a tango, a rumba and a bit of Harlem swing.

Colleen Collins puts over a dramatic monolog, written by herself, with a satisfactory amount of the necessary expressiveness and feeling, while (Miss) Chic Kennedy gives a slightly different version of the familiar screen luminary impersonations by crocheting them in an amusing monolog done in the haccent of an optown Yiddisher mommola. Characters essayed by Miss Kennedy included Zasu Pitts, Hepburn, Garbo and Stepin Fetchit. She tops off with take-offs on familiar nursery rhymes.

The Three Robbins, trio of boys who attempt comedy and goofy impersonations and songs, work uninspired and their net result is not far off from that. House gave them a hand of dubious meaning.

Last show opening day pretty well packed. George Colson.

RKO Keith, Boston

(Reviewed Thursday Afternoon, April 14)

Anticipation of a good show turned out to be a disappointing affair, with plenty of uncomplimentary words tossed back and forth backstage after the opening of Count Berni Vici's *French Follies of 1938* (60 minutes). Plenty of misses on lights and production handling, with the Count acting very much the ruffled person.

All-girl ork (12) a fair aggregation, Lee Broyde at the Hammond organ swings out *Organ Grinder's Swing*. Esther Harsh is the swing harpist.

Wally Brown is the emcee, later to team with Annette Ames in some comedy. Only her cuteness is effective. Hoofing is so-so. Brown's comedy is similar to radio's Oliver Wakefield's unfinished sentence structure, and his burlesque bit is fair. Audience yelled out the punchline to his gag. Material sorely needed.

Doris Dupont, brunet tapster, offered some okeh a capella tapping.

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John Paul Jones baritoned *When Day Is Done*. Okeh.

Gene Gory and Roberta throw in a lot of nonsense, he using tossed-out props and a bunch of freak and collapsible bull and ordinary fiddles. Use a dog also. One freak "instrument" is composed of a full watermelon rind attached to a broom with a single gut. His best business is his fiddle interpretation of a cathedral organ. Click, Roberta follows with a cellophane star dance that the spotlight man misses, to which the Count becomes angry and which Roberta did not execute properly.

Mlle. Adey Alyn Dore and her *Danse de Poudre Pouffe*, very hammy.

Dick and Dot Remy, equilibrist and acro, register at the close. Team offers a session composed of hand stilts, running hand roller-skate somers, etc. Received a big hand.

Easter and Hazelton offer an interpretative Injun adagio and a bat number.

Line (nine) measure up as fill-in gals, working a weak Spanish, robot ballet and a sit-down tap stint.

The Count plays a fiddle solo, there's a scene showing the Normandie docking, a jewel box with models and an intro by Brown of a dame representative each of fan, bubble and strip dancers. The gals lacked finesse.

Finale is a tribute to John Philip Sousa with pix thrown on the scrim showing stock sea shots. Henry Kalis' house ork (12) okeh on overture.

Lots of drops, scenery and specially built stage should have been better utilized for a click show.

Picture, *Midnight Intruder* (U), third-rate.

Business fair. Warm outside. Sidney J. Paine.

Paramount, New York

(Reviewed Wednesday Evening, April 13)

The springtime brings sweet swing-time to Para patrons on this trip.

Tommy Dorsey, whose sentimental sliding needs no prefacing, does all that is expected of him. With selections ranging from a lullaby with lush to the killer-diller kind, Dorsey dishes out every brand of swingology, using a subdued but solid rhythmic base which characterizes his music as swiny but sweetly.

Jack Leonard, his delivery counting more than the tonal quality of his tonils, does the romantic balladeering in the bary range and Edythe Wright carries the canary role with beaucoup rhythm in her note slinging of *The Dipsy Doodle* genera.

Splitting the session is Ben Blue, strictly on the show-stop side. Aided and abetted by unbilled male and female, his familiar taxi dance hostess and burly take on the colonial minuet pirouetting only left them cheering for more. In fact, every characteristic dido registered for the belly luffs. Working in front of a band stand, the limited floor space made it necessary to please the patrons without his sure-fire Russo dance which makes the minuet a weakie in comparison. Had to beg off and the full house at the late supper show opening night reluctantly let him go.

Limited floor space for their footwork kept down the enthusiasm for Grace and Ray McDonald, boy-belle juves whose tapology is standard. Likable kids, their now standard routine was well liked.

Screen has its share in *Her Jungle Love* (Paramount). M. H. Orodener.

Chicago, Chicago

(Reviewed Friday Afternoon, April 15)

There's little wrong with the current stage bill. What accounted for the lack of response second show opening day, however, was the usual small house unusually unappreciative. Opening Spanish scene of the *Springtime Revels* revue is a striking one topped by the dashing wire-walking Con Colleano. First, the Fred Evans kids in colorful native costumes do a bold heel routine featuring Betty Bruce, a tall and sexy tapper who also distinguishes herself with speedy and graceful circles of turns. Girl has showmanship.

Colleano, altho somewhat heavier, is still tops on the wire, finishing off with his thrilling forward somersault. A blonde builds up that trick with a brief introduction.

The Oxford Boys, three young and talented chaps with a guitar, socked away with their vocal impressions of top bands and easily earned the heaviest applause. Boys have a desirable offer-

ing that should go equally as well in clubs as in theaters. Once they develop a little more confidence in their work, they should find their climb to the top of the ladder an easy task.

Bert Lynn is now featuring his vibrantly, a combination organ and guitar that looks like a Chinese mandolin. The musical sounds are pleasing and they lend well to his rendition of *My Buddy*, with war sound effects, and a Hawaiian tune, the latter spiced with a decorative but stock routine by the house line and vocal accompaniment by Frank Wilson.

Lowe, Hite and Stanley next had a tough time getting laughs out of the cold audience. Their turn, judged solely on its merits, however, has the ingredients of clean harmless fun. Most of the gags and bits of business are still centered around the abnormal statures of two of the boys but are well used.

Finale is a timely spring scene, employing the line in a garden number, Frank Wilson, the tenor, and Betty Bruce in an impressive toe whirl.

On screen Dorothy Lamour goes nudist again, this time in *Her Jungle Love* (Paramount). Sam Honigberg.

Majestic, Paterson, N. J.

(Reviewed Tuesday Evening, April 12)

Rapid turnover and proximity of the house to New York made the Majestic a handy spot for standard acts trying out new material and new acts breaking in.

This night Clyde Hager pitched a changed line; the Keller Sisters made this a first reappearance in the East after an absence of several years and two of the line girls were given a chance to solo. Others in the line-up were Billy Keaton, emcee; Eight Muriel Asche Fleurettes, Happy, Tom and Serry, and Patsy, Lou and Skeets.

The Kellers, tall and blonde, were encoered twice. They gave a repertoire which included everything from soup to nuts in song styles and which enabled them to exploit their individualistic harmonizing to the fullest extent.

For dares and thrills there were Happy, Tom and Serry, stunt skaters who, tho good in their line, do not play to the galleries. Duo combinations prevail, with girl alternating as partner between the two male accompanists. Spinning number with girl in a single ankle hold on the lad's shoulder had the crowd gasping.

Low comedy, mugging and cavorting of Patsy, Lou and Skeets needed tightening up. Their little bit of everything produced an ordinary dish of hash. Ingredients included rope jumping, tumbling, trucking, rumbaing and fancy kicking.

Hager supplemented his potato-peeling material in his pitchman act with a sales spiel for *Gone With the Wind*. Act seemed overdrawn.

As a backdrop the Eight Muriel Asche Fleurettes don't impress. On looks they're fair, but on the dance they don't rate even that. Troupe as a whole was guilty of bad make-up, which sun-tanned the faces but neglected the exposed limbs. Attempts at trick lighting did them no good.

Mona Leslae was singled out from the line for a novel but not outstanding tap. She doesn't have a strong enough personality to hold the audience. Ruth Vale comes off better under the Russian influence. She's a pert thing, too.

Billy Keaton was a likable emcee. His jokes were old, but he delivered well and the audience drank him in. His introductions were modest, if not a bit skimpy, but he managed to chatter up the between-act lulls.

Show was accompanied by *Thirteenth Guest* and *Brothers of the West*. Sylvia Weiss.

American Unit Touring India

SINGAPORE, Malay States, April 16.— While touring India with the *Hollywood Revue* Eva Alexander died of typhoid fever at the Calcutta General Hospital. Andy Rice Jr., who collaborated with Rex Story, producer and manager, on the comedy text, left the show at that port also, leaving the company to Emily Winsette, Fay Skeeter, Gloria Grey, Donna Day, Mitsy Lane and Rose Lee.

Story's all-American show is en route to Egypt and Africa, where he had successful tours with his former productions, *The New Yorkers*, *Passing Show*, *Hollywood Hi-Lights*, *Nine O'Clock Revue* and *Hollywood Non-Stop Revue*.

Hugo and Jacqueline, American dancers, are current attraction at the Raffles Hotel here, while Buster and Flo are being featured at the Happy Cabaret.

Reviews of Units

Frisco Follies

(Reviewed Friday Afternoon, April 15, at the Oriental Theater, Chicago)

This is Harry Rogers' all-Chinese show formerly known under such titles as *Young China on Parade* and *Chinese Follies*. Until about midway it stacks up as one of the fastest and one of the most novel units around. It is spiced with fresh, young talent, all as up to date as *The Big Apple*, and as rhythmical as most of the young American talent.

It needs slicing in the last half (show running here over an hour), especially where there is song and dance repetition. These superfluous specialties tire and hinder the production as a whole. Show, however, definitely rates the attention of any theater manager in the market for fresh talent, for it is a distinct and pleasant novelty.

A 10-piece swing band is on the stage supplying good music and carrying on in as modern a manner as any of the accepted swing cat outfits. The Kim Loo Sisters, quartet of attractive and neatly dressed girls, open with a dummy dance to tune of *Chinatown* and are followed by the Shanghai Wing Troupe, standard flash act that scored with a variety of plate spinning and acrobatic and contortion work. A family affair, the youngest chap, a shortie, coming in for a few laughs in several bits.

Joe Wong, emcee and band leader, steps up to the mike to warble in a bright Crosby manner *September in the Rain* and *Nachasachi*, the latter a particularly torrid version that netted a good hand.

Three of the Kim Loo girls return for a song and tap routine that was cleverly presented. Kids make an eye-pleasing appearance.

A swing songstress is next, a minor edition of Sophie Tucker, packing a throaty voice rendering *Mama, That Moon Is Here Again*, and *Some of These Days*. Not too good lyrically, but very personable in delivery.

Band's specialty of name leader take-offs is very good. Their Tommy Dorsey, Clyde McCoy and Goodman impressions were excellent carbons. At this point it would have been well to offer the other act or two and the finale and let it go at that. However, one of the Kim Loo girls returns for an acrobatic number that is just ordinary and others in the cast double in a Florodora Sextet number that, while it makes a nice sight, does not add any punch to the show.

Joe Wong next sings *When Irish Eyes Are Smiling* and a mild comedy act of a man and a girl (Hing and Chan) take up several minutes to further prolong the revue unnecessarily. Man's attempt at comedy is weak and girl's vocal work fails to stand out.

Toy and Wing, who should have come on 'way earlier, stopped the show with their ace Astaire-Rogers dancing. They do splendid tap work and close with a novel acrobatic and toe number. A performer dressed as a dog, in the next-to-closing spot, garnered some laughs with funny antics.

The younger members return to close with *The Big Apple*. A fresh and swiny rendition. Audience's response to the show was better than average. On the screen Paramount's *College Swing*, a musical turkey if there ever was one. Sam Honigberg.

Harlem Hit Parade

(Reviewed at Columbia Theater, Alliance, O., April 9)

Headlining Stepin Fetchit, this all-colored revue is about the most talented to play hereabouts in a long time.

Company, while not a large one, is paced fast and packs a lot of entertainment. It's a box-office natural and gave the local house its best gross in many weeks.

While Fetchit holds the spotlight, the troupe boasts of a versatile and entertaining band in Erskine Hawkins' Orchestra, one of the top ranking colored groups of today. *Peckin'*, with a drummer featured, was the best piece dished out. Band's lowdown rhythms are swell. Stuck to pop tunes and got good results.

A better than the average hooper is Harold Thomas. Starts out with very ordinary routine, but closes strong, resorting to breath-taking acrobatics which take the audience by complete surprise.

Baby Hines, one of the two femmes in the troupe, sings blues songs delightfully. Foster Johnson does a neat tap

and is joined later by a feminine partner for a classy ballroom.
Fetchit does much his same vaude routine. With the aid of a stooge, he mumbles and draws his lines at the mike, doing his "lazy bones" novelty for a sock finish. He is box office, especially for the small towns.

Rez McConnell.

Reviews of Acts

Watson Sisters

Reviewed at the State-Lake Theater, Chicago. Style—Comedy. Setting—In one. Time—Fourteen minutes.

Fanny and Kitty Watson, veteran sister team, are still doing practically the same act they did in vaude's heyday. A noted but only deficiency is Kitty's bulging figure, which does not midget her next to Fanny as in former years. Fanny is still plenty hefty and funny. The chatter is old but well presented and the songs, brought up to date, are dressy. Fanny, in particular, still reigns on the stage with a magnanimous personality and the mature experience of a show woman. A near show-stop when caught.

S. H.

Ethel Barrett

Reviewed at Hotel Ten Eyck, Albany. Style—Band vocalist.

Ethel Barrett, vocalist with Herb Gordon's Orchestra at the Band Box in the Hotel Ten Eyck, has achieved a notable success with her entertaining budget of songs. She puts over her numbers with exceptional dash and vim and has established herself as a popular entertainer. Has been an attractive feature at the Band Box for the past 10 weeks, and the management has extended her engagement indefinitely.

G. H.

Larry Thornton

Reviewed at the Stork Club, Norwood, R. I. Style—Singing. Setting—In front of band. Time—10 minutes.

A clean-cut lad, in full dress. A distinctive tenor whose work around Boston has been outstanding, so much so that one of four return engagements at local Club Mayfair lasted over 12 months. Last February he debuted as a stage name at the Memorial, Boston. Most of his work is night club, but he's equally okeh on the boards.

Musical comedy and stock opera compose his background. In succession he offered *Heigh Ho*, *Ti-Pi-Tin* and *Loch Lomond*, in Scotch Gaelic, from the traditional state thru evolutionary and current swing stage, and *Donkey Serenade*. Has range, quality—clarion-like, a good speaking voice. Also served as a capable, unostentatious emcee.

Sock for niterles, radio, musical comedy and vaudeville.

S. J. P.

Carson Robison's Buckaroos

Reviewed at Palace Theater, Akron, O. Style—Hillbilly music, up to date. Time—13 minutes. Setting—In full.

Long a favorite of the airways, Carson Robison's quartet made its stage debut here and was accorded big reception. Robison has dug up the old tunes of hill and prairie and arranged them in a series of delightful, if at times melancholy, airs. Sung by Pearl Mitchell, only femme

Paying Off the Agent

NEW YORK, April 16.—Jack Shea, emcee, tells of his recent date at the Stratford Theater, Chicago. Booked for a "preview" bill (audition), he was handed a 50-cent meal ticket by the stage manager, who explained this was to take care of supper. Shea cashed in the ticket the next day and bought a big piece of pie, which he brought to his agent's office. Plunking the pie down on the surprised agent's desk, Shea exclaimed, "Don't say I forget my agent. Here's your 10 per cent!"

member, the songs are a distinctive treat. Robison also contributes to the musical entertainment, as do Bill and John Mitchell. Frank Novak, "one man band," lends the right touch of variety.

Act has definite stage possibilities because of Robison's radio popularity and his ability as a writer of hillbilly tunes.

R. McC.

More Vaude for Paris

PARIS, March 28.—With picture house attendance sagging in all parts of town, possibility of at least two more spots with vaude for next season seems very bright.

Presently the A. B. C. has the field to itself, but the Isoal Brothers, directors of the Alhambra, are already indicating that they will switch from their pix-vaude policy to straight flesh the coming season.

The Moulin Rouge, altho noncommittal on future plans, is known to be unsatisfied with the present pix policy for such a big house and may decide in favor of big-time vaude by the time next season rolls around.

Chattanooga Has Stageshow

CHATTANOOGA, Tenn., April 16.—Sollie Childs brought his *Ton of Fun* stage show to the Bijou Sunday. Novelty of Ethyl MacDonald's *Original Beef Trust*, group of fat girls, attracted good crowds. Others in the show included the Darling Sisters, Miss MacDonald and her "horse" Rainbow, Van and Van, Al Frazer, Phil and Peggy Hart and Vagge.

Marcus Show Producer To Stage Sydney Shows

SYDNEY, Australia, March 21.—J. Lester, producer of the A. B. Marcus shows, recently a visitor here, has been signed by the Adelaide Luxor Theater to produce stage shows for the house.

Frank Neil's *Wonder Show of World Stars*, featuring the North China Group and Saul Grauman's Stairtone, is doing capacity business at the Tivoli Theater here.

Dancer Wins Award

MEDIA, Pa., April 16.—Mrs. Marnie Clark, 29, Chicago dancer, was awarded \$6,500 by a jury here Thursday for injuries received in an automobile accident near here in March last year. Mrs. Clark, together with her sister, Mrs. Annon, were known in vaudeville as the Jeanette Twins, acrobatic dancers.

Colored Unit for S. A.

NEW YORK, April 16.—First big all-colored show ever assembled for Buenos Aires, *Harlem's Big Apple Revue*, sailed Wednesday to begin a three-month engagement at the Avenida Theater, beginning May 10.

Group is under direction of Clarence Robinson and is composed of 34 singers, dancers and chorus girls. Cast includes Edward Matthews, baritone, now touring South America; Connie McLean's Orchestra. Six Rhythm Flashes, Ella May Waters, Velma Middleton, Dot and Dash, Johnny Hudgins and a chorus of 12. Trip booked by Mary L. Shank.

Olsen, Johnson Build Unit

CHICAGO, April 16.—Olsen and Johnson are organizing a new unit which will break in for RKO in Fort Wayne, Ind., April 29. The boys are expected in from the Coast early next week for casting and final preparations. Time already lined up includes Columbus, O., May 6; Palace, Cleveland, May 13; Palace, Chicago, May 20, with Milwaukee to follow. Team has been on the Coast for the last year doing radio work and filling out a contract for Republic.

Vaudeville Notes

OLYMPE BRADNA leaves Hollywood this week to start a personal appearance tour in conjunction with her latest pix, *Stolen Heaven* (Paramount). She is slated for nine cities. . . . BOBBY AND BILLY MAUCH, twin film stars, have started on a p-a. tour. . . . JIMMY DURANTE, in New York, is marketing for vaude bookings at a \$5,000 per. . . . BILLY HOUSE is being brought in from the Coast for vaude appearance by Miles Ingalls. . . . STEPIN FETCHIT unit comes into the Oriental, Chicago, May 13. . . . SINGER MIDGETS have been signed to appear in an all-midget picture, *The Terror of Tiny Town*. The troupe is now in Honolulu.

NICK LUCAS goes into the Fox, St. Louis, May 6. . . . HARRY NORWOOD office signed the Merry Macs for a 77-week run on the Fred Allen program. Deal thru Young & Rubicam. . . . BERT VAN DEUSEN is now working as a single. . . . AL SAMUELS, with Chiquita Garcia and Lyn Andree, are showing their new turn with success around South Bend. . . . SAM HEARN, comedian on the Jack Benny program, did a week's personal appearance at the Golden Gate Theater, San Francisco, opening April 6. . . . JULES BLEDSOE, colored baritone, is back from Europe after a three-year absence and is being handled for vaude by the Simon Agency, New York.

Just as the circuit bookers used to couple break-in dates with regular salary dates, now vaude bookers often offer acts a combination of vaude, club and night club dates in the hope of getting talent for "reasonable" salaries. This means tricky booking, but usually the act is better off for it, as it gets a batch of dates at lower salaries instead of single dates at slightly higher salaries.

JACK SIDNEY, assistant manager of the Loew-Bijou Theater, New Haven, Conn., has been transferred to the Loew-Poli, Bridgeport, Conn., succeeding Allan Robbins, who recently resigned. . . . HANK BROWNE says he was not in the Major Bowes *All-Star Unit* reviewed in the last issue of *The Billboard*, claiming he dropped out of the show the last minute. *The Billboard* reviewed the show and noted Browne's name from the billing. . . . GERTRUDE NIESEN, now appearing at the Cafe de Paris, London, has signed for a leading role in *No Sky So Blue*, a musical to be produced by Gordon Harbord.

KEENE TWINS, Vic and La Marr, just closed at the Fox, St. Louis, and are heading for Los Angeles to spend the summer. . . . CHARLES ALTHOFF will play the Fox-Tower, Kansas City, Mo.

Candid Camera Fad Dying

DETROIT, April 16.—Candid Camera Night, started a few months ago on Mondays at the Fox Theater, has petered out, Manager David M. Idzal discloses. No other house in town is now offering special privileges for the cameramaniacs.

week of April 22 and follows with the State-Lake, Chicago, week of May 6.

F. & M. To Stage Them

NEW YORK, April 16.—Fanchon & Marco will stage the shows at the Hamid Million-Dollar Pier, Atlantic City, in conjunction with George A. Hamid. Bookings to be handled by Jesse Kaye and Sam Shayon, of F. & M.

Shows will generally consist of four or five acts, plus a 16-girl line, and will change weekly. Scenery and costumes will also be supervised by F. & M. Opening show set for June 25.



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WM. McNALLY

81 East 125th Street, New York

Animals and Gags

BOSTON, April 16.—It was animal week at Max Michael's Columbia Theater last week.

An alley cat nicknamed Columbianna gave birth to five kittens and the entire cast befriended it. Even line gal Thelma Deutsch's mongrel dog, Dolly, who scooted away after meeting up with a few quick jabs of cutting cat's claws. Harry Levine, Hebe comedian, thought it was a dog-gone shame.

So in order to quiet the cat's ruffled nerves he went over to smooth things out. And was greeted by a nice right foot bite that drew blood. He labeled it a cat-astrophe. But the bite was kosher.

Dolly, mongrel pup owned* by Thelma Deutsch, Columbia line gal, was brought to a restaurant last week by blond Ginger Waldron. The canine sat on its haunches on a chair and partook of its noon-day meal all decked out with a napkin.

Reviews

Old Howard, Boston

(Reviewed Monday Evening, April 11)

Issy Hirst need not worry about regaining some of the houses which folded recently if his shows are built on the pattern of *Rambling Revels* (136 minutes).

Show measured up to better than standard, each department containing worth-while talent. The epidermal gals strutted their undraping in easy manner, fiery-red-haired Georgia Sothern giving the boys a fast and violent style. Her first of two red-hot peels was prefaced with a ditty. Charmaine, flaxen-haired, stately and easy to look at, goes over easily with her grace and carriage. Ina Thomas completes the trio. Blonde unbuttons during stand-stills and then continues parade to tease.

Mike Sacks, local fave, holds the customers' laughs in the palm of his hand, also some of his business was unnecessary in the sketches. He's been equally as effective without going out of his way to dish out blue gestures. And Lew Devine followed suit, also this visit of his is much better than his last. As an exceedingly capable foil to Sacks is Alice Kennedy.

Lew Petel dishes out good straight work. Sid Gold is the show's vocalist, above average. His vocal construction is pretty close to George M. Cohan's.

A delightful lassie whose dancing is as neat as any seen in burly or vaude is Joyce Breazelle. She is near-perfection in control, acro, interpretative, high-kick and tap routines. She's got nice stance and timing and affects herself with distinct professionalism. Audience went big for her. Fills in as a good straight.

Walker and Walker, mixed tan tapsters, are sock. Can strut like nobody's business. Lad is easily topper, working trick tapping on a chair from all angles.

Walter Neilson tickled the audience with his novelty cycle act. He's outfitted as a Dan McGrew, working the business of giggling and singing as of vaudeyore. Good hand.

John Quigg, black-face accordionist, got the yokels singing, humming and whistling, but lengthiness of his act turned the audience on him. But while he was fingering the squeeze-box, the customers went in for merry singing. Business, S. R. O. *Sidney J. Paine.*

New People's, New York

Little can be said of the *People's Revelletes* (pretty snazzy for the Bowery), current production at this house. To say the least, the show is as ineffectual as the title.

While the chorus carries on in pretty fast style, their lack of any sort of directorial tutelage is quite apparent. Eddie Dale and Irving Benson carry the comedy situations, which are somewhat antiquated but quite enjoyable to the very small audience. Holly Leslie is the straight man, doing as well as could be expected with the material he has to work from.

Bernie Miller, juvenile baritone, lends a rather refreshing note with romantic warblings of pop songs and the *Indian Love Call* in particular. The boy has definite possibilities and with some decent breaks is apt to go places, because his voice is very pleasing and vocal delivery well executed.

The strippers are Sissie Flood, Cele DeVine, Nina Nixon, Carolyn Wells and Anna Bergen and are somewhat disappointing. They perform their skin tasks as a matter of duty, lending no accompanying influence such as a song or dance. Rose Turro, a chorusite, does a fast song and dance specialty that everyone seemed to like.

Morris Schoenburger and band provide the music. Jimmy Allerton is producer. *Sol Zatt.*

Stock for Union City; Other Notes

New York:

JULES LEVENTHAL, lessee of the Hudson, Union City, N. J., takes over the house after the last Hirst show closes there April 30 to install his own burly stock policy. Ken Rogers is slated for number pro. . . . JOAN CARROLL, of the Carroll Sisters, returned from a long Florida vacation to open at the Eltinge April 22. . . . DIANE ROWLAND sails April 30 for six weeks in Paris on a visit to sister Roselle, now the Baroness Jean Empain. . . . YVONNE AND ST. CLAIR, dance team, back to burlesque from niteries. Open April 29 at the Casino, Toronto, for two weeks, thru Joe Williams, who is also negotiating for the booking of Fifi D'Orsay for the same spot. . . . FREDDIE FULTON and his *International Children's Revue* were conspicuous both in Madison Square Garden and at the Movie Ball in the Hotel Astor recently.

Schilling Gets Legit Offer

GUS SCHILLING, comic at the Star, Brooklyn, while at Minsky's Pier, Miami Beach, was offered an engagement with a new Broadway musical scheduled for rehearsal in August. . . . TONY MICCIO, operator of the People's, forced to shut down after two shows April 9 by the Fire Department because of a faulty roof. Damage repaired in time for the Italian show April 10. . . . AUDREY ALLEN, new pro at the Republic, recently from the Palace, Buffalo, together with Jean Remington, a Billy Koud stepper at the Eltinge, are graduates from the same Cedar Rapids, Ia., dancing school. . . . MARGIE WHITE and Eddie Yubell replaced Cele DeVine and Bernie Miller at the People's April 15. . . . BETTY ROWLAND and Little John Little, new principals at the Star, Brooklyn, April 8.

Bennie Moore Booked

BENNIE (WOP) MOORE, comic at the Republic, begins a second summer at Sain's Hotel, Mt. Freedom, N. J., June 25. Booking by Joseph P. Nadel. . . . LUCILLE ROGERS, former Columbia wheel prim, later in legit, vaude and cabaret, is now with an Italian operetta, *The Woman I Love*, which opened April 21 in Union City. . . . CHARLES (RED) MARSHALL, comic, and Dolores Dawn, both headlining on the Hirst Circuit, celebrated a fifth wedding anniversary April 12 with a fur cape as the feature gift. Marshall and straight man Murray Leonard open at the Casino, Toronto, May 13. . . . MARGIE HART and Gladys Fox replaced Miss St. Louis and Ceil Von Dell at the Eltinge, April 15, thru Dave Cohen's booking. Peanuts Bohn joins April 29 for four weeks, with Bobby Morris exiting. Marion Mason, dancer, held over indefinitely. . . . CAROLYN WELLS doubling at the People's between strip-tease leads and showgirl line.

Sylvia LaVoun Exits

JEAN MODE and Louise Wright new principals at the Republic April 15. Relieved Carrie Finnell and Sylvia LaVoun. Latter exited suddenly after but four days, with Joyce Kelly, showgirl, pressed into the dancer's specialties. Carrie Finnell left to open at a fat salary for the Footlight Club here April 16, thru Stanley Rayburn. . . . HAZEL MILLER and Bob Birch, of the Republic, tell how they enjoyed their first experience in the legit with *Behind Red Lights* at Miami Beach recently, just prior to joining the stock burly troupe at Minsky's Pier, UNO.

Chicago:

JACK KANE closed his show at the Capitol, Toledo. . . . BOBBY TAYLOR has joined George Katz at the Powers, Grand Rapids. . . . MILT SCHUSTER spent the week-end in Minneapolis on business. . . . OLD EMPRESS, Denver, reopened as the Tivoli Friday, with Milt Schuster booking the opening cast, including Jack Greenman, Lew Pine, Sevier and West, Walters and Spaeth, Madge Carmyle, Margie Bartell and Johnny DeArco. . . . Other bookings by Schuster are Al Gold and Diana Logan, Slats Taylor, Ermaine Parker, Bert Carr, Mae Reed, Jimmy Calvo and Beverly Carr at the Palace, Buffalo; Dorothy Dee, Honey Bee Kellar, Hal White, Leona Lewis, Mervin Harmon, George Lewis, June March and Billy Bumps Mack at the Gayety, Minneapolis, and Inez Graham,

Louise Miller and Billy Watson at the Rialto, Chicago.

From All Over:

SAUNDERS AND DeHAVEN will open soon at Casino, Toronto. . . . GEORGE MURRAY and Marle Furman are booked for stock at Empire, Toledo, April 17. . . . BILLY WATSON opens at the Rialto, Chicago, Good Friday as an added attraction for two weeks.

JACK BUCKLEY, straight man at the Rialto, Chicago, recently lost his father.

GEORGE YOUNG, operator of the Roxy, Cleveland, has returned from his Hot Springs vacation. . . . ADA LEONARD flew from Indianapolis to Toronto to make the opening matinee. . . . JUNE ST. CLAIR doubled between the Yacht Club and Rialto Theater, Chicago.

HELEN COLBY, June's sister, spent a few days in the Windy City before leaving for Toronto. . . . MILT SCHUSTER and Al Shean, recently in *Father Malachy's Miracle* in Chicago, held an office reunion. In bygone days Shean had his own burly show booked by Schuster. . . . ADD SCHUSTER bookings: Dorothy Dee, Billy Kent, Yvette, Mary Sunde and Billy Mack into Gayety, Minneapolis; Evelyn Taylor and Wilma Joszy at Casino, Toronto.

BOBBY FERGUSON has opened for four weeks at the Eltinge, New York, to be followed by the Casino, Toronto. While in New York he will cut nine transcriptions for Alka-Seltzer, placed thru Irvin Lazar, of MCA. . . . MORRIS AND BOB FERGUSON spend their spare time with a new hobby, a 16mm. film camera. . . . CONNIE FANSLAU is back at the Columbia, Boston.

GEORGE YOUNG infos that he's in no way associated with the operation of the Capitol Theater, Toledo, as mentioned here last week.

Irving Place To Reopen

NEW YORK, April 16.—The Irving Place Theater is soon to enter upon a new phase of its career, house having been leased by Judge Thomas C. T. Crain, whose family has owned it for years, to a client of David Berk and Julius Krumgold, brokers. New lessee intends to modernize the place to accommodate pictures and stage shows.

House has been dark for some time, due to last year's ban on burly shows here and a recent damaging fire.

Troc, Philly, Closes

PHILADELPHIA, April 16.—With burly business dropping almost out of sight, Izzy Hirst closed his Troc Theater last week, leaving only the Bijou burlesque here. The Troc's closing followed close on the folding of Max Wilner's Shubert two weeks ago.

Columbia, Boston, to Pics

BOSTON, April 16.—Manager Max Michaels folded burlesque policy at the Columbia Theater Saturday but will continue house on double flicker bill, primarily exploitation pics. Change is not consequence of recent Hub pure-all campaign by police. General biz conditions have been hurting the gate. Michaels ran 26 weeks of stock burlesque; skeptics predicted four.

Capitol, Toledo, Reopening

TOLEDO, O., April 16.—Capitol here will try to make another go of it starting today. House is reopening under management of Max Furman and George Murray. Stock shows are planned, with Elaine Owens, Bert Saunders and Alma Maiben part of the cast roster. Jack Kane took over the house early this month but folded quickly.

Corio Unit Canceled And Here's the Reason

PHILADELPHIA, April 16.—Audiences wondered why the Ann Corio unit playing week-end time for Warners' nabes looked so shoddy the last couple of weeks. Here's the reason:

In order to avoid any possible attachments that plagued the Wilner-owned Shubert Theater, the unit left all its scenery and best costumes in a freight car parked outside of the city limits. They wore their oldest trappings and borrowed the scenery and props from the nabes.

Corio's troupe, however, will play a repeat engagement at the Fay's Theater. Allen Gilbert is now directing.

Ft. Worth Stock Continues

FORT WORTH, Tex., April 16.—The State, burlesque theater, continues to have the only regular flesh show in town.

Buck Buchanan continues as manager of the State. In cast are Jessie May Brown, Norma Hines, Ernestine Drake, Smiles Rogers, Corinne Burns, Blanche Buchanan, Merle Evans, Jimmie Landrith, "Jazz" Ramsey, Bill (Snuzzle) Baud, Jay Tubbs; Matt Graham, who also handles prize candy; Emery Penix and "Funny" Williams.

Nonnamaker Writing Book

PHILADELPHIA, April 16.—George Nonnamaker, ex-press agent for the defunct Wilner-operated Shubert Theater, is writing a book on burlesque. Tome will be an expose of burly from its birth to its present stage of near-demise.

Cleveland Burlesque Dropped

CLEVELAND, April 16.—Roxy Theater, last local burlesque stand, which closed shortly after first of year, will reopen today with movies. George Young, who managed burlesque policy, is still at the helm.

Report has it that the Cameo, film house, may be converted into burlesque. Cameo formerly was the Star Theater, a Columbia Wheel house.

A REAL NEW RED-HEADED FOLLIES SENSATION

NINA NIXON

at the PEOPLE'S, N. Y. C. -- INDEFINITELY

Direction: DAVE COHN

MARION MASON

in a Variety of Dance Routines HELD OVER INDEFINITELY

at the ELTINGE, N. Y.

A New Dance Number Producer in the East Debut-ing at the REPUBLIC, NEW YORK CITY

AUDREY ALLEN

Just Closed a Pleasant Stay at the PALACE, BUFFALO After Another with FRED CLARK at the RIALTO, CHICAGO



Side Glances

HUMAN nature assumes its ugliest form when playing its part in the current drama revolving around persistent reports that Joe Weber, venerable president of the American Federation of Musicians, is to be gracefully shelved. Weber is no longer a young man but he is a splendid example of the soundness of the theory that age is by no means a determining or important factor in leadership. Just as he is today, Weber stands head and shoulders above any labor leader we have ever met—in ability, honesty, forcefulness, astuteness and foresightedness. Barring illness that would incapacitate him physically, Weber should have many more years to go before credence is given to talk of his slowing down. Those within the union who spread reports of Weber's impending retirement without definite knowledge of their veracity are ingrates of the worst order and, from a more charitable standpoint, unappreciative of the contributions made to the welfare of musicians by a man who would be a leader no matter where else he lived or what else he followed as a business or profession.

SEVERAL days ago we lunched with an important figure in both the exhibition and producing branches of the film industry. It was not as astonishing as it might seem to hear this highly respected and successful showman express the hope that the Neely-Pettengill Bill, aimed at government regulation of the film distributing business, will be passed. Our luncheon guest quickly explained that if the bill, which will definitely hurt the business, becomes the law of the land it will represent a form of punishment that the picture industry rightfully deserves. This peculiar point of view is explained by the tragic realization on his part that the film moguls have never been able to regulate intra-industry affairs despite the fact that they have been constantly warned by wise heads that if they postpone regulation much longer the government will step in and do it—and in a way that they will not like.

It is not sadistic pleasure that our friend derives from the present situation and its possible legislative consequences. In fact, it is not pleasure at all but the realization that if the Neely-Pettengill Bill is defeated, instead of benefiting from the result and rolling up their sleeves and cleaning house the film men will return to their smug attitudes—until another legislative threat is made. Passage of the bill, reasons our unnamed tactician, would at least shake the pot-bellied wisecracks out of their lethargy and force them to strengthen their structure—or at least what is left of it after the enforcement process starts operating. In other words, that sagacious gent believes that the best way to build anew is to tear down the old structure altogether and start again from the foundation up. The logic appeals to us.

IT IS a pity that the actor as a political or social entity is so small and unimportant in the national scheme that it is impossible to stir up concerted action beyond State lines to help him in his efforts to secure more stable working conditions. In scattered spots all over the country, and recurring too often to make any one case attract unusual attention, night club acts are being paid on the short end, canceled without just cause and victimized in other ways that were unheard of when there were big theater circuits and booking offices. If it were the case that these evils were perpetrated by men definitely classified as gyps the actors would deserve little more than the sympathy one has for a drunkard struck by a vehicle on the highway; our own opinion would be that they should have known better. But the unhappy feature of the present condition is that the short-changing and the ruthless cancellations are the work of bookers with good reputations and cafe owners whose spots have never been identified before with such practices.

It is not understandable why men who have spent years building up good names should resort to gypping actors. We can understand, however, why they can get away with it under present conditions. The actor rarely has a spot that he can really call home. If he has, trouble usually besets him when he is far from his native heath. This being the case, actors rarely have the patience and resources to press claims in an alien State. Local authorities are regrettable on the side of the booker and cafe owner, with political connections entering into the case. About the only time the actor gets a break (if it can be called that) in a local situation is when he is part of a company stranded in a town by an outsider—the kind of a bird who catches the last train out of town. Usually local sentiment is lined up by one or several of the newspapers and even here the best the actor can expect to get out of the hullabaloo is enough money to get him out of town, this being derived from a special benefit show or the donation of one of the town's leading citizens.

But when there isn't any "human interest" attached to a gypping the actor is simply out of luck. He has no organization to which he can appeal—unless the short pay or cancellation takes place in New York. Townspeople aren't interested when a single act is promised \$100 and receives only \$40. A situation of this kind can't be dramatized easily and the newspapers aren't interested either.

There is no infallible remedy or cure. The actor's hands are tied because bookers and cafe men—even the scrupulously clean ones—don't seem to be able to rid themselves of the gang spirit. To them the actor who "snitches" at one of their clan is to be discredited and unofficially but just as thoroughly blacklisted. No work for him if they can at all help it. And most of the time they can. The result is that the actor makes up his mind that he would be better off by keeping quiet. So the gyps carry on their operations without interference. We'd like to suggest what can be done about this but aside from theorizing in a way that looks good in print but doesn't mean a thing otherwise there is naught else we can say except to warn acts, as usual, to protect themselves as much as possible with written and equitable contracts and to use every means possible to pass the word around to others whenever they are victimized by one of the gyps.

AS SHOW business becomes more complex so much more sensitive grows the relation between its various factors. A striking example is the tremendous popularity of Edgar Bergen, recognized as the only outstanding personality produced by radio during the past year. Not very long ago Bergen—as most of us know—was a good, but by no means outstanding, act

Entertainment Set For W. F. Preview

NEW YORK, April 16.—Entertainment program of the New York World's Fair preview April 30 of this year took shape this week when John Krimsky, director of entertainment, completed a program of events featuring aerial acts and fireworks.

George A. Hamid will furnish the acts and six companies the pyrotechnics. Firms participating include American Fireworks Co., International Fireworks Co., National Fireworks Co., Payne-Excelled Co., Triumph Fusee Fireworks Co. and Vardaro Fireworks Co. Acts will consist of Olga Petroff, high pole; Mike Cahill, single trap; Helen Reynolds' Roller Skaters; the Atenos, high thrill act; Bernard's Elephants; D'Arcy Girls, trapeze routine and perch, and the Four Queens, high pole, slide for life.

Program will open in early evening with overture by 110-piece high school band, followed by principals and chorus of *Hurray for What*, then the thrill numbers.

Fair estimates that 250,000 will witness the show, many arriving with the Motorcade from Manhattan. Procession will consist of about 300 mechanized floats.

C-P Bill Is Socked Again by Damrosch

NEW YORK, April 16.—Dr. Walter Damrosch took a few more pot shots at the Coffee-Pepper Bill and the union support thereof at the National Arts Conference Monday, in spite of the warnings and reprimands of Local 802 of the American Federation of Musicians.

At an executive board meeting of the musicians April 7 Damrosch was found guilty of conduct injurious to the AFM, and warned that a repetition of the offense would bring more severe measures from the union. The conductor, however, lashed into the proposal for a National Bureau of Fine Arts on the premise of free speech privileges at the Arts meeting in the Hotel Astor. His prime objections are the transfer of current WPA enrollments to the permanent Arts Bureau, the dovetailing of art and relief and the possibility that unions may have control over the choice of directors of the bureau.

Chi Embraces "Star Wagon"

CHICAGO, April 16.—Trade and press took warmly to Maxwell Anderson's fanciful comedy, *The Star Wagon*, which came into the Grand Opera House this week for a limited three-week engagement. Cast, headed by Lillian Gish and Burgess Meredith, is uniformly good. Play becomes particularly bright and heart-warming when Anderson's impoverished inventor turns a time-machine contraption that takes the characters back to 1902 and gives them a chance to live their lives over again. The playwright then is at his best, developing glowing scenes in serenity of the horseless carriage days.

Idea is not essentially new, others having followed a similar pattern in which the leads discover that given an opportunity to be young again they would

in vaudeville. Today he and his dummy are among the outstanding personalities in the show business and American life. Never in theatrical history has an attraction carried as much appeal for the masses; this accounted for, of course, by the combined fields of radio, pictures and stage open to Bergen.

The point we make on all of this is that thru no fault of his and without the slightest semblance of malice (unless malice be ascribed to a man who seeks to better himself) Bergen has made it tough for practically every ventriloquist extant. The superb tempo and sweep of his comedy has placed all other vent men in a tragically unfair competitive spot. Men who book and buy acts are no longer interested in ventriloquy as a freak or trick item. Bergen's technical superiority has lowered considerably the premium on vent tricks. He has drawn attention away from technic to gag material. In fact, he has gone so far as to create the illusion with most of us that Bergen and McCarthy are two living gagsters. McCarthy, thanks to Bergen's cleverness and foresight, has taken on a definite personality—and one that has hardly been equaled in appeal in many years.

All of which means that the boom in bookings expected by vent men has not only failed to materialize but they seem worse off now than at any time since the vaude field dwindled down to almost nothing. Here is one time when an outstanding act kills the demand for substitutes or imitators simply because it is too good. The success of one man and a dummy has put hundreds out of work—and not one of them can or will bear him any personal grudge for it. For they realize that such is the show business today.

NOTICE CONTESTANTS

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Want to hear from you by mail at once. Population of 100,000 to draw. Three Broadcasts daily. Entertaining Teams and all friends write at once. Expect to run three short shows this summer. No advance transportation or collect wires. Will take care of you on arrival.

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FTP To Inaugurate Road Units Under Subscription Plan

NEW YORK, April 16.—Within 30 days the National Federal Theater Project of the Works Progress Administration will inaugurate road company units under a subscription plan whereby communities will underwrite all other than labor costs. About 200 cities will be visited by the touring groups.

This road revival attempt was mapped out by the project's national policy board during a five-day session which ended yesterday in the office of Mrs. Hallie Flanagan, national director.

Program calls for a 40-week series of engagements, with the FTP guaranteeing a sponsoring community a specified number of productions, including hit shows from New York, Chicago and Los Angeles. Starting in June, FTP's radio division will offer a series of plays on the air over the Mutual Broadcasting Co.'s network, guesting Burgess Meredith, Orson Welles and Julie Haydon. Evans Roberts, director of the radio division, has been appointed by Mrs. Flanagan to supervise. The new director estimates that under the subscription plan contemplated average cost per show will be \$1. Plan was a successful experiment in New York during the run of the New York State FTP repertory.

have been better off to follow the same road in life they have originally taken. Impressive here is the simple yet effective development of the plot, the striking Jo Mielziner set designs and Guthrie McClintic's beautiful presentation.

Meredith is as convincing as the impoverished present-day inventor as the 1902 youth who is out to seek fame and riches. Miss Gish makes an enchanting bloomed gal of the bicycle-for-two era and displays an abundance of talent as the wretched wife to her \$27.50-a-week husband.

Others doing splendid work include Russell Collins, Tom Girdler, Mildred Natwick and Jane Buchanan.

Sam Honigberg.

Farmers Shy of Movies

WASHINGTON, April 16.—Farm families in this country spend less money on movies and more on other amusements than does the average American villager, reports the Bureau of Home Economics of the U. S. Department of Agriculture.

Federal survey disclosed that farmers allow less than 25 cents of each amusement dollar for the movies, whereas villagers averaged 29 cents for that type of entertainment.

Billroy Show Begins Season

Wehle launches largest tent theater organization ever to hit road

VALDOSTA, Ga., April 16.—Billy Wehle premiered his 14th edition of Billroy's Comedians here Thursday night to a near-capacity crowd, assembled under what has been acclaimed the largest, most beautiful, best equipped and most efficiently systematized tent theater launched in the history of the profession.

The new top, 100 by 210 feet, with seating capacity for more than 4,500 persons, is white canvas with blue and orange trim; sidewall is blue and white vertical stripe. Stage is handsomely mounted and brilliantly lighted. Costuming thruout is keyed upon a general lavish and colorful note. Tent is wired for sound, and three separate sound systems are carried. Motorized unit consists of 20 pieces of rolling stock transporting equipage proper, besides a caterpillar tractor, a 26-passenger bus and numerous personal cars.

Roster is as follows: Staff: Billy Wehle, owner and manager; Harry Perkins, assistant manager; Daisy Mae Murphy, Edith Farley, Gladys Duncan, Betty Rawlinson, Gerald Hendricks, James Henry and Al Parks. Concessions are handled by "Buzz" Brown and Charles Amos. Hamil Crider assisting. Daisy Shockley has the wardrobe.

Advance: Don and Della Palmer, contracting agents; Kirk Kuykendall, bill brigade; L. Verne Slout, publicity; Mr. and Mrs. Charles Underwood, 48 hours ahead.

Palais Royale Orchestra is comprised of Gus Schulz, piano-director; Shorty Duncan, trombone; Len Fye, bass; Art Farley, drums; Russ Luellan, first trumpet; Dody Kirk, second trumpet; Bob Heidelberg, Frank Sullivan and Tommy Lucas, saxes.

Main show is produced by Wayne Bartlett, concert by Cal West, all numbers by Marion Roberts (Mrs. Billy Wehle). Performance is emceed by Leon Harvey.

Principals: Wayne Bartlett, Leon Harvey, Carl Brown, Hal Crider, Johnny Finch, Bonnie Mack, Bessie McNabb, Marion Roberts, Raby Crider, King and Roche, Susie and Sammie Shockley, Doris Dance and Marquette. Line girls are Raby Crider, Madeline Roche, Marie Coleman, Doris Dance, Rochelle Roberts, Grace Crider, Bessie Bartlett, Susie Shockly, Sammie Shockly, Mary Cassandra, Louis Fender and Edith Ivey. Yolanda and her Dream Girls and Cal West are concert features.



BILLY WEHLE, who from a humble beginning 13 years ago has built his Billroy's Comedians to the largest tent-show organization on the road today. The new Billroy show, playing under a top having accommodations for more than 4,500 people, launched its 1938 season at Valdosta, Ga., April 14.

Ginnivans Make Ready

ASHLEY, Ind., April 16.—Mr. and Mrs. Frank Ginnivan, owners of the dramatic tent show bearing their name, arrived at their winter quarters here this week from their home in Pleasant Lake, Ind., and Monday will begin rehearsals for the 1938 canvas season. Opening is slated for May 2. Much new equipment has been purchased for the forthcoming tent hour, and Manager Ginnivan reports that he will carry the largest company in years. He himself will work in the cast. A. B. Blome has been re-engaged as advance agent, marking his 12th season ahead of the show.

Tolbert Tattles

FT. MYERS, Fla., April 16.—Some beach bathing, lots of fishing and a little sight-seeing going on now. Taking in Bok Tower at Lake Wales April 3, I saw Norma and Lasses White, Lillian and Honey Wilds, Annelle, Buddy and Little Buddy Hale, Gretchen and Bob Norris, Bea and Red Jenks and her brother, Carlyle; Husky and wife, from Ft. Pierce, Fla.

In Tampa, April 7, Frieda and Danny Sharpe, from Van Arnam's, came up to the broadcasting station while passing thru and heard the first part of our broadcast; also Beth, Ernie and Little Diane Barthel, who are working in Tampa.

Other visitors in Tampa were Slim Williams' mother, Annelle Hale's sisters, Mrs. Merritt and Mrs. Adams, who were accompanied by their husbands; Gretchen Norris' parents, Mr. and Mrs. Nicholson, and Daisy and Harry De Grace and Madie Davis. Unexpected guests last week were Hank Greenburg, Schoolboy Rowe, and Mickey Cochran, baseball stars.

Last night in Sarasota the boys enjoyed a swim, a la nature, in the Gulf and (don't tell) I think the girls were there too—just watching.

BEATRICE JENKS.

Schaffners Make Tent Plans

CEDAR RAPIDS, Ia., April 16.—Neil and Caroline Schaffner, whose radio presentations over Station WMT here have proved so popular with the station's listeners during the past winter, will remain here for several more weeks at least. However, this will not interfere with their plans for the opening of the Schaffner Players for the annual canvas season. Arrangements are now being made to open here in their tent theater May 23 for an indefinite run.

Choate Comedians To Bow April 30

CAMBRIA, Ill., April 16.—Choate's Comedians are scheduled to start their annual tent trek in this city April 30. Trucks, scenery and equipment are being overhauled and painted and everything will be in tip-top shape for the opening which will mark the show's 46th annual tour.

Besides Manager Arlie and his parents, Mom and Pbp Choate, cast will include Johnny and Connie Spalding, Robert and Pearl Lathey, Jimmie Reynolds, Ollie and Lucelia Locktee, Larry Barnes and Carl Hagler.

Cannon Shots

URBANA, Va., April 16.—Summer weather brought out a fine flow of natives this week, Mathews and Gloucester being the best; King William and Hayes Store, however, were very good.

We were honored by a four-day visit and guest appearance of the Knapp Family, Bob and King being of Field and Keith fame. Jack Culp, band leader and trumpeter of World of Mirth Shows, was also a welcome visitor. Julla Allen, bareback rider of Society Circus fame, caught us Monday.

Jimmie Johnson, magician, will join Easter Sunday. Mrs. Jimmie Johnson and her bird act are due, too.

Brooke (Spike) Hogbin has taken over boss canvas in place of Ted Mitchell. Ernie Gaines added to his crew.

Wonder why Patsy Reed is moping these days? Bet the reason is a guy named Bill.

Manager Cannon just told me he was looking for the best season in years. Here's hoping. BUDDY CANNON.

Heffner-Vinson Hits the Road

DALTON, Ga., April 16.—Featuring Mildred Harris Chaplin, ex-wife of the famous screen comedian, the Heffner-Vinson Tent Show cracked the new season at its headquarters town, Valdosta, Ga., early this week. Show played a single performance here last night.

In addition to La Chaplin, Manager Heffner is totting a considerably larger cast than heretofore, including, among others, Alberta Henri, dancer; Herman Lewis, tenor; Dixie Connors, dancer; Fungio and Dawn, dancers; Dorothy Gwinn, singer and dancer; Al Pitts, contortionist; Betty Noble, acrobatic dancer, and Dolly White, the "young old lady."

Jimmy Heffner is featured in the three-act comedy, *The Love Test*, assisted by Happy Leroy, blackface comedian. Jimmie Heffner's Rhythm Boys, featuring Cowboy Gwinn, trumpeter, provide the music. A line of girls is also included.

Kansas City Jottings

KANSAS CITY, Mo., April 16.—Fred Vance, comic, left here this week for California. He was formerly with the Federal Theater Players here.

Lester Ayers, who wintered here and played night spots hereabouts, will again be seen with the M. & M. Show this summer.

Joe Haggerty, leading man with the Feagin-Wilson merry-go-round all winter in Northern Iowa, left here this week to join the Frank Ginnivan Show in Indiana.

Mr. and Mrs. M. L. Mitchell sojourned briefly in the village this week en route to their home at South Sioux City, Neb., where they start rehearsals at an early date for the opening of their M. & M. Players.

Orion Marr and Dorothea Holt left here recently to join Skippy Lamore's Comedians for the season.

Jimmie and Mildred Tubb left here recently to rejoin the Hank and Ruby Neal merry-go-round in Western Kansas.

Harry Darr was spotted on the local rialto this week. He will again blaze the trail for Chase Bros.' Circus this season.

Billy Charles left here recently to join the Wallace Bruce Players in Western Kansas.

Freddie Meeks, musician, was spotted on the main drag here this week.

Owen (Doc) Hitchler, formerly in repertoire, is now in charge of the Linwood Theater here.

Herschall Weiss, local playwright and character man, formerly in repertoire, again presented his *The Nazarene* at the Music Hall in the new Municipal Auditorium here this week.

Rep Ripples

WALLACE BYERS, who formerly trouped with the Harley Sadler show and now teaching a band at a Morse (Tex.) school, takes his combo to Vernon, Tex., April 21-23 to enter a band contest being sponsored by the Northern Division of Texas School Band and Orchestra Association. Byers has an idea that he may troupe again this summer.

BILLY HALL, who formerly did Uncle Ezra with John R. Van Arnam's *Radio Barn Dance* for three seasons, has retired to private life and is now operating Billy's Smoke Shop at Lewiston, Me.

GRIFF AND HI, after a week at the National Food Show, Nashville, followed with a number of dates in that area for the Lightman offices, winding up at Owensboro, Ky., April 21. Boys are planning to line up with a rag opry for the summer.

"SEABEE" HAYWORTH puts his North Carolina circle unit in moth balls after the show's final performance in Asheboro, N. C., April 23.

LEON FINCH, of the former rep team of Finch and Slater, takes us severely to task (by mail) and berates the merits of *Billyboy* because we inadvertently ran his name as Leon Long in this column in last issue. Finch, now out of the biz and residing in Kansas City, Mo., is also considerably burned because we failed to print in full a so-called column which he apparently submitted for the last issue. Whoops, Leon, we're sorry. In the future count up to 10 slowly when you catch yourself in a nasty spell.

EDWIN WEEVER writes that he will not be connected with the Kinsey Komedie Kompany as director this summer as originally planned. He plans to remain in California instead, with Hollywood as his base. MR. AND MRS. JOE CHENOWETH have signed with the Justus Romain Co. for another season under canvas in Nebraska. MILES LITTLE, who spent the last several years on the West Coast, is planning to launch a tent opry in the Midwest this season. FRED EWEN and Ann Johnstone have signed with the Jack Kelly show in Michigan. ROSCOE PATCH, former director with the Original McOwen Stock Co., infos that he'll be with a Midwestern rep this season. DAISY JOHNSON, Carl Parks and Bill Bowers have cast their lot with the Allen Bros. Comedians. FRANK JONES, actor-musician, will again swing it with the Shankland Stock Co. this season. CHICAGO PLAYERS, who loop-the-loop all winter out of Sioux City, Ia., have called it quits for the season. CONLEY AND RADCLIFFE, working the night spots in and around Detroit, will be back under canvas soon. HAL BARBER, veteran character comedian, has terminated a long season with Jack Collier's Comedians. BOOB BRASFIELD'S troupe, who worked an Alabama loop the last 22 weeks, are back in their old Georgia stamping grounds, with the base at Rome. PETE WIGHT, who spent the winter with the Larry Nolan show, has lined up with the Frank Ginnivan Dramatic Co. for the canvas swing.

CARL THOMAS, comedian, has just terminated an extended engagement with the Jennings-Porter tenters on the West Coast. TED HAWKINS will troupe this season with the Dewey Campbell Co. in Minnesota. DON AND CORINNE MUCKEL will be back with the Augler Bros.' Show this season. MICKEY THORNTON, formerly with Jack Ripley, has joined the Norma Ginnivan Show in Ohio. ZARLINGTON'S COMEDIANS, now rehearsing in Tennessee, are slated to crack the canvas season next week. BILL DE SHON, last season with the McOwen Show, is vacationing in Illinois. HARRY AND AGNES CLARKE have concluded their engagement with the Ed C. Ward Princess Stock. SKEET AND PAT CROSS, formerly with the Chicago Players, will do their stuff with the Frank Ginnivan canvas opry this season.

WANTED QUICK

For One-Night Stand Tent Show, Actors doubling B. & O. and Specialties. Musicians all lines. Joe Applegate, Steve Burton, Dude Arthur, Bob Davis wire. C. M. DEVERE, Western Union, Lovington, N. M.

Big Ole Units Are Set

FERGUS FALLS, Minn., April 16.—S. Swanson, manager of several Big Ole units, will continue to play Northern territory during the summer. No. 1 unit is headquartering here; the second unit's home town is Grand Forks, N. D., and a new show was opened recently to play a loop of towns in and around Mandan, N. D.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

D. R. ARTHUR MARCUS, magician now filling his first Midwestern engagement at College Inn, Chicago, is being held over there for an indefinite stay. Dr. Marcus recently concluded a 22-week stand at the Southern Hotel, Baltimore. **PAUL ROSINI** last Thursday (14) wound up a four-week run at Beverly Hills Country Club, Newport, Ky. **LEONARD F. KINGSTON**, magish, is now clerking at the Hotel Rex, Detroit. **HARRY BJORKLUND**, Minneapolis, entertained at the Women's Club, St. Paul, April 8 with cartooning, magic and vent before the assembled artists of the St. Paul Ice Follies. **CASSANDRA**, mentalist, is in her fifth week in the Mary Murray Room of the Hotel White, New York. Her recently inaugurated Saturday afternoon "Ladies' Matinee" series has been drawing unusually well. **DANTINI** is in his 10th week at the Club Hollywood, Baltimore.

JANE THURSTON is offering for sale all of the larger effects used by her late father in his last show. Jane is nursing the idea of framing a magic turn to play vaude and clubs soon. **DOC NEWMANN**, Harry Bjorklund and Beecher Stair caught the Loring Campbell magical presentation at Cannon Falls, Minn., April 8. **THEODORE H. ARNOLD**, widely known amateur magician, has returned to his home in Owensboro, Ky., after spending three weeks in Cincinnati with his good friend Paul Rosini during the latter's engagement at Beverly Hills, Newport, Ky., just across the river from Cincy. **THE "DEATH PACT"** boys broke back into print in the nation's papers last week. However, it seems as tho the novelty is wearing off as far as the public is concerned. Why not let those tired magicians sleep in peace?

JOAN BRANDON, that blond American honey of magic who played the month of March at the Club Adria in Warsaw, Poland, is back in Budapest for the month of April, this time at the Parisien Grill. **DANTE**, after a season at the Winter Garden, London, is presenting his magical extravaganza, *Sim-Sala-Bim*, in the English provinces. His recent return engagement at the Palace, Blackpool, brought him rave press notices.

GALI GALE opened last Thursday (14) in the Florentine Room of the Hotel Gibson, Cincinnati, where he heads the new floor show. He's good for at least a fortnight there. **JACK GWYNNE AND CO.** are set to play a Cincinnati nitery during the three-day SAM Convention in Cincy late in May. They'll stay over for the IBM Convention in the same town two weeks later. **TOMMY MARTIN** played the Shubert, Cincinnati, last week with the Buddy Rogers unit. **CINCINNATI MAGICIANS' CLUB**, George Stock, president, will stage a stag and stunt night at the Cuvier Press Club, Cincinnati, Friday night, April 22. Program will be outlined for the summer season, and the coming IBM and SAM conventions will be discussed. **CHARLES LARSON** arrived back in New York April 15 from a trip to Honolulu. He visited with the West Coast magi on his way home. **CHESTER MORRIS**, movie star with a magic complex, is current this week at the State-Lake Theater, Chicago, and what's more—he's doing magic. **ADE AND TRUE DUVAL** are set for the summer with the *Rhapsody in Silk* novelty. **VICTOR SEYDEL**, stricken ill in the South several weeks ago, has improved in health sufficiently to permit his removal to a hospital in Newburgh, N. Y.

Saranac Lake

JOHN C. LOUDEN

Rose Clark was surprised last week by a visit from her sister, Mary Clark; her cousin, Sally Murray, and friend James Elm from Long Island, N. Y. They were well pleased with Rose's progress. James Meehan is our latest guest-patient. He hails from New York and was formerly employed on the staff of Universal Pictures.

Carlean Knight enjoyed the company of her friend, George Church, over the week-end. George returned to New York greatly pleased with Carlean's progress. Myra C. Fox left Saranac Lake last

week to spend a fortnight's vacation with her parents in Washington, D. C. Mrs. Graham MacNamee is visiting friends at the Will Rogers Memorial Hospital, Saranac Lake and Lake Placid. Marva Blake celebrated another birthday last week and received many lovely presents from friends in New York and Saranac Lake. She is coming along nicely.

Lee Rinzler is another newcomer and is much impressed with her new surroundings. She is from Brooklyn, where she was formerly cashier of the Commodore Theater.

Mayor John J. Finlay, "Sage of the San," has been added to the up-patient department. John has been here only a short time and is making excellent progress.

Milton Reich left the lodge last week to visit his folks in Brooklyn.

Henrietta Michnoff passed away here last week. For details read Final Curtain, this issue.

Write to those you know in Saranac Lake.

ROUTES

(Continued from page 14)

T
Taylor, Dick: (Sun Ray Gardens) Phila., nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thornton, Bill: (Club Parrakeet) Upper Darby, Pa., nc.
Three Noblemen: (Statler) Buffalo, h.
Tinsley, Ted: (Parrish) Phila., nc.
Tolbert, Skeets: (Black Cat), NYC, nc.
Tormey, Bob: (Dixie Grove) South Bend, Ind., nc.
Towne, Loren: (Club Joy) Lexington, Ky., nc.
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Trace, Al: (College Inn) Chi, h.

Traxler, Bert: (Club Rex) Birmingham, nc.
Trent, Jack: (Colombo), Reno, Nev., h.
Tucker, Orrin: (Roosevelt) NYC, h.
Two Shades of Blue: (Mayflower), Akron, O., h.

V
Vallee, Rudy: (State) NYC, t.
Van Gelder, Leon: (Old Algiers), NYC, re.
Van Winkle, Joe: (Melody Grill) Kokomo, Ind.
Vanderbilt, Arlie: (El Fidel) Albuquerque, N. M., h.
Varzos, Eddie: (Bismarck), Chi, h.
Vell, Tubby: (Bruno) Chi, re.
Versatilians: (Grier-Lincoln) Danville, Ill., h.
Vouzen, Nick: (Coq Rouge) NYC, nc.
Vorden, Vivian: (Twin Palms) San Antonio, nc.

W
Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Wadkins, Jimmie (Harlem Casino), Pittsburgh, nc.
Waider, Herman: (Spinning Wheel) Kansas City, Mo., nc.
Waldron, Bob: (Murray's Woonder Bar), New Market, N. J., nc.
Waring, Fred: (Palace) Cleveland, t.
Weaks, Anson: (Mark Hopkins) San Francisco, h.
Welk, Lawrence: (Wm. Penn) Pittsburgh, h.
Weldon: (Armando's) NYC, nc.
Weiner, Michael: (Old Rumanian) NYC, re.
Welsler, Leo: (Michigan Tavern) Niles, Mich., nc.
White, Bob: (Montclair), Montclair, N. J., h.
Whitney, Palmer: (Baker) St. Charles, Ill., h.
Wilde, Ran: (Roosevelt) New Orleans, h.
Williams, Fess: (Rosebud), Brooklyn, nc.
Williams, Claiborne: (Cedar Grove) Baton Rouge, La., nc.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Winton, Barry: (Salon Royale) NYC, nc.
Woodfield, Harry: (Embassy), Canton, O., nc.
Worth, Ray: (Chez Ami) Buffalo, nc.

Y
Young, Glen: (Showboat) St. Louis, b.
Young, Sterling: (Stevens) Chi, h.

Z
Zollo, Leo: (Franklin) Phila., h.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HOMER MEACHUM, minstrel vet, has left Owen Bennett's *We've Got Everything* unit to do b.-f. comedy business with a spook mystery attraction in which Bennett is also interested.

EMMETT MILLER and **Bill Henderson** are still sojourning in Atlanta.

APPARENTLY this is the season for reminiscing. This time it's Al Tint back with a string of "Do You Remember?" Queries Al: "Do you remember when Garner Newton furnished wardrobe and scenery for the last Al G. Field Minstrels? When Drane Walters got a lot of experience with Max Trout's Minstrels? When Frank Evans was on the first and only minstrel—Frank Q. Doyle's Yankee Doodle Minstrels? When the Gartelle Brothers went hunting for their roller skates in a certain warehouse in Newark, O.? When Barton Isbell got the longest season of his career in minstrelsy? When 'Hardface' Jack Kennedy inherited too much money? When Bill Sachs vacationed with the last Al G. Field troupe, stranded on Lake Erie near Erie, Mich.?"

"READ THE ARTICLE by Prof. Walter Brown Leonard in last week's issue of *The Billboard* regarding Boyd's Minstrels," writes H. H. Whittier from the Windy City. "Evidently the professor has his info slightly incorrect. Sig Sautelle was never associated with Milt Boyer with that tribe. I was with the show the only season it was on the road. It rehearsed in Washington and opened in Rockville, Md., November 5, 1894. Milt Boyer was the manager and A. R. Wilbur was in advance. Henry Brown, who had been with Sautelle, was band leader. Other musicians on there were P. M. Rice, bass; Irving Snyder, trombone; Nory Drinkwine, clarinet. Jack Harvey, comedian, and Willard Weber, impersonator, were also on there. Show had a struggle from its opening date until the finish January 12, 1895, at Holland, Mich. Boyer afterwards had out the Who, What and When Minstrels and the Hyers Sisters' Concert Company. I knew Sig Sautelle personally and also was with Hi Henry's Minstrels when he first introduced the Locomobile with the rear-view mirror so he could see if any coats were unbuttoned."

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Ft. Worth Contest Panning Out Okeh

FORT WORTH, Tex., April 16.—Roller Derby, which opened April 5 in the Will Rogers Memorial Coliseum, has had good business in spite of bad weather the first four days of show, according to Victor Rasputin, p. a. for Southern Roller Derbies, Inc., staging the show. Attendance first Saturday night was 4,500.

Irving Wayne is derby manager. Chick Snyder is head radio announcer; Les Feinberg, judge; Lee Payton, masseur; Kay Payton, nurse; Ivy Cronagh, dietitian; Jerry Allen, in charge of contractors; Sam Schanks, head doorman; Lou Spivy, announcer, and Herb Logan, advertising and concessions. Derby is slated to continue thru April 26.

Contestants include Gene Vizona and Joe Nygra, Catherine Carney and Bob Fisher, Mary Youpelle and Elmer Anderson, Grace Fried and Muscles Stampley, Mary Fabian and Jerry Allen, Kitty Nehls and Chuck Hanson, Ma and Bill Bogash, Lois Hallen and Eddie Rager, Margaret Gowdy and Buddy Atkinson and Honey Thomas and Eddie Fetter. Derby is aired several times weekly over Station KTAT, Fort Worth.

HARRY (STRETCH) MALONEY, out of the endurance field for the last several years, is working as handy man at Luna Park, Coney Island, N. Y., preparing for his third summer there. Harry is now married and has two children. "I would like to read a line on the first show held in Ridgewood Grove, Ridgewood, N. Y., operated by Jack Curley," writes Maloney. "Too bad a showman like Pop Dunlap doesn't land in New York instead of Jersey."

HANK SHELBY, who spent the winter in Kansas City, Mo., will again be in charge of the refreshment stands at Flint Park, Flint, Mich., this season and will have as his assistant another well-known walkathoner, Eddie Burke. Burke has been working around Flint all winter and in February jumped east to visit the Long Island and Baltimore shows. Shelby and Burke are trying to induce their boss, Lacy Kerner, former walkie promoter, to get back into the business. Lacy has promised that he may give it another try in the fall.

JERRY BECKWITH, former contestant, is now studying for the ministry at God's Bible School, Cincinnati. In a visit to the endurance desk last Friday, Jerry stated that he experienced a

change of heart and was "saved" while playing the fairs with an outdoor attraction last summer.

JACKIE ANDERSON, who after her last show in St. Louis spent several weeks with her mother in Omaha, is now back on her old night club job at the Blue Ribbon Casino, Racine, Wis. She infos that she's getting a car soon so that she can jump around and visit her friends on the various shows. Says she'd like to read a line here on Earl Clark and the kids of the last St. Louis contest.

AL ZUCKERMAN and Betty Robertson, who ran second to Martha Steinberg and Mary Lee Ellis in the recent Youngstown, O., show, are now working clubs in the St. Louis area. Al says he'd like to read an ad announcing the opening date of the Lakeside Park walkie.

EARL HARRINGTON, guitar soloist, has lined up with Pop Dunlap's show in Savannah, Ga. Says he'd like to read a line on Jackie Richards, Jack DuVal and Jean Fischer.

VIC PUREE, the "man of 1,000 faces," who in the past has worked with various endurance shows, is now holding forth at Ye Old Mill night club, Olean, N. Y.

A WALKATHON FAN from Chicago pens that he'd like to know what's become of Angie Oger, Ruth Carroll, Irla Pray, Jack Duval and Tex and Irene Smith, who participated in the recent Windy City set-to. He's also anxious to know what some of the old-timers are doing, such as Sally Gross, Ginger Stevens and Don Martin.

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FRANK RAVESE

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Annapolis Hotel, Washington, D. C.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given to this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on the outside of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Pleads That Circus Advance Work Be Clean

Greenfield, Mass. York musicians' union picketed their theaters for live music in the orchestra pit while the canned music on their screen was dubbed in from cans. The movie industry has gotten too far out of bounds to hope that there might be any appreciable relief by union negotiations with the producers. Instead of dilly-dallying out on the Coast, and let us not forget that our union dues pay for those expensive trips to Hollywood, why don't they use that money to educate the people again in live music? The public has undoubtedly forgotten the joy and thrill of listening to music in the flesh and it should be the union's task to make the public believe in live music once more.

Hartmann's Broadcast, which in *The Billboard* of April 2 told of dirty work done to a circus agent, is to be commended for courage in exposing such tactics. Those behind them evidently propose to stifle competition rather than to meet it. I speak as a circus fan who dislikes to see any circus resort to such means. The circus of today is looked up to by all classes and professions. Let's keep it that way. If it were not so, do you suppose governing bodies of schools in any number of cities and towns would declare half holidays to allow pupils to partake of the entertainment? If dads and mothers of these youths should learn of unfair tactics being carried on I cannot help feeling that they might look rather unkindly on the next circus that came their way. Would selectmen or mayors of cities and towns be so apt to grant license privileges if they learned of the methods that have been attributed to some circuses? I believe not. The article mentioned the embarrassment which might befall not only agents but circuses as well. Some embarrassment might also come to the circus fan who goes out of his way many times to speak words of praise and does many little things which mean much to the circus. You have done well to devote space to this matter, thus helping a splendid cause.

HAROLD D. ATWOOD.

Drive for Live Music Seen as Best Union Aim

New York. So James C. Petrillo wants the movie industry to slice the cake a little thinner! It's about time that the musicians' union recognized the fact that all we have been getting is crumbs. Maybe it tastes like manna in movieland, but for the others the cupboard has always been bare. Since Al Jolson's *The Singing Fool*, when a sound track supplanted the boys in the pit, collectors of union dues have done little or nothing for the boys who were told never to darken the stage door again. And let us not forget that it was foremost the musician who made the movies America's popular pastime. Even the superspectacles of those silent days were never sufficient unless there was at least a piano player in the pit to make those screen shadows lifelike. But as theaters started laying off pit musicians the union stood idly by, just like some of those backwoods blacksmiths who still do not believe that the automobile is here to stay.

Why didn't Petrillo think of slicing the cake then? And why was nothing done all these years while movie producers were building up libraries of canned music and using canned music in the sound track? Little wonder that the movie exhibitors were laughing up their sleeves last year when the New York musicians' union picketed their theaters for live music in the orchestra pit while the canned music on their screen was dubbed in from cans. The movie industry has gotten too far out of bounds to hope that there might be any appreciable relief by union negotiations with the producers. Instead of dilly-dallying out on the Coast, and let us not forget that our union dues pay for those expensive trips to Hollywood, why don't they use that money to educate the people again in live music? The public has undoubtedly forgotten the joy and thrill of listening to music in the flesh and it should be the union's task to make the public believe in live music once more.

The pictures of silent movie days are forgotten, but oldtimers still remember the tin-can piano player that made looking at Mary Pickford worth while and the nickels spent. But since then there has been a new generation. And because the musicians' union has been negligent this generation only knows the music coming from a sound track, a phonograph record and a 10-tube radio. That's where our campaign starts and not until we can get the public to believe in live music can we hope for a slice of that cake. All they are doing is making our mouths water. WALT C. SCHNEIDER.

Gary, Ind. My attention has been called to an article published in *The Billboard* relating to the recent decision given by Judge Jenney of the United States District Court for the Southern District of California on the copyright infringement suit instituted by our organization, Transcontinental Roller Derby Association, Inc. It is evident from your article that an attempt was made to show that we had been decisively defeated in this suit. May I call your attention to the fact that this is not the case. Judge Jenney was unable to hear the case himself, and he referred it to a special master, former United States District Court Judge Benjamin Franklin Bledsoe, a very capable judge. This case went before Judge Bledsoe, and a week was spent in presenting evidence to him. After a careful examination of the evidence, the transcript, Judge Bledsoe upheld our contention, rendered a decision in favor of the Transcontinental Roller Derby Association and against all defendants, including Bob Lee and Larry Sunbrock. He awarded us a large sum in attorney's fees, all the costs and damages. That recommendation went to Judge Jenney for approval. For some reason or other Judge Jenney reversed Judge Bledsoe's opinion or recommendation and held for the defendants, but that judgment has not as yet been entered. As soon as it is entered the Transcontinental Roller Derby Association, Inc., intends to file an appeal with the United States Circuit Court of Appeals in California. We feel certain that the decision of Judge Jenney will be reversed, while that of Judge Bledsoe will be upheld. RICHARD S. KAPLAN.

Kaplan Has His Say on Derby Suit

Seattle. Taking up the cudgel for vaudeville again, will you, as the foremost theatrical publication, print a sane and complete definition of "what is vaudeville?" It would do a lot of theater men a lot of good, I am sure. Every now and then I find theater managers, no more than college-bred nincompoops who never saw a true vaudeville bill, who say, "My people won't go for vaude—for instance, I had one six months ago and it simply didn't click and 's no use." Nine times out of 10 when I pin him down to it he admits the bill consisted of a couple of female tap dancers or hoofers which the public can see in any night club. And that's what he terms "vaudeville." I may be wrong, but to me vaude always meant a bit or a lot of dialogue, rube, black, juggling, contortionist, clog, clown, animal acts, etc. And until a theater uses a complete bill of it it has no right to speak of our "vaude." I have spoken to nearly 1,000,000 people in over 4,000 performances and I have not found one who does not love to see good vaude shows—and says so. Now I ask, where do they get off saying vaudeville is dead? Weak-hearted soft-spined pessimism must be shaken off and a new spirit, one that will think success and will overcome obstacles, will eventually put the trouper on top. No mechanical contrivance, television, radio or otherwise, will ever replace acts in the flesh. Film producers are unknowingly self-confessed losers. Even now they are trading close-

Nashville. My partner, Vern Hall, and myself while en route with our Barnyard Circus from North Miami (Fla.) Zoo to join the Tilley Shows in Ladd, Ill., had the pleasure and privilege, thru Tracey Hager, of visiting the Harry - Anna Home in Umatilla, Fla., and giving the youngsters an impromptu show. While we missed the happy smile of the "Little Colonel," Linard Jones, the other youngsters had so much fun watching the animals work that somehow it made us really believe that he is leaving his life there and has given the remaining kiddies a legacy of love for circus folks and their acts. When one stops to think how wonderfully circus people everywhere consider the home and its inmates, when not one child there has a relative in show business and all thru efforts and love of the circus of one boy, it isn't any wonder that the fund in the hands of George H. Lux for a memorial for the colonel's grave is growing fast. I do hope the proposed stone will be in place soon. The home is truly a remarkable place and every child there has a happy face. The nurses and attendants are as much a part of the happy game as youngsters in their care and to hear the former call the kiddies by nicknames of "Popeye," "Redhead" and others to which the children answer makes one forget that the home is a hospital and that there is little hope for a great many players in the game. The enthusiasm shown by Tracey Hager, of the home, is warranted and the interest *The Billboard* has taken in it has materially helped in keeping it before readers. DOROTHY CAMPBELL LEWIS.

Umatilla Home Marked by Life Of 'Little Col.'

How Vaude Is Put in False Light by Bills

ups of bands and musicians for their early ordinary dubbed-in orchestrations! I repeat, a new era dawns for flesh and now is the time to strike! How about troupers organizing on their own, renting their houses and halls, and "on with the show"! C. SCHROEDER.

44th YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

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DISPATCH
COUNCIL 19

Vol. L. APRIL 23, 1938. No. 17

The special article *Art and Fame in Circus Posters*, by P. M. McClintock, in the Spring Special Number of *The Billboard* was splendid. There are a couple of inaccuracies, however, which I might mention. He says Zazel, the cannon-ball girl, was with the Barnum show in 1881. She was the big card with the Batcheler & Doris show in 1881. They exploited her two or three seasons and she made those two keen showmen rich. Mac also gives the Ringlings credit for the famous tiger poster. That credit should go to Charlie Sparks. He used that poster several seasons before Ringlings did. Of course, Mac knows that the loop-the-loop act was first used by Forepaugh & Sells in 1897, but it was done with a bicycle instead of an automobile. I heard that Kilpatrick (the original Diavolo) looked over the auto loop and refused to do it, saying, "I've got one leg left and I am going to keep it." HARRY MANN.

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|---|--|---|--|--|--|--|---|---|---|
| Jewell, Darris C.
John, Ely
Jones, Vincent C.
Johnson, A. G.
Johnson, Billy
Johnson, Doc Bob
Johnson, Dr.
Johnson, Harvie
Johnson, Leland
Johnson, Neket
Johnson, Newt M.
Johnston, Brooks
Johnston, Scotty
Johnston, Walter
Johnstone, "Scottie" | Kelley, Doc J. J.
Kelly, Dr. Jewell
Kelly, Ray
Kelly, James
Joseph
Kelly, Whitey
Kemp's Lion
Motordrome
Kennedy, Harold F. | Knipple, Larry P.
Knott, Tracy
Knowles, Erby
Koban, Kaichi
Koch, Edw. H.
Koehel, Jack
Kolb, O. V.
Korie, Eddie
Astrologer | Laughlin, Elmer
Laughlin, George
Lavier, Curley
Lawder, Stanley
Lawrence, Al
Lawrence, Neil
Lawson, Willie
Lav, Walter
Lazone, Elmer
Lee Amuse. Co.
Lee, Buck
Lee, Capt. Frank
Lee, David
Lee, Francis
Lambert | Lewis, Harry
Lewis, J. Ira
Lewis, Nate
Lewis, S. J.
Lewis, S. Kiney
Lieberman, Sam
Lindsley, Bounding
Lipsky, Morris
Little, Arizona
Dave
Little Beaver, Geo.
Little, Phil
Bixie, R. J.
Livingston, R. D.
Llewellyn Jr., W. B. | Ludwig, Frank
Lush, Lord
Lush, Doc
Lydick, Jack
Lyles, Cliff
Lynn Stock Co.
Lynch, H. L.
Lyons, Billie
Lyons, Richards
Joseph | McLane, John
McLaughlin, Kenneth Boston
McLoughlin, W. G.
McMaster, Fred
McMillan, S. S.
McMurdo, W. W.
McNally, Ralph
McNece, L. R.
McPeat, Jimmy
McPherson, E. C.
McQuinn, Harry
McFride, Danny
Mace Jr., Herbert
Mack, Billy
Mack, Bubble
Mackie, L.
Maconode, Nick
Maey, Bill
Madison, Frank
Indian | Marks, Ray
Markus, Red
Marlor, Walter
Marnon, Kiser
Marquis the Magician
Mars, Robt.
Marsh, H. H.
Martin, A. W.
Martin, Henry
Martin, Johnny
Martin, P. E.
Martin, W. Terry
Martini, Frank
Martone, Mike
Mason, Dr. H.
Ralph
Matsen, Walter
Mathews, Bennett
Mathis, Walter L.
Maxwell, A. R.
Mayer, Bob
Mayman, Gilbert
Meade, Pete
Mefford, Bud
Melody Ranch Show | Mezzaappa, Tony
Midsh, Charlie
Miller, Albert
Whitely
Miller, Chester
Trumpet Player
Miller, Fred M.
Miller, H. R.
Miller, J. L.
Miller, Joe
Miller Jr., Bobby
Miller, John, Show
Miller, R. A.
Miller, W. F.
Miller, W. Roy
Milkigan, Ted
Mills, A.
Minton, R. B.
Mitchell, Alex
Mitchell, Bob
Mitchell, Charlie J.
Mitchell, G. L.
Mitchell, Geo. J.
Mitchell, Jimmie
Mitchell, Leo
Mitchell, Louis
Mitchell, Lee
Mitchell, Mike
Mitchell, Toney J.
Mitchell, Willie
Mizner, Joe
Mohrel, Ernie
Molinar, Acrobat
Monday, Connie
Monroe, Dr. Robt.
Neilson, Harry S. | Montello, Ricardo
Montgomery, Don
Moret, Capt. Paul J.
Morris, Harry
Morris, Joe
Morrow, Tom
Morse, Darwin
Morse, Harry L.
Moss, Emmett
Moss, Lee
Mossholder, R. H.
Mottie Midway Cafe
Muir, Harold
Muldoon, Earl D.
Mullenix, Thomas
Murdock, Robt. K.
Murphy, D. J.
Murphy, Joe
Murphy, Joseph
Murphy, Andrew
Murphy, Roy F.
Murray, John
Murray Jr., Jack
Murray, R. L.
Muse, J.
Music Men, the
Myers, Bert
Myers, Joe
Meyer, Tommie
Myler, W. M.
Nathan, Bill
Nazio, Ned
Neil, Willard
Neilson, Harry S. |
|---|--|---|--|--|--|--|---|---|---|
- See LETTER LIST on page 31*

The Final Curtain

ARNOUT—James Lambert, 65, former carnival showman, March 30 at his home in Cuba, N. Y. Prior to retiring five years ago because of ill health he operated a monkey motordrome. Survived by his widow, Caroline.

BLADET—Gaston Daniel, member of the Boston Symphony Orchestra, April 13 at his home in Boston.

BLUMENTHAL—Isaac, 59, head of Paramount studios in France, of a heart attack abroad the S. S. *Saturnia* while en route to New York. Boat docked April 7. For the past 18 years Blumenthal had been connected with European film companies associated with Paramount. Survived by two brothers, Ben and William; a son, Dick, and a daughter, Mimi.

BOEX—Mrs. Louise C., 73, vocalist and former concert pianist, April 12 at her home in Cincinnati. Survived by three daughters, Mrs. Cecilia Dwyer, Mrs. Janet M. Sims and Mrs. Rosemary Reese, and three sons, John W., Clem J. and Al M., all of Cincinnati.

BROCK—Genevra Davis, Detroit pianist, in that city. Survived by a son, Clarence A. Burial in Manchester, N. H.

BRUCE—Mrs. Lena, former vaude and comedy opera actress, recently at her home in Hot Springs, Ark. At one time she appeared with the Weber and Fields and Bruce and Dagneau companies and was a former partner of Mrs. Clara Shannon, Hot Springs. Services and burial in Troy, N. Y.

BULLOCK—Thomas F., 60, former vaude performer, March 31 in Soldiers' Hospital, Chelsea, Mass., of heart disease. He served in the Spanish-American War and was a member of Spanish War Veterans and Veterans of Foreign Wars.

BUNSEN—William A., 53, violinist, April 4 at his home in Overland Park, Kan., of a heart attack. He was a soloist and teacher in Kansas City for 25 years and had been heard over WDAF, Kansas City. Survived by his widow, Grace J. Davis Bunsen, voice teacher; two sons, a daughter and his parents. Services April 6 in Kansas City. Body was cremated.

CARTER—Joseph A., 24, radio announcer, in Griffin, Ga., March 30. He had been married one day. Survived by his widow and parents.

CHALIAPIN—Feodor, 65, internationally famous Russian basso, April 12 at his home in Paris of a kidney ailment. From obscure poverty he became one of the world's highest paid singers. In 1906 Chaliapin came to the United States to sing at the Metropolitan Opera, but it was not until 16 years later, when he returned here, that he was acclaimed as

one of the world's finest singers. He had been in retirement since 1935, when he made his last trip to America. Chaliapin never became reconciled to the new political order in Russia and in spite of a promise of a large income from Soviet Russia never went to that country after 1921. When 17 years old he joined a troupe that wandered thru the Caucasus and later appeared at the Tiflis State Theater. He went to Petrograd in 1894, and in 1895 sang with the Imperial Opera of the Mariensky, Petrograd. Joining the company of S. I. Marmantoff in 1896, Chaliapin sang the works of Moussorgsky, Rachmaninoff directing, and in 1898 the company played *Juan the Terrible*. He returned to the Imperial Opera, Moscow, in 1899, and in 1900 he was invited by Giulio Gatti-Casazza, later of the Metropolitan Opera, to appear in Milan. At La Scala he sang the Mefistofele of Boito's opera of that name and won immediate success. Survived by his widow and eight children by a former marriage.

CHASE—Plimpton B., 78, prominently identified with the theater business in the East 25 years ago, April 4 at his home in St. Petersburg, Fla. In 1898 he took over the old opera house, Washington, renamed it Chase Theater and

Cincinnati. Born in Wales, he came to America when a youth and studied in New York. Survived by his widow, Mrs. Sarah Evans; three daughters, Mrs. Ethel Reising, Mrs. Lillian Kombrinch and Mrs. Grace Schilling, and a son, Arthur. Services April 13 and burial in Spring Grove Cemetery, Cincinnati.

FERNALD—Chester Bailey, 60, American-born author and dramatist, drowned in Dover Harbor, Dover, Eng., April 11. He was returning from France aboard an auxiliary cutter when a gust of wind swung a boom which struck him and threw him overboard.

GOODWIN—Peck, for the past two years athletic show operator with the L. J. Heth Shows, April 15 in Clarksville, Tenn., of acute indigestion. Body was sent to Ranger, Tex., for services and burial.

HENRY—Herman, 46, projectionist at the Orpheum Theater, Madison, Wis., for 15 years, April 3 at his home in that city. Survived by his widow, two sons, two sisters and a brother.

HOMOLKA—Mrs. Oscar, 24, Hungarian actress and wife of Oscar Homolka, Viennese actor, who appeared in the American films *Ebb Tide* and *The Woman Alone*, April 5 in London of blood poisoning. Formerly Baroness

Hugh Monaco, orchestra leader, and wife of Lodovico Monaco, Columbus (O.) musician, April 12 at her home in that city after a brief illness. A native of Rio de Janeiro, she had lived in Columbus more than 25 years. Also survived by two daughters. Burial in St. John Cemetery, Columbus.

MORTON—Edward, 68, former headliner on the old Keith Circuit, April 11 of a heart attack at his home in Wildwood, N. J. Morton entered burlesque in 1910 and at one time appeared at the Madison Square Roof Garden. Before going on the stage he was a Philadelphia policeman and in recent years conducted a restaurant on the Wildwood Boardwalk. He was a member of the Friars' and Lambs' clubs. Survived by his widow, Mary, and four sons, Ade, Paul, Joseph and Edward Jr.

MORTON—James J., 76, vaudevillian, April 10 in Brunswick Home, Amityville, L. I. He made his first stage appearance 51 years ago, appeared with George M. Cohan's father and mother at the Lathrop Theater, Boston, and for a time was a member of the team of Morton and Revelle. He also played Tony Pastor's Theater and Hammerstein's Victoria, New York. Survived by a daughter, Blanche.

MYNATT—Neil, 31, for several years projectionist at the Fox Theater, Detroit, April 4 in Harper Hospital, Detroit. Survived by a daughter, LaVerne; his father, two sisters and two brothers. Burial in Grand Lawn Cemetery, Detroit.

OLIVER—Harry, outdoor showman, April 15 of heart trouble at his home near Detroit.

QUINTERO—Serafin Alvarez, 67, Spanish playwright who with his brother, Joaquin, wrote more than 200 plays, April 12 in Madrid of paralysis. Many of their plays were translated into other languages. Among those seen on the New York stage were *Malvaloca*, *A Sunny Morning*, *The Lady of Alfaceque*, *The Women Have Their Way* and *A Hundred Years Old*. Burial April 13 in Municipal Cemetery, Madrid. Survived by his brother.

SEPTER—Frank (Frenchy), carnival concessioner, April 6 in Columbus, O. He suffered a stroke January 28 in Sarasota, Fla. At various times he toured with the Smith Greater, Morris Miller, Wade & May, Ehring, Wallace & Richards and Gooding shows. Burial in Rockbridge, O., April 8.

SHAFFER—Abe, 49, operator of the Shafer Theater, Edgerton, Mo., recently in St. Joseph Hospital, Kansas City, Mo. Survived by his widow, Winifred, and a son; his mother, Mrs. Bell Shafer, and a brother, Mitchell, Edgerton.

STANLEY—Meredith Morton, 74, former high diver and for the past 40 years a Cincinnati steeple jack, killed April 12 in that city as a result of a 30-foot fall from a chimney he was painting. At one time he toured with the Sturgis Shows. Survived by a son, Russell, Fort Thomas, Ky., and a sister, Elizabeth Sergeant. Services April 15 and burial in New Baltimore Cemetery, Cincinnati.

STOCKER—Harold C., engineer for Stations WLW and WSAI, suddenly April 11 at the stations' Mason (O.) transmitter. Survived by his widow and daughter.

SULLIVAN—Edward Dean, 49, newspaper man, author and film writer, April 4 at his home in Hollywood of heart trouble. Specializing in crime stories, Sullivan wrote *Rattling the Cup*, *Chicago Surrenders* and *Look at Chicago*. In 1931, when crime pictures were at the height of their popularity, he went to Hollywood as technical adviser. In recent years he wrote several plays for films and at the time of his death was under contract to write two stories for MGM Studios. Survived by his widow, Margaret; an adopted son, Edward White, and a brother, Frank.

THISTLE—James, 29, acrobat, killed recently in an automobile accident near New Haven, Conn.

UDEN—Col. William J., 74, former Wild West showman and animal trainer, April 6 of heart trouble at the home of his daughter, Mrs. C. C. Knox, Flanagan, Ill. He had been ill several months. Survived by another daughter, Mrs. P. M. Mulliken, St. Louis. Services April 9 and burial in Center Cemetery, Flanagan.

WALLACE—J. T., 33, member of the advertising staff of Station WAGA, Atlanta, April 5 after suddenly becoming ill in the station offices. He suffered from high blood pressure for the past year. Survived by widow and daughter.

WITTSTEIN—Mrs. Lillian May, 52, wife of Edward Wittstein, orchestra leader, recently in New Haven, Conn., after a long illness. Wittstein was play-

BERTRAM W. MILLS

BERTRAM W. MILLS, 64, Great Britain's most famous circus owner, passed away April 16 at Chalfont, S. Giles, Eng., of bronchial pneumonia, following a week's illness. Annually, he presented Mills' Circus at the Olympia, London, in December-January, and has had a circus on road during the summer.

It was his love for and understanding of animals that launched Mills on his career as an entertainer. Horses were the passion of his life, and his uncanny gifts as a friend of the friend of man were responsible for his success in various fields, including the circus. In the heyday of the horse show Mills was the master of his calling. He traveled all over the world, winning recognition and gaining experience. He also became interested in vehicles and turned his attention to coach building. A visit to the States gave him ideas for the hackney wagon, now familiar as the Mills wagon.

Recognized as the finest judge of horseflesh in England, he joined His Majesty's forces when the World War came and was detailed to the department that supplied and maintained army transport. In the Army Service Corps he did invaluable work in the early and most difficult days. He was gazetted and became a captain.

Later he took over the Olympia and presented his circus. He engaged the finest talent available, the most thrilling acts and the best trained animals. He excelled as a producer. He regarded all his artists and employees as members of a great family for which he was liable. He looked into every detail of comfort and efficient organization for his artists and staff, supervising the dressing rooms and approving arrangements for his players' comfort. Minute attention to detail was the secret of his success. His sons, Cyril and Bernard, who later joined him in the business, assimilated from him the same devotion to details of organization and administration.

As to publicity, Mills had his own unique angle. His advertising was lavish and original and he commissioned some of the best artists to do his posters. A cordial and generous host, his annual luncheon on opening day of the Christmas circus was one of the most enjoyable and notable social events of the year.

successfully operated vaudeville shows. Later B. F. Keith acquired the Chase and subsequently married Chase's daughter, Ethel. For several years before going to Washington he operated Hiawatha Amusement Park, Mount Vernon, O. His widow, daughter and son, Harold, Worcester, Mass., survive. Services at St. Petersburg. Burial in Mt. Gilead, O.

CHILDS—William (Mexican Bill), for the last 25 years employed with various Oshkosh (Wis.) stables as horse trainer and well known in rodeo and Wild West circles, April 12 in that city. Survived by a daughter and two sons.

DASS—H. W., of Hollywood, Calif., doctor on the Al G. Barnes-Sells-Floto Circus, dropped dead April 13.

EDINGER—Mrs. Marguerite, 66, mother of the Edinger Sisters, known in private life as Mrs. Wilfred R. Peak, Alameda, Calif., and Mrs. Raymond H. Cooke, Trenton, N. J., March 31 at her home in Trenton.

ENDRES—Pete, 73, theater operator until his retirement 12 years ago, in Chilton, Wis., April 6. Survived by widow, five sons and six daughters.

EPSTEIN—William, 55, Texas theater builder and operator, April 11 of heart attack at his farm near Laredo, Tex. He managed a dozen or so flesh and movie houses in Houston and other cities. Survived by his widow, brother and sister.

EVANS—William D., 69, for five years tenor with the Metropolitan Opera Co. and formerly head with the Cincinnati May Festival, April 11 at his home in

Vally Hatvany, she married Homolka in December. She was prominent on the Viennese stage and was known as "the girl with the million-dollar eyes." Mrs. Homolka was related to Baroness Hatvany, writer of *Maedchen in Uniform*.

HUELSMANN—Bernard J., 61, former trombonist with the John Weber and Esberger bands, April 14 at his home in Cincinnati. He was commander of Lodge No. 16, Knights of St. John, Cincinnati, and a member of the Knights of Columbus and St. Vincent de Paul Society. Survived by his mother, Mrs. Anna Kuhlberg Huelsmann, and four sisters, Mrs. Mary Stoehr, Mrs. Minnie Geise, Mrs. Rose Winters and Mrs. Lillian Chalk. Services April 18 and burial in St. Mary Cemetery, Cincinnati.

LAUDER—Jock, 64, brother of Sir Harry Lauder, in Newcastle, Australia, recently.

LYONS—Mrs. Emma Louise Felton, 85, former pianist, April 8 in St. Elizabeth Hospital, New York, after two weeks' illness. Survived by three sons, Raymond F., Herbert K. and Frederick W.

MESCHCON—Mrs. Athena, 50, wife of Alex C. Meschcon, former Kansas City (Mo.) theater operator, in Northeast Hospital, that city, April 3. Born in Greece, she came to the United States in 1920. Survived by husband, son and brother.

MICHNOFF—Henrietta, 24, former featured dancer with Bert Nagle's Co., April 7 in Will Rogers Memorial Hospital, Saranac Lake, N. Y. Survived by her parents. Burial in New York.

MONACO—Adelina, 52, mother of

Dennis L. Curtis

DENNIS L. CURTIS, veteran circus man and producer of winter circuses, died Wednesday morning, April 13, at Omaha, Neb., following a few days' illness of pneumonia.

Deceased was born in Great Bend, Kan., November 29, 1885. He joined Ringling Bros.' Circus at Baraboo, Wis., while still a boy, working first as pony boy, later becoming a horse trainer, and working his way up to the position of assistant equestrian director. He was with the Forepaugh Circus for several seasons, then with Sells-Floto Circus as assistant equestrian director. In the early 1920s Curtis left the circus to produce his own acts, which played fairs, vaudeville and winter circuses. His comedy taximeter mule act, performing dogs and Black Horse Troupe are known throughout the country. Some 10 or more years ago Curtis began producing winter circuses, in which he was very successful. In the spring of 1934 with F. O. Gregg he formed the Curtis-Gregg Circus, which remained on the road only a few weeks. His acts were a feature attraction at the Lagoon Theater at A Century of Progress, Chicago, during the summer of 1934.

At the time of his last illness Curtis was playing a Shrine circus date at Omaha. He was to have opened with Cole Bros.' Circus at the Stadium, Chicago, April 15. For a number of years he had lived at Westmont, Ill., where only a year ago he completed a beautiful home.

He was a member of Lincoln Chapter, F. and A. M., Chicago, and of Zurah Temple Shrine, Minneapolis. He also was an active member of the Showmen's League of America. Masonic funeral services were held in Chicago April 16 and burial took place at Lake Geneva, Wis., the same day. Surviving Curtis are his widow, Edna Curtis (nee Hoffman), his father and two brothers.

ing an engagement in Bermuda at the time of his wife's death.

WOOD—Vivian, vaudeville actress, recently in Philadelphia from injuries received in an automobile accident. She was a former member of the team of Needham and Wood, who were in the original cast of Billie Burke's Tango Shoes. Survived by a sister, Bertha, Philadelphia.

Marriages

BLACK-ESCH—T. Howard Black Jr., of the Bothwell accounting agency and son of the publisher of The Pittsburgh Bulletin, and Catherine Esch, of Wilkesburg, Pa., in Gettysburg, Pa., March 11.

CAPPS-COMUNTZIS—George P. Capps, owner and manager of the Southern Theater, Wheeling, W. Va., and Trula Comuntzis, nonpro of Morgantown, W. Va., in Wheeling March 19.

CONLEY-HILL—Jim Conley, member of the Conley Trio, entertainers, and Virginia Hill in Johnson City, Tenn., April 1.

ENGLISH-BELIN — Ray English and

Edith Belin, dance team, in Newport, Ky., last week.

GEISLER-EGERT — George Geisler, dance instructor and owner of Geisler's studio, Cincinnati, and Frieda Egert, his assistant instructor, daughter of Carl Egert, proprietor of Alpine Inn, Cincinnati, in the Martin Evangelical Church, that city, April 20.

REIS-PRINCE—Al Reis, member of the comedy trio Sid Tomack and the Reis Brothers, and Marjorie Prince, nonpro, in New York April 11.

RICHMAN-RICHMOND — Harry Richman, well-known singer, and Hazel Forbes Richmond, former Follies beauty, at Miami Beach, Fla., April 16.

RITZ-HILLIARD—Jimmy Ritz, one of the Three Ritz Brothers, comedy team, and Ruth Hilliard, radio and night club singer, in Ezrath Israel Synagogue, New York, April 14. Ritz's real name is Samuel Joachim.

SIMMONS-PRATHER — James Leo Simmons, superintendent of service at the Trocadero, Omaha night club, and Roscona Prather, orchestra leader at the same club, March 7.

TOLKAN-ZAMIL — Philip Tolkan and Minnie Zamil, secretary to Ben Miller, Film Board of Trade secretary, in Milwaukee April 10.

VIDOR-HILL—King Vidor, film director, and Betty Hill, former script girl, in Mexico last July, it has just been learned.

WALLACE-BUCHANAN — Robert L. Wallace, talker, and Jeanette Buchanan in Jacksonville, Fla., April 7. Both are with the Royal American Shows.

WHITE-PAYNE—Clyde J. White, South Boston, Va., and Helen Payne, Farmville, Va., in Appomattox, Va., March 19.

WOLTERS-HERLICK — Joe Wolters, announcer for Station KSFO, and Mary Ellen Herrick, radio actress, in San Francisco April 10.

Births

A 7 3/4-pound son to Mr. and Mrs. Robert Ecklund in General Hospital, Jamestown, N. Y., April 12. Father is a magician with the J. R. Edwards Shows this season.

A son, Herbert Martin, to Mr. and Mrs. Sam Ross in Polyclinic Hospital, New York, April 9. Father is director of the Silvertown Orchestra.

A son to Mr. and Mrs. John B. Hughes in San Francisco recently. Father is news commentator at Station KFRC.

A 6 3/4-pound son to Mr. and Mrs. Eugene Maxwell in Edgewater Hospital, Chicago, April 11. Parents are known as Max and Tiny, entertainers.

A 6 1/2-pound daughter to Mr. and Mrs. Paul Jones in Hollywood Hospital, Hollywood, recently. Father is a Paramount producer.

A daughter to Mr. and Mrs. George Josephs in Midwood Hospital, Brooklyn, recently. Father is manager of the sales accounting department at Columbia Pictures Corp.

An eight-pound son, Bobby Joe, to Mr. and Mrs. Joe Toby Purcell in Athens, Tex., April 1.

A daughter, Mary Diane, to Mr. and Mrs. Robert Tischer in Des Moines April 3. Father is treasurer of the Iowa Broadcasting System.

LETTER LIST

(Continued from page 29)

- Nelson, L. R.
Nelson, W. E.
Newby, Harry
Newby, Don
Newhouse, Jake
Newsy, Step
Newton, Clyde
Newton, Earl
Newman, M. A.
Niblick, J. B.
Nichols, Rudy
Nixon, Hal
Noe, Arthur P.
Noel, Chas. S.
Nolan, Bulldog
Nolan, Larry
Noller, Wm. H.
Norford, J. C.
Norman, J.
North, Robt.
North, Frank
Nothau, Larry
Nugent, J. W.
Nye, B.
O'Brien, Edward
O'Brien, Geo. F.
O'Brien, Neil
O'Connell, Frank
O'Connor, Jim
O'Connor, Joseph
O'Connor, Tommy
O'Dare, Al
O'Day, Harold & Howard
Oak, H.
O'Shaughnessy, James A.
Oak, Veto
Oberhuber, Tony
Oebrecht, Christy
Oelschlagel, Joe
Ogustino, Luey
Oil, Sammy Frank
Oliver, Ed
Oliver, Geo. L.
Olson, Geo. Mitt
Onstatt, Cora
Onplis, Clarence
Orlando, Joe
Orange Bros.
Osborn, Thomas, Clair
Osborne, Walker
Oskian, Harry
Oulian, Robt.
Owens, Arthur
Paca, Tony
Pace, Gene
Page & Jewett
Paige, Geo. W.
Paige, Lenny
Paige, O. A.
Painter, Al
Palaise, Sam
Palmer, H. S.
Palmer, Sylvan
Palmer, W. J.
Pamplin, Harry J.
Panzer, Carl
Paradise, Anthony Park
Park, Glen
Parke, F. H.
Parnmeta & Millett
Paramare, Phil J.
Partman, Geo.
Pastereczk, Ed S.
Patrick, Harold
Paterson, Vernon
Peters, Bob
Pantoff, Albert
Payne, Clarence
Peatt, Ralph
Peck, Bill
Pedro & Luis
Penny, Pete
Perkins, Rip
Perkins, Chas.
Perry, Capt.
Perry, Hubert
Petersen, G. E.
Petersen, Henry
Peters, Wm.
Petty, Billy
Phelps, Elvet
Philbert, Edward
Phillips, Dewey
Phillips, Frank
Phoenix, Capt.
Piecow, Ben
Piecow, P. J.
Piecow, Doc
Piecow, Roy A.
Pine Ridge Follies
Pines, Douglas
Pittman, Smokey
Plack, Wm. C.
Platt, Benny C.
Pleasant, O. T.
Plouff, James

- Rose, Frank
Ross Brothers
Ross, Floyd
Ross, Hal J.
Ross, Rambling Red
Rosen, Russ
Roussell, Frank
Roy, Geo. R.
Royal, Perl
Rueter, Louis
Rukin, Albert
Rumhelt, Ernest J.
Running Elk, Chief
Ruppert, Chuck
Ruslers, Mied. Show
Russell, Joe
Russell, Mell
Russell, Mickey
Russell, Reb
Russ-syl, Master
Ryan, Billy
Ryan, Jack
Sabbat, Chas.
Sant, Dr. Edward
Sanders, Joe L.
Sanberg, Johnnie
Santana, Fantazama
Sanderson, Elmer
Saunders, C. H.
Saunders, Bernie
Saracini, Joe
Satecamp, M. A.
Savage, Fred M.
Sawyers, Rush A.
Sawyer, Bill
Schafer, Mark D.
Schock, H. L.
Schol, Fred
Schram, Chas.
Screetch, James H.
Schreiber, Harry
Schroemberg, Vaugh
Schulken, Joe
Scott, Basil D.
Serebneff, Wm.
Seals, the Seal Boy
Seale, L. H.
Sealey, John
Sealey, Wm.
Selly, Joe
Sender, Stoffel
Sesinger Goll Water
Sessions, H. M.
Setzer, Ward W.
Seymour, Doc
Seymour, W. O.
Shades, Carl F.
Shama, Frank
Shane, Al
Shanks, Ed
Shapiro, Prof. L. Myer
Sharon, F. L.
Sharp, M. B.
Sbarpe, Geo. E.
Sbarion, Geo.
Sharp, Oscar H.
Shaw, G. H.
Sheeler, Eddie
Sheets, Dave
Shelton, Toby
Shepp, Chas.
Sherman, C. E.
Sherman, Chester
Sherman, G. B.
Sherman, J.
Sherrick, W. E.
Shields, Wilmet
Shoemaker, Wm.
Shone, Fred
Shook, Ed
Short, Eddie
Shotwell, Raymond
Show Boat Doc
Shuck, Frank
Shulman, Wm.
Shultz, Jimmie
Shumway, Zeke
Shurber, Johnny
Siebrand Bros.
Siever, Otis
Sigsbee, Albert
Silver, Hal
Silvers, Sam
Simmons, Bert
Simmons, Leo
Simmons, Russ
Simpson, Arthur
Simpson, J. C.
Simpson, James
Sims, Carl
Singapore, Duke
Sink, F. J.
Sintz, Doc H. W.
Sisson, Barney
Skidmore, Skippy
Slovers Riding
Smallwood, F. J.
Smiley, Jimmie
Smith, Archie
Smith, Bill
Smith, Bob
Smith, Gast Ore.
Smith, C. M.
Smith, C. W.
Smith, Emery O.
Smith, Fletcher
Smith, Frank
Smith, Frank
Smith, Spark
Smith, L. H. Lefty
Smith, Leon

- Troyk, W. F.
True, John L.
Tru-blood, C. D.
Turner, Howard C.
Turner, J. S.
Turner, James
Turner, S. C.
Twohouse, Chief
Tyler, Otis
Uicar, Benjamin
Ulm, Whitey Mack
Underwood, Teddy
Ungarth, Ben S.
Usher, Geo.
Utham, Aabid
Van Buren, Nisib
Van Dendale, Lee
Van Horn, Robt.
Van Lodwick, Frank
Van Meter, Al
Vanasse, Charles O.
Van Valkenburg, A. C.
Van Vliet, J.
Van Vactor
Velazco, Emil
Vernick, Jos.
Vickery, Howard
Villeponteaux, Harry
Vincent, J. V.
Viola
Vire, W. L.
Vitch, Prof. L. Lee
Von Riegl, Robt.
Voyles, Frank
Wadsworth, F. W.
Wadsworth, Bill
Wagner, John
Wagoner, Bob
Wagoner, M. E.
Waite, L. O.
Waldo, Jack
Waldon, Wallis
Waltrip, A. E.
Walker, Everett
Walker, G. N.
Walker, Garnet
Walker, Richard C.
Walsh, Chas.
Walters, Herb
Walton, Boots
Ward, B. W.
Ward, J. Robt.
Ward, Les Aerialist
Ward, Mickey B.
Warren, Tommy
Wasburn, Harry
Waters, Frank
Watts, Leroy
Weaver, Theodore
Webb, Capt. Billy
Webb, Jack
Webb, Joe B.
Webber, A. R.
Webster, Karl
Webster, Fred
Webster, Geo. H.
Webster, J.
Weiss, Herchel
Wenier, Sam
Weick, R.
Weishart, Ben
Weissman, Jack
Weiss, J. L.
Weissman, John
Welch, Arthur
Welsh, Chas. J.
West, Stan
West, Wm.
Western, Geo. & John
Western, J. W.
Western, S. J.
Weston, Alvin J.

- Westwood, Bill
Weyman & Mack
White, Arthur
White, Bob
White, Trio
White, Mr. Beverly
White, Jr. Robt.
White, Smokey
Whiteley, James
Whiteside, Ambrose
Whitey, Pincushion
Whitney, Jack
Whittier, A. D.
Whitrow, Frank
Wiener, Gus
Wiggins, Loyd
Wightman, Bert
Wikki Bird
Wilcox, Nelson
Wilfred May Trio
Wilkinson, W.
Wilkinson, Ben
Willard, Vernon
Willards, the Flying
Williams & Bernice
Williams, Billy
Williams, Fred X.
Williams, Henry
Williams, Howard
Williams, L. C.
Williams, Ralph C.
Williams, St.
Williams, Singlee
Williams, Texas
Willman, Wm.
Willis, Macon E.
Wilson, Bill Monk
Wilson, Danny
Wilson, Dick
Wilson, F. F.
Wilson, Frank
Wilson, G. D.
Wilson, Harry A.
Wilson, Hon. E. W.
Wilson, Joe
Wilson, Pop
Wilson, Stack
Wilson, Ted
Wilson, W. H.
Winbush, Happy
Winchester, Gean
Winfield, Rastus
Winkler, John
Winnick, Nick
Winters, Billy
Winters, Joe
Winters, Sid
Winters, Sid
Wise, Paul
Wish, Jack
Wish, Jacob
Wiziard, Jack O.
Woodard, Frank H.
Woodall, J. James
Woodruff, James
Woods, Bryan
Woods, Mysterious
Woods, Walter
Woody, W. H.
Worl, Geo.
Wright, Preston
Wright, Harry L.
Wright, Jack
Wright, Rink
Wulf, Charles
X Bar X Ranch
Yarborough, Buck
York, Wiley
Young, Capt. A. D.
Young, Ernest & Madge
Young, Harry
Young, Lee J.
Zaborouski, M. W.
Ziegler, C. A.
Zelno, M. F. Dad
Zenoz, L.
Zern, Larry
Ziegler, Joe
Zimney, Joe
Stafford, Evelyn
Sullivan, Betty
Taylor, Bessie
Taylor, Katherine
Van Kirk, Camilla
Vendrell, Elena
Vortex, Maudie
Wagner, Litri
Woolsey, Ida
Wright, Jeanette
Yacotino, Agnes
Young, Mrs. Harry
Zella, Princess
Clark, Jack
Collins, Wm. T.
Colvin, H. E.
Conley, Frank & Leota
Cowan, Tom & Verne
Curtin, Henry T.
Davis, H. Lee
Discount, Alexander
Freitas, Alfred L.
Garfield, Dr. Ralph
Harcort, Sody
Harrison, R.
Heath, Ross
Herley, John
Hock, Albert
Ingleton, R. H.
Johns, H. S.
Jones, Al & Grace
Jones, Mr. and Mrs. Edgar R.
Jones, Wm.
Jordan, Johnnie
Kane, James
Kerr, Hilo
Keyes, George
Klaus, Edgar Eddie
Lanigan, Neal
Levan, Harry
Lind, Art
Lorette, William
La Volta, Don
McGregor, Harold G.
Maxwell, Thomas H.
Merino, George
Merrino, Pete
Miller, Johnnie A.
Miller, L. C.
Miller, Murray
Milton, Frank
Mitchell, Wando
Mohamed, H. B.
Montell, Phil
Moody, Glenn
Nicollet, Melynn
Odrich, Frank
Palmer, Lloyd E.
Pelliccia, Orlando
Pershing, William J.
Petrovics, Fred J.
Pimentel, M.
Polans, M.
Pressler, James
Raymond, Hip
Reid, Capt. Billy
Richards, Buddy
Ricordo, Jack
Rink, Heinie
Rock, Joe
Rooney, Leon
Russell, Leonard (Buddy)
Samuels, Simeon
Savage, T.
Schulz, Bill
Sears, P.
Seigfreig, Fritz
Senan, Sid
Snider, Bozo
Stamford, Walter
Stergino, Orsta
Stetson, Jack
Fuggert, Hal
Taylor, Earl
Thompson, Pete
Van Ness, T.
Ward, Al
Weiner, Herman
West, Stan
Wilson, Blackie
Wilson, Johnnie
Winokur, Harry
Worthey, Glen
Wright, (or Ward) H. J.
Young, Charles A.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Clarke, Charles H., 22c

Women

- Berns, Mrs. Harry
Bowen, Mary M.
Brooks, Malissa
Burgett, Leonard
Conley, Charlton T.
Cundiff, Mrs. T. D.
DeMaris, Anna
Doria, Miss B. L.
Evans, Mrs. Lottie
Galvin, Dollie
Hamilton, Mrs. Lois
Hayes, Virginia
Jarvis, Dorothy
Layne, Dorothy
Makaena, Vera
McLain, Dorothy
Mitchell, Anna M.
Moore, Mae
Newman, Mrs.
Nichols, Mrs. J. E.
Nielsen, Lolita
Pumroy, Mrs.
Raye, Mrs. J. L.
Renshaw, Mrs.
Stain, Mrs. A. E.
Stirks, Mrs. Cleo
Wadley, Mrs. A. R.
Wagner, Anne
Worl, Mrs. George
Young, Mrs. Harry

Men

- Alexander, Cruce
Allen, Chas.
Alter, Saul
Alzora, Karl
Balzer, Ray
Beard, Jack
Bennett, Harold
Benton, Archie
Berni, Gene
Blevins, Carter R.
Bridges, Harry
Buxley, Paul
Cartwright, Charley
Cattle, W. J.
Chase, Herman
Claman, S. J.
Clark, I. J.
Clarke, P. C.
Collins, Wm. T.
Conley, Theodore D.
Conyer, Edw. Ted
Cox, Ernest
Cumble, Billie
Cummings, Blacky (Preacher)
Danics, Oss
Darius, Clyde
DeLoris, Jack & Doris
Duffy, Roy T.
Dukish, George
Evans, E. J.
Flemm, Shorty
Fontana, Joe J.
Foss, John D.
Garrod, Benjamin
George, Harold
Goad, Joe
Gregg, C. J.
Greer, Ed
Hager, O. K.
Hamilton, George
Hogan, Wm. J.
Howell, William E.
Jerome, Paul
Kolosick, Homer
Johnson, John
LaPage, Louis
LaMar, Brownie
Leonard, Harry (Clown)
Litts, G. F.
Loftus, Pete
Lucas, Don
Luttrill, Earl
McKenzie, R. B.
Miller, Clyde
Reynolds, Harry
Rice, Bill
Roach, Pat
Scott, C. B.
Scott, Harold G.
Shelly, Herbert L.
Sherwood, Don Dee
Snow, Doc
Stanley, Paul
Stober, Tex
Swisher, H. C.
Thompson, Leo
Triplett, A. W.
Twohouse, Chief
Ward, Dutch
Weaver, E. W.
Webb, Henry D.
Webster, Fred
Wells, J. C.
Whetten, Fred
Williams, R. A.
Willis, Macou E.
Wilson, Clint Pop
Worl, George

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Women

- Allan, Louise K.
Allen, Patsy
Benoit, Mrs. Louise
Bucksbin Betty
Carr, Jana
D'Attavo, Alda
Dean, Danna
Dennis, Mrs. Jack
Dezan, Gertrude
Espy, Colleen
Freitas, Mrs. L.
George, Gladys
Gold Sisters
Grimes, Mrs. Fred
Hedberg, LaRosa
Hoffman (or Houghton), Gladys
Kelley, Bernice
Jones, Florence
LaBarno, Jennie
Le Roy, Eva M.
Lee, Mrs. Don
Leslie Sisters, the
Mangan, Hazel
McCarthy, Ellen
O'Dea, Shannou
Parker, Joyce
Rosenthal, Janet
Storey, June
Strong, Mrs. Paul (Mildred)
Varner, Mrs. Clater
Varner, Marie
Watkins, Mrs.
White, Frances
Young, Mrs. Harry

Men

- Alcott, A. C.
Arena and Marion, Joe
Arnheim, Edward
Auston, George
Averil, Kidno
Bazan, Bill
Baker, Pop
Barnett, Chester
Barnish, Frank
Brainard, A. T.
Briscoe, James
Bunyard, Clap
Casper, Herbert
Clark, Eddie

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.

Women

- Alden, Judith
Bernardo, Billie
Black, Marie
Bode, Jean
Boughton, Peggy
Bradley, Pearl
Brooks, Carol
Brooks, Kathryn (Giggles)
Burke, Syd
Cary, Marie
Danisz, Tillie
Davies, Alfreda
Davison, Gypsy
De Lauzon,
De Shon, Maxine
Dennis Sisters (Ann, Cherie & Ruth)
Emerson, Gertrude
Ernst, Mary
Excella
Fallmer, Dell Roy
Grant, Mildred
Hall, Jackie
Hughes, Emily
Humes, Marie
Kane, Kate
Kirchoff, Mary E.
Kittle, Blanche
Koort, Katherine
La Belle, Teddy
Lamar, Marie
Lessie, (Teddy)
Lorraine, Marion
Masters, Betty
Purhace, W.

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, nc.
Adami, Dell (International Casino) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.

B

Bader, Gene (Long Island Hofbrauhaus) Flushing, N. Y., nc.
Baines, Pearl (Kit Kat) NYC, nc.
Bailey, Mildred (Commodore) NYC, h.

Barrett, Sheila (Stanley) Pittsburgh, t.
Barrett, Ethel (Band Box, Kenmore) Albany, N. Y., h.
Bass & Rickson (Chateau Moderne) NYC, nc.

Beauvel & Tova (Ambassador) NYC, h.
Bell & Grey (Hollywood Club) Rochester, N. Y., nc.
Bell's Hawaiian Follies (State) Garden City, Kan., 20; (West) Trinidad, Colo., 21-22;

Bennet, Ethel (Old Roubamanian) NYC, nc.
Beno, Ben; Clarksville, Tenn.
Bergen, Edgar, & Charlie McCarthy (Ambassador) Hollywood, nc.

Bergin, Jerry (Hollenden) Cleveland, h.
Berk, Irving (Roubamanian Village) NYC, nc.
Bernie, Al (Chez Paree) Chi, nc.

Bessinger, Frank, & Jerry White (Radio Franks) NYC, nc.
Bigelow & Lee (Chateau Moderne) NYC, nc.
Billett Troupe (Shrine Circus) Indianapolis.

C

Campo (Palace) Chi, t.
Campus Scamps (Edison) NYC, h.
Cardido & Nena (El Chico) NYC, nc.

Carroll, June (Bertolotti's) NYC, re.
Carr, Billy (606 Club) Chi, nc.
Carrol & Kane (Troveville) NYC, c.

Cassidy, Harry (Bill's Gay '90s) NYC, nc.
Cassola, Con (Chicago) Chi, t.
Cassidy, Harry (Bill's Gay '90s) NYC, nc.

Cook, Aileen (Greenwich Village Casino) NYC, nc.
Cooper, John (Kit Kat) NYC, nc.
Cornish, Harry (Roxy) Salt Lake City, t.

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; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Cooper, John (Kit Kat) NYC, nc.
Cornish, Harry (Roxy) Salt Lake City, t.
Cortes, Arturo (Dmitri's Gaucho) NYC, nc.

D

D'Arcy, Jean (McAlpin) NYC, h.
D'Arcy Girls (Shrine Circus) Buffalo, N. Y.
Dagmar, Bert (Howdy) NYC, nc.

Dario & Diane (Walton) Phila, h.
Darling, Jean (Swing) NYC, nc.
Datsko, Yasha (Russian Art) NYC, re.

DeLeon, Anita (Trocadero) NYC, nc.
Dias & Diana (Stork) Kansas City, Mo., nc.
Diaz & Nedra (Flamingo) Orlando, Fla., nc.

Downey, Morton (Billy Rose's Casa Manana) NYC, nc.
Draper, Paul (Plaza) NYC, h.
Drayton Sisters & Jack (Merchants' Food Show) Fort Wayne, Ind.

E

Eberle, Bob (New Yorker) NYC, h.
Ebony Eight (Radio Franks') NYC, nc.
Eddie & Amy (Carlton Club) Pittsburgh, nc.

Edwards, Joan (Salon Royal) NYC, nc.
Edwards, Bobby (Hi-Hat) Chi, nc.
El Trocadero Trio (Belden) Canton, h.

Fagan, Jack "Nutsy" (1-11 Club) NYC, nc.
Fanchon & Fanchon (Colosimo's) Chi, nc.
Farrington, Red (Biltmore) NYC, h.

F

Feldkemp, Elmer (Ritz-Carlton) NYC, h.
Felix, Claire & Tonita (Ivan Frank's) NYC, c.
Fellows, Midge (Cavaller) NYC, nc.

Forde, Hal (Fifth Ave.) NYC, h.
Four Franks (Stanley) Pittsburgh, t.
Fox, Dave (Butler's Ye Old Tap) NYC, c.

Franklin, Murray (Zeke's) NYC, re.
Franks, Four (Stanley) Pittsburgh, t.
Fraser, John (Radio City Rainbow Grill) NYC, nc.

G

Gaby, Frank (Palace) Chicago, t.
Gale, Eddie (Inwood) NYC, nc.
Gale, Ann (Halliday) NYC, nc.

Gerrits, Paul (Capitol) Washington, t.
Ghezzi (Orpheum) Minneapolis, t.
Gibson, Virginia (Hi-Hat) Chi, nc.

Granados, Asuncion (El Chico) NYC, nc.
Grand Quartet (Paradise) NYC, re.
Gray, Jack (Park Lane) NYC, h.

H

Haakon, Paul (Waldorf-Astoria) NYC, h.
Hale, Teddy (Kit Kat) NYC, nc.
Hall, Vivian (Chateau Moderne) NYC, nc.

Haskell (885 Club) Chi, nc.
Hayworth, SeaBee, Revue (Carolina) Burlington, N. C., 21; (Carolina) Asheville 22-23, t.

Hickman, Stanley (Palmer House) Chi, h.
Hightower, Phoebe (Little Old New York) NYC, nc.
Hill, Florence (Plantation) NYC, nc.

Hobbs, Eugene & Willie (Versailles) NYC, nc.
Howard, Ann (Blue Moon) Milwaukee, c.
Howard, Bob (Mammy's Chicken Farm) NYC, re.

Hunter, Julia (Harlem Casino) Pittsburgh, nc.
Ice Ballet (Boston) Boston.
Inky & Blot (Kit Kat) NYC, nc.

International (Jack Dempsey's Broadway Bar) NYC, nc.
Jackson, Jack (Dorchester) London, h.
Jacqueline, Mignac (International Casino) NYC, nc.

Kamm, Professor (Le Mirage) NYC, nc.
Kane, Allen, & Boys (Monte Carlo Bar) Hotel) Chi, h.
Kal, Momi (Lexington) NYC, h.

Kay, Johnny, & Playboys (Wagon Wheel) Houston, nc.
Keating, Fred (Walton) Phila, h.
Keenoy, Jane (Royal Palm) Miami, nc.

Kramer, Leon (Zeke's) NYC, re.
King, Dorothy (Palmer House) Chi, h.
King, Wayne, & Band (Lyric) Indianapolis, t.

LaMar, Frank (Peanut Grill) East Rochester, N. Y., nc.
LaMar, Barbara (Zimmerman's Budapest) NYC, re.

Laurie, Jack (Little Old New York) NYC, nc.
Lavier, Jack (Tower) Kansas City, Mo., t.
Law, Jackie (Clicquot Club) Atlantic City, nc.

Lee, Bob (Wivel) NYC, re.
Lee, Cella (La Marquise) NYC, nc.
Lee, Donna (Stevens) Chi, h.

Liberto & Owens (Paradise) NYC, re.
Libuse, Frank, & Co. (Capitol) Washington, t.
Liebling, Tod, Co. (Michigan) Detroit 15-21; (Riverside) Milwaukee 22-28, t.

Litt, Christina (Belmont Plaza) NYC, h.
Lit, Bernie (Club Rival) Baltimore, nc.
Litony, Leslie (American Music Hall) NYC, nc.

McClelland, Reed (Weylin) NYC, h.
McCoy, Bob (Biltmore) NYC, h.
McCoy, Frances (State-Lake) Chi, t.

McKenna, Charles (Bal Tabarin) NYC, nc.
McKenzie, Red (Nick's Rendezvous) NYC, c.
McLean, Ross (New Yorkers) NYC, h.

Mann, Peggy (Village Barn) NYC, nc.
Manners, Marlon (Chez Paree) Chi, nc.

Manning, Otis (Brown) Louisville, h.
 Manolita (Russian Art) NYC, re.
 Manon, Sylvia, & Co. (Roxy) NYC, t.
 Mara, Vanda (St. Regis) NYC, h.
 Margo, Madame (Hollenden) Cleveland, h.
 Marguerite & Bouchette (Club Rival) Balti-
 more, nc.
 Marin, Paul (Bradford) Boston, h.
 Marine, Fjoria (Wivel) NYC, re.
 Marinos, Los (Trocaero) NYC, nc.
 Mark & Marquette (Club Chalfonte) Pine-
 hurst, N. C., nc.
 Mario & Floria (St. Regis) NYC, h.
 Marlynn & Michael (Radio City Rainbow
 Grill) NYC, nc.
 Marquiss, Three (La Marquise) NYC, nc.
 Marsh, Billy (Wagon Wheel) Houston, Tex.,
 nc.
 Marshall Sisters (Club Rival) Baltimore, nc.
 Martin, Esther (Little Old New York) NYC,
 nc.
 Mason, Jack (Little Old New York) NYC, c.
 Massey, Tommy, & Joanne Miller (Chez Fire-
 house) NYC, nc.
 Mathey, Nicholas (Russian Kretchma) NYC,
 re.
 Matsui, Bob (Mon Paris) NYC, nc.
 Maurice & Cordova (Palmer House) Chi, h.
 May, Bobby (International Casino) NYC, nc.
 Mayers, Dick (Dizzy) NYC, nc.
 Mayfield, Kathryn (Queen Mary) NYC, re.
 Maylan, Lou (Madison) NYC, h.
 Mele, Vi (Ritz-Carlton) NYC, h.
 Melodiers (Victoria) NYC, h.
 Menen, George (McAlpin) NYC, h.
 Merrill, Lorena (Howe) Akron, h.
 Metcalf, Peggy (Queens Terrace) Woodside,
 L. I., nc.
 Michel, Michel (Russian Kretchma) NYC, re.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, Frances (Club Rival) Baltimore, nc.
 Milton, Frank (Manoa Inn) Manoa, Pa., nc.
 Minute Men, Three (Lexington) NYC, h.
 Mirth & Mack (Riverside) Milwaukee, t.
 Modiska & Michael (Rainbow Inn) NYC, re.
 Moffett, Adelaide (Ambassador) NYC, h.
 Mona, Jean (Belmont Plaza) NYC, h.
 Monte, Hal (Harry's New York Cabaret) Chi,
 nc.
 Montes, Nena (Dimitri's Gaucho) NYC, nc.
 Monti, Mill (St. Regis) NYC, h.
 Moore, Gale (Village Brewery) NYC, nc.
 Morales Bros. & Little Daisy (International
 Bar) Port Huron, Mich., nc.
 Moreno, Consuelo (Casa Valencia) NYC, nc.
 Morgan, Stuart, Dancers (Billy Rose's Casa
 Manana) NYC, nc.
 Morgan, Grace (Radio Franks') NYC, nc.
 Morliche & Teresita (Trocaero) NYC, nc.
 Morrison, Alex (St. Regis) NYC, h.
 Moro Trio (El Chico) NYC, nc.
 Morris, Chester (State-Lake) Chi, t.
 Morris, Sammy (Old Roumanian) NYC, c.
 Morris & Wingert (Bowery Music Hall) St.
 Louis, nc.
 Morton, Alvira (Club Minuet) Chi, nc.
 Mortons, Gerry, The (Savoy-Plaza) NYC, h.
 Murdoch & Mayo (Redman's) Rochester,
 N. Y., nc.
 Murphy, Jimmy (Travelers) Chico, Calif., h.
 Musical Meniades, Three (Greenwich Village
 Casino) NYC, nc.
 Musical Stylists, Three (Chittenden) Colum-
 bus, O., h.
 Myrus (College Inn) Chi, nc.
 Myrtle & Pacaud (International Casino) NYC,
 nc.

N

N. T. G. Revue (Congress Casino) Chi, h.
 Naldi, Claudia (Radio City Rainbow Room)
 NYC, nc.
 Nazarenko (St. Regis) NYC, h.
 Ne Vell, Laurene (Harry's New York Cab-
 aret) Chi, nc.
 Nena & Candido (El Chico) NYC, nc.
 Nero, Alexander (Wivel) NYC, re.
 Nesbit, Evelyn (Butler's Ye Old Tap) NYC, c.
 Nessley & Norman (Chez Ami) Buffalo, nc.
 Nevares, Senorita Anita (Mayflower) Akron,
 O., h.
 Newman, Doug (Statler) Boston, h.
 Newton, Peggy (Hickory House) NYC, nc.
 Nichols & Roberts (Paramount) NYC, t.
 Nichols, Howard (Grosvenor House) Lon-
 don, h.
 Niessen, Gertrude (Cafe de Paris) London, nc.
 Nip, Helen & Tommy (Greenwich Village
 Casino) NYC, nc.
 Norman, Karyl (Oliver Twist) NYC, nc.
 Normita (El Chico) NYC, nc.
 Norris, Harriet (Club Alabam') Chi, nc.
 Novak, Wilma (Butler's Ye Old Tap) NYC, c.
 Nubi (Park Central) NYC, h.
 Nunno, 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, Peggy (Cavalier) NYC, nc.
 O'Neills, The (Food Show) Enid, Okla., 18-23.
 Obenor, Millie (Corktown Tavern) Detroit, c.
 Odem, Sussie Virginia (Wivel) NYC, re.
 Omar (St. George) Brooklyn, h.
 Orle Sisters & Ried (Manoa Inn) Manoa,
 Pa., nc.
 Osborn, Irma (Swing) NYC, nc.
 Oshins & Lessy (Famous Door) NYC, nc.
 Oxford Boys (Chicago) Chi, t.

P

Page, Lyle, & Playboy Revue (Cotton Club)
 Sikeston, Mo., nc.
 Paige, Ken & Roy (Paradise) NYC, re.
 Palmer, Gladys (Mammy's Chicken Farm)
 NYC, nc.
 Palmer, Jack (Little Old New York) NYC, nc.
 Palmer, Gladys (Mammy's Chicken Farm)
 NYC, re.
 Pan-American Revue (Metropolitan) Hous-
 ton, t.
 Parker, LaRue (Northwood Inn) Detroit, nc.
 Parraga, Graziella (La Rue) NYC, re.
 Patricola, Tom (Billy Rose's Casa Manana)
 NYC, nc.
 Paulette (New Yorker) NYC, h.
 Pearce, Al & Gang (Shubert) Cincinnati, t.
 Pedro & Luis (Lasses White Minstrels) Ocala,
 Fla.
 Pellerin, Dak (Belvedere) Hot Springs, Ark., h.
 Pepper, Mack (Ringside) Ft. Worth, Tex., nc.
 Peppers, Three (Hickory House) NYC, nc.
 Perry, Mitzl (Wivel) NYC, re.
 Perzade & Jetan (Madrid) Buffalo, c.
 Peters Sisters (Cotton) NYC, nc.
 Petty, Ruth (Walton Roof) Phila, h.
 Pickens, Jane (Palace) Chi, t.
 Plank, Sebastian (Long Island Hofbrauhaus)
 Flushing, N. Y., nc.

Plante, Texas (Torch 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.
 Pritchard, Emma (75 Club) Omaha, nc.
 Proskes's Tigers (Billy Rose's Casa Manana)
 NYC, nc.

Q

Quintas & Mona (The Cavern) Nogales,
 Sonora, Mex.

R

Radio Troubadours (Place Elegante) NYC, nc.
 Rai, Jean (Dorchester) London, h.
 Ralph, Wynne (Le Mirage) NYC, nc.
 Ramon & Le Moyné (Irish Village) Clevel-
 and, c.
 Ramona (Cavaller) NYC, nc.
 Ramos, Hilda (Havana-Madrid) NYC, nc.
 Rand, Sally (Billy Rose's Casa Manana) NYC,
 nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raquel & Tarriba (Havana-Madrid) NYC, nc.
 Ratliff & Raye (Moose Club) Erie, Pa., 18-24;
 (Joy Gardens) New Castle 25-30, nc.
 Ravaye & Margo (Playhouse) Winnipeg,
 Can., t.
 Ray & Trent (Earle) Washington, t.
 Ray, Francis (Variety Hall) Portland, Ore.
 Ray & Harrison (Tower) Kansas City, Mo., t.
 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.
 Rennie, Guy (Swing) Hollywood, nc.
 Reyes, Lucha (Havana-Madrid) NYC, nc.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rhodes, Dale (Stevens) Chi, h.
 Rhythm Fals (Harlem Casino) Pittsburgh,
 nc.
 Rice, Sunny (Buffalo) Buffalo, t.
 Rice, Margie (75 Club) Omaha, nc.
 Riddle, Herb (75 Club) Omaha, nc.
 Richards, Toots & Jackie (Castle Farm) Cin-
 cinnati, nc.
 Riggs, Tommy (Michigan) Detroit, t.
 Rio & Rita (Steuben's Vienna Room) Bos-
 ton, nc.
 Rios, Rosita (Rainbow Room) Rockefeller
 Center, NYC.
 Robbins, Pat (Terrace Gardens) Rochester,
 N. Y., nc.
 Roberts & Farley (New Yorker) NYC, h.
 Rochale, George (McVan's Club) Buffalo,
 N. Y., nc.
 Rockwell, Doctor (Billy Rose's Casa Manana)
 NYC, nc.
 Rodgers Dance Impressions (George Washing-
 ton) Jacksonville, Fla., h.
 Rogers, Lola (Half Moon) Coney Island,
 N. Y., h.
 Roland, Rose (Stork Club) Norwood, R. I., nc.
 Rolando & Verditta (Blue Moon) Milwau-
 kee, c.
 Rolling Cloud, Chief, & Dog Town Folles
 (Madrid) Port Clinton, O., 16-21; (Lodi)
 Lodi 24-30, t.
 Roe, Chuck (Brau-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.
 Rollickers, The (Bar-Grill & Coffee Shop)
 NYC, re.
 Rollickers Trio (Seelbach) Louisville, h.
 Roltner, Bob (Adelphia) Phila, h.
 Rosalean & Seville (Muehlebach) Kansas
 City, Mo., h.
 Rose, Dorice (Greenwich Village Nut) NYC,
 nc.
 Rose, Jack (Place Elegante) NYC, nc.
 Rose, Ray, Strollers (Andrews) Minneapolis,
 h.
 Rosebuds, Five (Billy Rose's Casa Manana)
 NYC, nc.
 Ross, Tommy (Corktown Tavern) Detroit, c.
 Rossini & Dolores (Greenwich Village Nut)
 NYC, nc.
 Roth & Shay (Ambassadeur Cabaret) Copen-
 hagen, Denmark.
 Rubinstein, Erna (Zimmerman's) NYC, re.
 Rudolph & Xandra (Le Mirage) NYC, nc.
 Rugal, Yvette (Colisimo's) Chi, nc.
 Russell, Mabel (52d St.) NYC, nc.
 Russett, Sunny (Nick's Rendezvous) NYC, c.
 Russian Gypsy Trio (Gay Village) NYC, c.
 Russin, Sunny (Radio Franks) NYC, nc.
 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

Saba, Johnny (Belvedere) Hot Springs, Ark.,
 h.
 St. Clair, Larry (Bowery) Detroit, nc.
 St. Clair, Irene (Mayfair) Boston, h.
 St. Onge, Joe (Golden Gate) San Francisco
 20-26, t.
 Sanami & Michi (Billy Rose's Casa Manana)
 NYC, nc.
 Santoro & Lorraine (Drake) Chi, h.
 Satz, Ludwig (Roumanian Village) NYC, re.
 Saulters, Dorothy (Kit Kat) NYC, nc.
 Savoy Steppers (Lennox) Wilkes-Barre, Pa.,
 nc.
 Savva, Marussa (Russian Kretchma) NYC, re.
 Schoepf, Helen (Blue Moon) Milwaukee, c.
 Schooler, Dave (Stanley) Pittsburgh, t.
 Scott, Jean (Leon & Eddie's) NYC, nc.
 Seal, Peggy (Trocaero) London, nc.
 Sedgewick, Edna (Drake) Chi, h.
 Sedley, Roy (Congress Casino) Chi, h.
 Seed, Dave, & Co. (State-Lake) Chi, t.
 Severin, Billy & Joy (State-Lake) Chi, t.
 Shandor (Buckingham) NYC, h.
 Shatlan, Anna (Roumanian Village) NYC, re.
 Sharlan & Aldyth (State) Columbus, O., re.
 Shaw, Oscar (Billy Rose's Casa Manana)
 NYC, nc.
 Shaw, Aloha (Shore Boat) NYC, nc.
 Shaw, Helen (Old Roumanian) NYC, c.
 Shay & Rose (Woodward) NYC, h.
 Sherman, John (Tampa Terrace) Tampa,
 Fla., h.
 Sherry, Judy (Dizzy) NYC, nc.
 Shore, Willie (Hi-Rat) Chi, nc.
 Shutta, 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, & Ilonay Bailey (Belmont-Plaza)
 NYC, h.

Sinclair Sisters (Tower) Kansas City, Mo., t.
 Skelton, Red, Revue (Loew's) Montreal,
 Can., t.
 Small, Bill (Rudy's) NYC, nc.
 Smart Set Steppers, 16 (Capitol) Washing-
 ton, t.
 Smith, Earle (Brevoort) Chi, h.
 Smith, Rudy (Black Cat) NYC, nc.
 Sokolowskaya, Nadia (Russian Kretchma) NYC,
 re.
 Spallas, Four (Piccadilly) London, h.
 Spark Plug, George (Harlem Casino) Pitts-
 burgh, nc.
 Spencer, Elaine (Swing) NYC, nc.
 Spiller, Capt. (Bob Morton's Circus) Buffalo
 18-24.
 Spitalny, Phil (Buffalo) Buffalo, t.
 Stanley, Irene (Radio Franks) NYC, nc.
 Stauffer, Daphne (Greenwich Village Nut)
 NYC, nc.
 Steele, Larry (Harlem Casino) Pittsburgh, nc.
 Steele, Lee (Steuben's Vienna Room) Bos-
 ton, nc.
 Stenning, Elsa (Piccadilly) London, h.
 Stephany, Karen (Freddie's) Cleveland, nc.
 Stephenson, Gail (Herrig's Village) Columbus,
 O., nc.
 Stephenson, Martha (Salon Royal) NYC, nc.
 Sterling, Wynne (Roumanian Village) NYC,
 re.
 Stevens, Betty (Webster Hall) Detroit, h.
 Stewart, Larry (Half Moon) Coney Island,
 N. Y., h.
 Stewart, Janice (Bal Tabarin) NYC, nc.
 Stone, Harvey (Bowery) Detroit, nc.
 Storrs, Allan (Commodore) NYC, h.
 Sull, Ania (885 Club) Chi, nc.
 Sullivan, Maxine (Onyx) NYC, nc.
 Sweeney, Bud (Washington-Youree) Shreve-
 port, La., h.
 Sydell, Paul (Walton) Phila, h.
 Symington, Eve (Waldorf-Astoria) NYC, h.
 Szita & Anis (Pere Marquette) Peoria, Ill., h.

T

Taft, Ted & Mary (Riverside) Milwaukee, t.
 Tarrant & Dacta (Carbo) NYC, re.
 Taylor, Smiling Lou (Cavalier) NYC, nc.
 Taylor, Estelle (Yacht Club) Chi, nc.
 Taylor's, Earl, Glorified Revue (Orph.) Mem-
 phis, t.
 Telle, Agnes (Walton) Phila, h.
 Templeton, Alec (Ambassador) Hollywood, nc.
 Terrace Boys (Barney Gallant's) NYC, nc.
 Theodora (Gloria) Columbus, O., nc.
 Therrien, Henri (Club Chalfonte) Pinehurst,
 N. C., nc.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Eddie (Palumbo's) Phila, nc.
 Thomashesky, Boris (Rainbow Inn) NYC, re.
 Thornton, Larry (Stork Club) Norwood, R. I.,
 nc.
 Three Cheers for Rhythm (Lyric) Indianap-
 olis, t.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 Dir.: MILES INGALLS & JACK DAVIES.

Tisdale Trio (Le Mirage) NYC, nc.
 Tomack, Sid (Royale Frolics) Chi, nc.
 Torrence, John & Edna (Chez Paree) Chi, nc.
 Townly, Evelyn (Club Roxy) Columbus, O., nc.
 Toy & Wing (Oriental) Chi, t.
 Travis, Jimmie (Club Wonder) New Orleans,
 nc.
 Troizky, Vera (International Casino) NYC,
 nc.
 Troubadours, Three (Dimitri's El Gaucho)
 NYC, nc.
 Troy & Lynne (Capitol) Washington, t.
 Turry, Dorothy (Chateau Moderne) NYC, nc.

V

Vaccaro (El Gaucho) NYC, nc.
 Valda, Countess (New Broadway) Baltimore,
 h.
 Valdez, Vern (Wagon Wheel) Houston, nc.
 Vallee, Rudy, & Conn. Yankees (State)
 NYC, t.
 Valley & Lee (New Penn) Pittsburgh, nc.
 Van, Gus (Colosimo's) Chi, nc.
 Varela, Adelita (Havana-Madrid) NYC, nc.
 Vaughn, Alberta (Circus Club) Bloomington,
 Ill., nc.
 Varone, Joe, & Sparkettes (Cogan's Grill)
 Erie, Pa.
 Velez, Angela (Barney Gallant's) NYC, re.
 Vernon & Vanoff (Belvedere) Hot Springs,
 Ark., h.
 Versatile Trio (Mon Paris) NYC, nc.
 Vickers, Joan (2 o'Clock) Baltimore, nc.
 Victor & Ruth (Murray's Inn) Albany, N. Y.,
 c.
 Viennese Queens (Nell House) Columbus,
 O., h.
 Vincent & Anita (Rhineland Gardens) Ar-
 monk, N. Y., nc.
 Virgil, Magician (Post Street) Spokane,
 Wash., 15-21; (Temple) Lewiston, Ida., 22-
 23, t.
 Virginians, The (Earle) Washington, t.
 Vitale, Valerie (Biltmore) NYC, h.
 Vodery's Jubileers (Cotton Club) NYC, re.
 Voella, Sinda (Russian Art) NYC, re.

W

Wade, Dick (Kit Kat) NYC, nc.
 Wait, Eric (New Yorker) NYC, h.
 Walker, Betty (Black Cat) NYC, nc.
 Walsh, Sammy (Mayflower) Akron, O., h.
 Walter, Gene (Kelly's Village Repdezvous)
 NYC, nc.
 Ward, Will (Bill's Gay Nineties) NYC, nc.
 Waring, Fred, & Orch. (Palace) Cleveland, t.
 Watson, Dolores (Little Old New York) NYC,
 nc.
 Wayne, Naunton (Dorchester) London, h.
 Welch, Frances (Barkley's) Flatbush, Brook-
 lyn, N. Y., nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Welch, Mary (Races) Omaha, nc.
 Wellington, Marcelle (Garbo) NYC, nc.
 Wencil, Ray (Faust Club) Peoria, Ill., nc.
 Wessels, Henri (Plantation) NYC, nc.
 West, Art (Chateau) Cleveland, nc.
 West, Willie & McGinty (Billy Rose's Casa
 Manana) NYC, nc.
 White, Jack (18 NYC), nc.
 White, Belva (Rose Dowl) Chi, nc.

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White, Ann (Queen Mary) NYC, re.
 Wickes, Gus "Popeye" (Radio Franks') NYC,
 nc.
 Wilkie & Ray (Savoy) London, h.
 Willer, Frances (Webster Hall) Detroit, h.
 Williams, Betty (Half Moon) Coney Island,
 N. Y., h.
 Wilson, Jackie & Honey (King Edward)
 Toronto, Ont., Can., h.
 Wilson, Frank (Chicago) Chi, t.
 Winston, Walter (Brittwood) NYC, nc.
 WLS Barn Dance (Colonial) Dayton, O., t.
 Wolandi (Carnival) Greensboro, N. C.; (Car-
 nival) Winston-Salem 25-30.
 Wolfe, Lorna (Brown) Louisville, h.
 Woods, Lorraine (International Casino) NYC,
 nc.
 Wosatka, Eugene (Long Island Hofbrauhaus)
 Flushing, N. Y., nc.

Z
 Yacht Club Boys (Chez Paree) Chi, nc.
 Yacopis (Royal Palm) Miami, nc.
 Young, Margaret (Gay '90s) NYC, nc.
 Yourloff, Your (Old Roumanian) NYC, c.

Z
 Zita & Marseille (Cocked Hat) Kansas City,
 Mo., nc.
 Zorima (Oasis Club) Seattle, Wash., nc.
 Zudella & Co. (Iowa) Iowa City, Ia., April
 18-May 1, t.

HIRST CIRCUIT SHOWS
 (Week of April 17)

Looks & Lafts: (Hudson) Union City, N. J.
 Modes & Models: (Howard) Boston.
 Pirates of Melody: (Gayety) Washington.
 Rambling Revels: (Orpheum) Reading, Pa., 20.

DRAMATIC AND MUSICAL
 (Routes are for current week when no
 dates are given)

Abbey Players: (Lyceum) Minneapolis 18-20;
 (Auditorium) St. Paul 21-23.
 Brother Rat: (Royal Alexandra) Toronto.
 Eye on the Sparrow: (Plymouth) Boston.
 Golden Boy: (Curran) San Francisco.
 Hayes, Helen: (Shrine Aud.) Oklahoma City,
 Okla., 20; (Convention Hall) Tulsa 21-22;
 (Forum) Wichita, Kan., 23; (Municipal
 Aud.) Denver, Colo., 25-26.
 I Married an Angel: (Shubert) Boston.
 Julius Caesar: (Davidson) Milwaukee, Wis.,
 17-22; (Parkway) Madison 23; (Cox) Cin-
 cinnati, O., 25-30.
 Man From Cairo: (Wilbur) Boston.
 Pins and Needles: (Chestnut St.) Phila.
 Room Service: (Selwyn) Chi.
 San Carlo Opera Co.: (Lyceum) Minneapolis
 21-23.
 Star-Wagon, The: (Grand) Chi.
 Skinner, Cornelia Otis: (Forrest) Phila.
 Tobacco Road: (Hanna) Cleveland.
 Three Waitzes: (National) Washington.
 Women, The: (Colonial) Boston.
 Yes, My Darling Daughter: (Ford) Baltimore.
 Yes, My Darling Daughter: (Shubert) New
 Haven, Conn., 21-23.
 You Can't Take It With You: Hamilton, Ont.,
 Can., 18-20; (Erianger) Buffalo, N. Y.,
 21-23.
 You Can't Take It With You: (Geary) San
 Francisco.
 You Can't Take It With You: (Locust St.)
 Phila.
 You Never Know: (Nixon) Pittsburgh; (Cass)
 Detroit 24-30.

MISCELLANEOUS

Birch, Magician: Wellsboro, Pa., 20; Bloss-
 burg 21; Northumberland 22; Millersburg 25;
 Elizabethtown 26; Northampton 27; Strouds-
 burg 28; Goshen, N. Y., 29.
 (See ROUTES on page 65)

AFM TACKLES

(Continued from page 3)
 concerning AFM's demands can a state-
 ment from Hollywood producers that
 musicals would be virtually cut from the
 new 1939 schedules, indicating that the
 studios are not adverse to putting up a
 stiff battle if the union crowds them too
 closely. Musical sound-track libraries
 are out of the question so far as scoring
 musical pix are concerned. This could
 develop into a telling blow at AFM if the
 studios really intended to make fewer
 musicals to curb union demands on the
 dubbing of sound-track libraries for B pix.
 So far the only studio to deny the
 general statement is Warner Brothers-
 First National, which claims it will con-
 tinue musicals as long as they are box
 office.

AGENTS AND BOOKERS

(Continued from page 3)
 Louis Loomis, to devise a means of co-
 operation with the AFA. Managers and
 agents hope that their own organization
 will be strong enough to regulate the
 trade as does the AFM. Some agents
 are entirely in accord with the attitude
 of License Commissioner Moss, who they
 feel the city's power to be inadequate.
 To be effective control would have to
 be State-wide at least, they claim.
 Spokesmen for the EMA indicate that
 present employment agency laws are
 not applicable to conditions in this trade.

First Week's Biz for Big One At Garden Satisfactory; John Ringling North Elected Prexy

NEW YORK, April 16.—Ringling-Bar-num officials indicated that despite the two-day strike of workmen (see story page 3), first week's business at Madison Square Garden here has been satisfactory tho not quite equal to last year. Week preceding Easter is always light for all show business here, theater and night club patronage dropping off sharply. Advance sale at the Garden indicates a definite pick-up in biz over the week-end.

On Wednesday morning stockholders and directors of the corporation held their annual meeting in the general offices at 331 Madison avenue and elected John Ringling North president. Since the reorganization last December North has been at the helm of the show as temporary executive-in-charge.

Robert Ringling Sr. was elected senior vice-president; Mrs. Charles Ringling, Mrs. Aubrey Ringling and Henry (Buddy) North, vice-presidents, and William P. Dunn Jr., Manufacturers Trust Co., New York, was elected secretary-treasurer. Above officers and Henry G. Frost, senior,

counsel for the John Ringling estate, were elected to the board of directors.

North becomes the second person to hold office of president, his uncle, John Ringling, having been the first. The office was left unoccupied after Ringling died in December, 1936.

Gardner Wilson, story man who has been with the Barnes-Sells-Floto show since its opening March 26, arrived in (See *FIRST WEEK'S* on page 37)

Several New Acts For Bary's Show

NEW YORK, April 16.—Howard Y. Bary, executive head of Hagenbeck-Wallace Circus, departed for Chicago this week after supervising shipment of approximately two dozen people and their equipment to his quarters in Peru, Ind. Entourage included several new acts, some of which are European importations, standout being Mme. Lucy, bareback rider.

In commenting on the Lucy act, Bary stated that "it is supposed to be one of the most brilliant acts of its kind" and will be featured in the Poodles Hanneford ring turn. Other acts en route to Peru were Jim Wong Troupe of acrobats, Les Resbras Troupe from France and Mr. and Mrs. Julius Kuhnlel.

New Contract With Musicians

NEW YORK, April 16.—Howard Y. Bary's Hagenbeck-Wallace show this week signed new contracts with the American Federation of Musicians, union officials reported. Stipulations of contract, which effects minimum wage (See *SEVERAL NE WACTS* on page 36)

Jay Gould Show To Move on 10 Busses, 30 Trucks

GLENCOE, Minn., April 16.—A crew of 10 is getting equipment of the Jay Gould Million-Dollar Spectacle Circus and Revue in shape at quarters here. Show will open middle of May and move on 10 busses and 30 trucks, painted white and trimmed in gold. Will have a stage 32 by 50 on semi-trailer; 10-piece band and calliope, directed by Jay Gould Jr. Jay Gould Sr. is owner-manager of show; Mrs. Gould, secretary-treasurer.

With show will be the Atterburys, double traps; Don Plaripoe, tight wire; Four Novelty Laurants, posers; DuBell's dogs; E. B. Emery with Iowa's children's elephant, second season; Patsy Gould, contortionist; Roy Barrett and clowns. Revue will have eight girls in line.

PCSA Gives Annual Party for Al G. Barnes-Sells-Floto Show

LOS ANGELES, April 16.—The Pacific Coast Showmen's Association gave annual party for Al G. Barnes-Sells-Floto at clubrooms night of April 5. Members had been guests of Acting Manager Ben Austin and Paul Eagles, assistant, night before. Harry Seher, assisted by Dan Stover, Jack Bigelow, Meyer Schlom, Charles Haley and Charles Clardy, served lunch and refreshments. First Vice-President Harry Hargraves welcomed the guests in name of PCSA, then introduced Frederick Weddleton and Dr. Ralph E. Smith. During serving Doc Cunningham, emcee, put on floor show—Louis Bacigalupi at piano, John Bacigalupi playing newly constructed combination hand-played and record air calliope—a novelty; Carmen Trio, piano accordionists and singers; Capt. W. D. Ament and knee figure; Joe Horwitz, light balancing; J. Arcoma, novel acrobatic act; Pilger and Drury, dancers; Chihuahua Maids in novel adagio number and Mexican folk dances. Ladies of the auxiliary, members of circus and PCSA made up a party of nearly 500. After floor show there was dancing until 2 a.m.



J. D. NEWMAN, general agent of Cole Bros.' Circus, recently snapped at winter quarters at Rochester, Ind. When news men attended the annual preview of this show, also Robbins Bros.' Circus, they were taken on tour of the quarters by Newman and others of the staff.

Polack Packs 'Em In Portland Six Nights; Extra Mat.

PORTLAND, Ore., April 16.—Capacity business greeted return engagement of Polack Bros.' Circus for Al Kader Shrine Temple. For six nights the Municipal Auditorium, seating 5,000, was packed. On Friday night box office was closed at 8 p.m., as fire marshal refused to allow any more seats sold. An extra matinee was arranged for Saturday. Wonderful assistance was given show by Tom Hoffacker, manager of the Auditorium, and, of course, the Shriners. Carl H. Sonitz booked and handled ad- (See *POLACK PACKS 'EM* on page 37)

John E. Corey Under Knife

JOHNSTOWN, Pa., April 16.—John E. Corey, 24-hour man with Cole Bros.' Circus, underwent an operation at Memorial Hospital here Monday and is reported in fairly good condition. Corey, who makes his home during winter with Mr. and Mrs. Fred Barker, was to have left last Friday for Chicago when he became ill.

Haag Bros. First in Ohio

COSHOCOTON, O., April 16.—First circus to invade Ohio this season was Haag Bros. at Ironton April 13. Coshocoton has been contracted for the 19th, earliest circus date here in more than two decades, city officials asserted.

Tom Mix Show Well Balanced

Winter quarters city first stand — several acts receive special comment

SAN ANTONIO, April 16.—The Tom Mix Circus, motorized, featuring the Wild West star, is a well-balanced show. It opened at Texarkana, Tex., April 2, where it wintered. Among acts receiving special comment from critics are Joy Meyers' new and spectacular elephant specialty; Frank Shepherd, Irma Ward, Charles Arley, aerialists; John Agee, working Liberty act, center ring, without whip or directions; Ray Goody, wire and foot slide; Clarke Family, in juggling, flying and bareback acts, last named done in Scotch costumes. Act is opened with an introductory, Blair bagpipe band, followed by prolog of Scotch dancing and sword fencing, which blends into bareback routine. Tom Mix is ahead of grand entry and appears frequently thruout show and concert.

The big top is a four pole, with three 50s and 130 round ends. Menagerie is a five pole, with four 30s and 80 round ends.

The Program

Display No. 1—Tournament. No. 2, Garland Entry. No. 3—Ring 1, Homer D. Hobson Sr., ponies; center, Helen Ford's dogs; ring 3, Ruth Mix's ponies. No. 4—Specialty in center ring, high wire monkey, presented by Joe Bowers. No. 5—On swinging ladders: Mildred (See *TOM MIX SHOW* on page 36)

Program, Staff Of Mighty Haag

BLAKELY, Ga., April 16.—The Mighty Haag Circus opened at Marianna, Fla., April 8. Day was cold. Schools were dismissed for afternoon performance. At night all seats were filled.

The Program

Program opens with spec, *The Dice Box*, with all performers and side-show people. In order come clowns, riding monks, riding dogs, baby elephant walk-around; Norman and four girls, in endurance and strength, man doing all holding by one leg; Watkins' dogs; perch, Billy Daniels; ladders and web, Misses Bee, Jones, Pettis; web, Miss Mathews; Watkins' bucking mules; iron jaw, Misses Bee and Pettis; clowns; Haag's wire-walking dogs; Watkins' high-diving dogs; bicycle, Valentine Trio; leaping greyhounds; clowns; double traps, Pauline and Marguerite; balancing traps, Keister; (See *PROGRAM, STAFF* on page 37)

Big Biz for WPA At Jersey City

JERSEY CITY, N. J., April 16.—The WPA Federal Theater Project's circus closed its week-end run here April 9 to the largest business show has had since its inception. Admission prices upped for engagement. Contracts have been signed for show's return here in June. Show idle during Holy Week and will open in Newark, N. J., night of April 21. Will be last engagement of indoor season. Show opens in Sunnyside, Long Island, under canvas, night of May 10.

Visitors at Jersey City Armory were Hal Corbett, Lew Wilson and several officials of New Jersey Federal Theater Project, reports Wendell J. Goodwin.

Attendance Good For Eddy in Philly

PHILADELPHIA, April 16.—Eddy Bros.' Circus opened an eight-day preliminary stand at 69th and Chestnut streets April 8. First two days weather was cold and rainy, but this week weather has been ideal. Attendance has been very good since weather settled.

Eleven numbers are given in the one ring and stage. Among acts are Kotch Brothers, triple bars; Aerial Sholls, double trapeze; Levines, perch; Eddy Brothers, elephant, dogs, ponies and mules.

Barnett Draws At Inaugural

Operated by O. C. Cox—William Desmond featured—practically all new canvas

YORK, S. C., April 16.—With a program replete with good performers Barnett Bros.' Circus, motorized, opened season with two performances here April 8. Good crowds attended and start was auspicious. Performance, in three rings, runs an hour and 35 minutes.

Operated by O. C. Cox, lessor, show makes an impressive appearance with a 110-foot big top with three 40s. Practically all canvas is new. Side-show top is a 90 with three 40s; menagerie, a 60 with three 40s, and padroom, a 75 with one 40 and two 30s.

William Desmond, Western screen star, is featured. He is in charge of concert and his chief assistant, in addition to Mary McIvor, is Indian Chief Keys with cowboys and cowgirls.

Among other features are Eno Hi Shek troupe of five; Flying Roginis, five people; Knight Family, wire, featuring Pat (See *BARNETT DRAWS* on page 39)

Donations to Linard Jones Monument Fund Total \$45

ERIE, Pa., April 16.—Donations to the Linard Jones Monument Fund up to Wednesday of this week totaled \$45.10, George H. Lux, general chairman of the Col. Linard Jones Memorial Committee, states. Those who contributed since the last list of donors was published in *The Billboard* of April 9 are A. Dornbrack, William L. Montague, E. J. McKnight and Dr. Edward J. Irvine.

All donations are handled by Chairman Lux, of 1231 West 10th street, Erie, and he in turn passes them on to Frank V. Baldwin, treasurer of the fund, who is located in New York City.

World Bros.' Tour Halted; Boy Hurt by Trick Shooter

SCOTTSBORO, Ala., April 16.—The tour of World Bros.' Circus was halted here several days last week when bullet from a trick shooter's rifle went astray, bringing down a small boy outside the tent.

Performance was under way and shooter was demonstrating his skill when one shot either missed or ricocheted off the target, striking Milton Blackwell. Bullet entered boy's body in region of the lungs.

Rushed to hospital, it was found shot missed the lungs and he was expected to recover unless complication set in.

The show was being held up here pending developments.

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Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 16.—Thru the efforts of President M. D. Hildreth and Andrew H. Dykes the Seth B. Howes Tent is again active in New York. Held first meeting at opening of Big Show, with an attendance of about 50 members and guests, including New Jersey Fans. Sir Cedric and Lady Hardwicke were guests of honor. Party gathered at Hotel St. Regis and entertained by Mr. and Mrs. Hildreth at a buffet supper prior to opening of circus.

At opening of Big Show at Madison Square Garden, Capt. Terrell M. Jacobs was honored by the CFA Tent that bears his name at Houston, Tex., when members presented him with a gold medal. It is beautifully designed and was worked out in a most attractive manner, with lion heads in base relief, CFA in raised letters and suitable inscription on back. Hildreth made the presentation, which was photographed by *The New York Times*.

CFA Harry W. Hatsing and wife, of New Britain, Conn., attended the "Dexter Fellows Tribute" at opening of Big One as guests of Mrs. Signe Fellows, who occupied a center box.

Burt L. Wilson, Nat Green, Harry Bert and Eddie Bitter spent a day at McCoy quarters in Springfield, Ill., before show loaded for Chicago. Green and Wilson were on hand when show train pulled in at stockyards at Chicago and Burt spent a good part of the day taking pictures.

Mr. and Mrs. Bugs Raymonds and Mr. and Mrs. Walter M. Buckingham were recent visitors at home of Mr. and Mrs. Martin Wright in Centerbrook, Conn. Buckingham showed his circus movies, and the Dickenson Mammoth Circus, miniature, was displayed by Ernest Dickenson, owner; William Dickenson, legal adjuster, and Priscilla Dickenson, manager. Other Fans attending were Mr. and Mrs. Samuel M. Prentiss and Dr. and Mrs. J. M. Ganey, of New London.

April 8 was Circus Fans' night for members of the Charles Sparks Tent No. 14. A bus load of 19 went from Norwich to Hartford and attended Shrine Circus. Fans Montague, Crocker and Thompson, of Hartford; Phelps, of Simsbury, greeted them. Fans Lindquist and Conliff, of Hartford, clowned thruout the show.

Dakota Bill Opens In Rain; Small Crowd

CROUSE, N. C., April 16.—Dakota Bill's Circus opened here April 7 in a heavy rain. Small crowd at night.

Program in order: Trained dogs; June Trinkle, Spanish dance; Bob Noels, balancing act; goat act; Baker Trio, impalement; bird act; Col. Baker, wire; Noels, juggling; June Trinkle, swinging ladder; Flexible Marvel, contortion; Dakota Bill, roping; Baker Duo, leaning ladder; Texas Slim Williams and wife, whip act. Five clown numbers during show. Side show consisted of magic, Punch, vent, blade box, fire, marionettes and escape acts. Slim Williams has the pit show.

The staff: Col. M. L. (Dakota Bill) Baker, manager; Mrs. M. L. (Dot) Baker, secretary-treasurer; Thomas Green, general agent; Red Johnson, auditor; Bob Russell, superintendent of canvas; Otho Ragland, superintendent paint department; Pat O'Brien, steward.

Reception for Watts

FORT SCOTT, Kan., April 16.—The Chamber of Commerce is planning a reception in honor of Ira M. Watts, manager of Parker & Watts Circus, when it comes to town April 19. Will be first circus of the year to show here. Mr. Watts is formerly of Fort Scott. According to chamber officials, he is considering choosing this city as a site for the show's quarters at close of season.

Scottsboro's Second Show

SCOTTSBORO, Ala., April 16.—Newton Bros.' Circus gave two performances in Scottsboro Tuesday, second circus to show here in as many weeks. Show has a feature in spectacle, *Savage Africa*. Rex Cole, Hollywood Western star, heads the Wild West.

Hall To Have Own Show

FRANKFORT, Ky., April 16.—Hall's animals, which were with Harris Bros.' Circus, are no longer with that show. Charles R. Hall will open his own circus April 20 in Indiana near Louisville, Ky. Remainder of equipment, stored at Poplar Bluff, Mo., will be brought to opening stand.

PCSA GIVES

(Continued from opposite page)

rain, capacity, straw in front of blues. Audiences have been generous with applause. Eddie Woekener has a splendid band. Concert programs are noteworthy. Eddie's dancing and whistling score. Local dailies have been generous with art and reading notices. Sam Stratton and Jack Grimes handled downtown papers, following up a fine preliminary job of publicity done by Gardner Wilson, who laid out newspaper advertising for season. He left April 7 for New York to join Ringling-Barnum.

Movie Folks on Hand

As is usual, movie folks were much in evidence, all papers with staff cameramen and newsreel folks taking shots in backyard and getting notables in reserved seats. Following custom show gave a performance for children of Orthopedic Hospital, the three ring curbs laid out in flower street and little folks seated on spacious lawn of hospital enjoyed their annual treat. Woekner's Band, Bob Thornton and Jack Joyce with menage horses and girl riders, Walter McClain and elephants, most of the ground acts, Milt Taylor and clowns, and John White and leaping dogs made up program. Event handled by E. Snapper Ingram.

Errors in opening story sent from San Diego. Names of the three young women in Walter McClain's elephant act should have been Ring 1, Edris Hull; center, Diane Lovett; Ring 3, Evelyn Burns. They were broken in by McClain, all new to the circus, are gifted with beauty and their splendid handling of the elephants adds much to an outstanding act. In Display 5, the young woman working the elephant and riding tiger should have read Diane Lovett.

Notes

Movie folk whose presence were noted: Freddie Bartholomew, Clark Gable, Carol Lombard, Spencer Tracy, Joe Penner and party of kids, Steve Henry; Mr. and Mrs. Joe E. Brown, children Mary Ann and Katherine Frances; Mrs. Jack Weiner, Jack Haley and two sons; Mr. and Mrs. Jack Fitzgerald and daughters; Miss Espey, of the Will Hayes office; Mr. and Mrs. Tom Pettey and party, Janet Gaynor, Tyrone Power, Robert Taylor, Barbara Stanwyck, Alice Faye, Tony Martin, Miriam Hopkins, Sonja Henie, Melvin Douglass, Helen Gahagen, Pat O'Brien and his two boys, Charles Middleton, Hal Wallace, Louise Fazenda, Robert Young, Mr. and Mrs. Frank Mattison.

Frank Whitbeck, advertising manager of Metro-Goldwyn-Mayer, made announcement for the Reiffenachs Monday night in Hollywood.

Virginia Arcarris, widely known among film folks, has been in evidence.

Asking as to business up to date *The Billboard* correspondent was informed that it was considerably ahead of last year. Chester Pelky reported the privileges as having done largest business for some years, and Arthur Windecker stated Side Show was grossing higher figures than for some time.

On account of Easter date being in Ventura and only giving one show to expedite run to Bakersfield over the "hump," George Tipton, steward, gave troupers the Easter dinner April 10 at Hollywood.

The Wild West extravaganza concert is proving popular. George Cunningham, maitre d'ballet, now that concert is running smoothly, left to handle ballet of the new Civic Opera.

At opening day in Los Angeles, Pacific Coast Showmen's Association presented beautiful satin banner as expression of good will, banner done in blue and gold with large tiger head. Was hung at main entrance. Members of PCSA were guests of Austin and Eagles, having been assigned two sections of reserved seats.

Harper Joy, Spokane banker and noted Circus Fan, was a visitor. He, with Charley Murray and Jim Westmoreland, made clown alley opening day in Los Angeles. Among other visitors in Los Angeles were Frederick Weddleton, of the 1939 Golden Gate Exposition; J. Ed Brown, George Hines, Charley Farmer, M. D. (Doc) Howe, Murray Pennock, Norman Peel, Bill Roddy, Frank Mattison, John Miller.

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144 W. 44th St. New York, N. Y.

Under the Marquee

By CIRCUS SOLLY

HAROLD J. CONN is doing clown cop, working come-in and presenting comedy contortion act with Haag Bros.' Circus.

WIRTH BROS.' CIRCUS reports that business done in New Zealand past year has been excellent.

HAGENBECK-WALLACE will be in Huntington, W. Va., May 13, W. E. Sugden closing contract.

THE FISHERS (Bob, Frances, Maxine), Elden Day and Joe Remillett comprise the Flying DeVards with Barnes-Sells-Floto.

C. E. CONFER'S favorite act is the Cristiani Family. What is yours?

VAN WELLS, clown cop, was suddenly taken ill of tonsillitis and was unable to work Omaha Shrine Circus. Is with Cole Bros.' Circus at Chicago Stadium.

HAPPY KELLEMS, clown tramp, worked come-in at Omaha Shrine Circus. Is with Cole Bros.' Circus at Chicago Stadium.

FRED G. BARKER, of Johnstown, Pa., informs that Ringling-Barnum canceled Altoona, Pa., for June 3 and Johnstown the 4th.

BILL BROWN will be the Fall Guy at Dexter Fellows Tent luncheon, Circus Saints and Sinners' Club, at Hotel Commodore, New York, April 20.

RINGLING-BARNUM will be in Trenton, N. J., June 1. William C. Yard pens that date is about two weeks earlier than for past five years.

JESS MORRIS and Connors Trio (Al, Bertha and Jimmy) are with Parker & Watts Circus. Morris is playing drums in Lee Hinckley's Band.

HARRY SEYMOUR was recently at Hot Springs, Ark., taking the baths and looking after an interest he had in a few horses. Left for Wilkes-Barre, Pa.

LEO FRANCIS, who was with Ed Mc-

Elroy's clowns last season, recently played Chez Paree, Indianapolis, doing dancing and musical act featuring drum dance.

BILLY BROWN, band leader with Chase & Son Circus, advises that he has all his men signed and will feature triple-tongue cornet solos in band concert before big show starts.

WHAT HAS BECOME of the old-time manager who required his people to be good dressers on and off. Of course, not all can be Beau Brummells, but one at least can keep the grease paint or clown white out of the ears.

ROY LUDINGTON, general manager of Crafts 20 Big Shows, recently had dinner with George Tipton, steward of Barnes-Sells-Floto, who is rounding out his 40th season in show business.

PENNSYLVANIA Symphony Band recently gave concert in Philadelphia. Martin Snitzer, former circus drummer, is playing bass drum with band. Edwin Franko Goldman was guest leader.

THE KELLEYS, Edgar H. (Doc) and Charlotte B. (Ma), recently spent a day with Jobber midgets at Waterford, Conn. Altho living only 10 miles apart, they had never met before. With Kelleys were Ray Wilcox and wife.

HARRY JOHNSON informs that Claude Morris, for many years brigade agent with Ringling-Barnum, has returned to road as brigade agent with Tim McCoy show. Recently billed Parkersburg, W. Va.

H. F. TROUTMAN, of Page, W. Va., states that Barnett Bros.' Circus played to nice business at Oak Hill, W. Va., with an excellent program under Equestrian Director Burns and that Ira Haynes has one of best bands on road. Equipment is in first-class condition.

IF SHOWS do not have room in wagons for good clean clown props, room should be made for them in some way. Many a good clown has no incentive to work if the show will not properly take care of his props.

WILLIAM CALLENDER'S animals will soon finish a fine season playing in schools and then appear at homecomings and celebrations in Michigan and Ohio. Act consists of five wild mountain goats, brown bear and Chinese chow. Callender was formerly with Dennie Curtis and John Robinson's Circus.

AERIAL ORTONS have joined Russell Bros.' Circus. Recently played two and a half weeks with Greater Berry Circus thru Indiana and Ohio and at Omaha Shrine Circus. Are presenting double traps, chair-balancing traps and teeth slide. Norma Jean, 5, is doing a ladder turn. Ortons bought a new Indian Scout trailer.

EARL A. BAPTY, formerly with circuses, operates a transfer company at Cedar Rapids, Ia. Past winter he traveled over eastern part of State, speaking at Kiwanis, Rotary and Lion clubs regarding his circus experience. He recently finished a large room in his basement, which he calls his circus room, and entertains nightly.

FOUR SIEGRIST acts will be on the road this season—Charles Siegrist Troupe, Edythe Siegrist Co., Joe Siegrist Troupe, and latest edition, Billy Siegrist Troupe. These units, until a few years ago, were combined and act was a feature with Ringling-Barnum for several years under name of Charles Siegrist Troupe.

CHARLIE LYONS, formerly with Hagenbeck-Wallace Circus and director of the Original Louisiana Aces Ork, is in U. S. Veterans' Hospital, Augusta, Ga. Would be pleased to hear from acquaintances. Lyons is writer of *Little Irish Rose* and *I'm Travelin' On*. Reb Russell is using latter in a picture being

made in Hollywood. Lyons recently visited Dave Rubinoff at the Academy, Augusta.

COL. C. G. STURTEVANT recently spent several days with Frank Walter in Houston, Tex. Harper Joy dropped off there on way home to Spokane, Wash., from a National Shrine conclave at Charlotte, N. C. They had a great fan-fest. Went to George W. Christy's place and visited G. W. and Bert Rutlerford. Walter has most of miniature wagons of the Gentry show, which, in part, came from Christy.

RAY S. WALLACE, managing director of Tri Theaters, Inc., operating all three theaters in Alliance, O., a circus fan and friend of outdoor showmen, was host to a party of Canton folks at Elks' club there recently. The occasion was a farewell to Duke Drukenbrod, side-show manager of the McCoy show. Others in party were Jack Nedrow, Mr. and Mrs. Rex McConnell and Johnny Woodruff. Wallace also entertained group at his Columbia theater.

ONE OF HIGHLIGHTS on Rudy Vallee's radio program last Thursday night was Fred Bradna, equestrian director of Ringling-Barnum, and his whistle. Among other things Fred mentioned that the late Lillian Leitzel was the greatest circus performer that he had ever seen and the late Silvers Oakley the greatest clown. Not only is Bradna a show director, but also an accomplished chef. He has been in circus business for more than 38 years.

VISITING NOTES: Simon D. J. Collins saw opening of Ringling-Barnum at the Garden. . . EDW. G. FULLER, Charles B. Herms, Jack Cartwright, Edw. Covington, Carlisle Matlock and Grant Harwood recently saw Haag Bros. in Kentucky. Visited with Roy and Henry Haag, Bennie Fowler, Mrs. Jean Williams (prima donna), Frank Watson, Ollie Polk and wife, and Pearl and Harry Harris. . . J. PAUL ASHBROOK attended Haag Bros. at Campbellsville, Ky. Weather, cool and rainy, but biz good. . . FRANK B. HUBIN attended opening of Ringling-Barnum and met many old-time buddies.

TOM MIX SHOW

(Continued from page 34)

Asher, Lilly Arbuckle, Eva Anthony, Jessie Arbaugh, Lilly Mae Brown, Edith Gregg, Joy Meyers, Dickey Parker, Jessie Shepherd, Kaarin Turney, Dorothy Taylor. Muscle grind, Joy Meyers. No. 6—Juggling, center ring, Les Uniques. No. 7—Clown number, the firecracker. No. 8—Ray Goody's backward footslide. No. 9—Comedy acrobats. Ring one, Bumpy Anthony's act; center, Gregg Trio; ring three, Jimmy Davison's act. No. 10—Iron jaw; Joy Meyers over ring one; Jessie Shepherd, ring three; Charles Arley, balancing trapeze, center. No. 11—Clarke's bareback riding troupe of 12 people. No. 12—Clowns. No. 13—Single trapeze featuring Shepherd's finish with a half-twister somersault and heel-catch—no net. No. 14—Liberty act. In ring one, Herman Nolin; center, Agee; ring three, Hobson. No. 15—Clowns. No. 16—Irma Ward, doing rings, web and finishing with numerous arm swings. No. 17—Concert announcement. No. 18—Principal riding: Elizabeth Hanneford, Miss Ernestine, Percy Clarke. No. 19—Perch, Charles and Dan-nie Arley. No. 20—Aerial revolving whirl. Over ring one, Mildred Asher; ring three, Dorothy Taylor. No. 21—Tom Mix, revolver marksmanship. No. 22—Menage. Vehicle horses by Joy Meyers, D. Hobson; mounted on high-school horses, John Agee, Ruth Mix, Jessie Arbaugh, Eva Anthony, Lillian Arbuckle, Lilly Mae Brown, Helen Ford, Ella Linton, Nolin, Kaarin Turney, Dickey Parker, Lottie Shaw. Nolin directs the act's routine. Mix does a two-horse specialty act during entry. No. 23—Clown number, accomplished with advertising car. No. 24—Wire acts; ring one, Miss Fredericka; center, Goody; ring three, Miss Alethea. Display features Goody's back somersault on wire. No. 25—Comedy boxing act, Anthony and Davison; referee, Beano Gregg. No. 26—Elephant acts in ring one by John Alexander; center, Joy Meyers; ring three, George Wallace. No. 27—Clown walkaround. No. 28—Elephant carrying dog and pony down the front track. No. 29—Flying act, the Clark-ונים.

Performance runs two hours and 15 minutes and is directed by Agee, assisted by Nolin. Also on staff of equestrian director are James Arbaugh and D. Hobson. Anthony is producing clown. Also doing clown numbers are Gregg, Davison, Roy Brown, Daniel Gordon, Arnt Augustad, Raymond Duke, Jack Knapp,

Dressing Room Gossip

TOM MIX—It's not backyard scandal or dog-wagon gossip when I say that Tom Mix Circus is a top-rate show in every detail. My credit for that goes to Manager Dail Turney. He has so perfected his departments that they function in unity and with thoroughness. Youngest troupers on show are "Dimples" Gregg, 7-week-old daughter of Mr. and Mrs. George Gregg, and Tommy Shepherd, 14-month-old son of Mr. and Mrs. Frank Shepherd. John Kelly is handling the mail.

Mildred Asher just came in for some adhesive tape. Noticed our adhesive trade-mark on numerous people around the lot. Irma Ward wears a few patches of it, protecting slight injuries sustained while practicing a new routine; Rex Rossi has a generous supply on his right arm, supporting a recent fracture he attained while trick riding; Hank Linton is using some on his wrist, protecting an injury received during a performance.

Clarke family adds magnitude and splendor to program. Alethea Clarke is designing new wardrobe; Fredericka (Baby) Clarke practicing on the wire; Percy and Ernest Clarke working on a new net for flying act; Charley Clarke practicing on his bagpipes. Charley hesitated in his practice to say: "April 2 was certainly a banner day for Tex-arkanans attending the Mix opening. Show has been considerably enlarged and many fine attractions added to program, which is under direction of John Agee. The usual dignitaries of the city were present and enjoyed splendid performance. Tom Mix, entertaining at a banquet, gave his philosophy of life, which is rich in wisdom and typical of the golden rule."

DR. GEORGE W. T. BOYD.

SEVERAL NEW ACTS

(Continued from page 34)

scales and general working conditions, were not disclosed, but it is understood agreement is similar to new stipulations being demanded generally on all major circuses by the AFM.

Joseph M. Weber, head of the union, advised on Thursday that differences between Bary and the union have been entirely ironed out and that the new arrangement is satisfactory to both parties.

Bary also conferred with Ralph Whitehead, executive secretary of the American Federation of Actors, and a union contract affecting performers and workmen on that show is expected shortly.

George Hulme, Ray Rose, Fritz Knapp. The concert, featuring the riding, roping and rifle marksmanship of Mix, has chief of cowboys, Hank Linton; Ruth Mix, Agee, Ella Linton, Bowers, Mildred Asher, Rex Rossi, Lottie Shaw, Nolin, Lillian Arbuckle, Benny Pete, Jack Knapp, Dickey Parker, Raymond Kirkpatrick, Henry Albright and Raab Barton.

The Staff

Tom Mix, owner; Dail Turney, manager; Charles Warrell, assistant; Ray Blankenship, general agent; Dr. George W. T. Boyd, assistant executive and doctor; Robert Brown, treasurer; Verne Arbuckle, secretary; William DeCamp, legal adjuster; Gladstone M. Shaw, superintendent; Hazel Warrell, time-keeper; Bill Flowers, front door; Dan Pyne, William Walsh, press; E. L. (Yellow) Burnett, ticket department; Howard McCracken, head usher; Herman Nolin, menagerie superintendent; Arthur McAlister, chef; Jack Burslem, superintendent concessions; Carl Robinson, band leader; John Agee, equestrian director; Ted Metz, Side Show manager; Joe Ford, head mechanic; Red Parker, head electrician; Bob Stevens, assistant on canvas, and Leo Hammond, head waiter.

The Side Show

Grace Metz is auditor; William Lowney, George Surtees, Frank Harris are on ticket boxes; Max Robison, ticket taker; Harry Rapp, boss of canvas. Attractions: Fat girl, Alice from Dallas; double-headed baby; James Williams' children, John, Mary and Joe, joined together; sword ladder, Madame Toya; mentalist, Madame Leona; performing chimpanzees, Mickey and Sally; knife thrower, R. C. Clemans; tattooed man, Frank Juliano; large snakes, Miss Milton; Roberta Ray; singing and dancing, Princess Ana; pinhead, Schlitz; three-legged girl, Rosalee; Tanga, presenting shrunken heads from savage countries. Music by Scotch band. Songs and dances by Blair family of Scotch Highlanders.

Great Harris Big 5 Ring Circus

WANTS to strengthen Band Double Drummer with Traps, real Baritone, and two more strong Cornets. Real Cook House. Sleeper accommodations and sure pay. Apply PROF. FRANK MEISTER. Sam J. Golden, Side-Show Manager, can use another real Dancer. Would like to hear from Mickey and Jack Kelley, Mickey to dance and Kelley on sweets and ice machine. Good Novelty Musical Act wanted. Sam Marretta wants Humpy Brown and Downie to come on now. Seat Men and Riggers wanted. Jack Barnes can use in Western After Show, another good Cowgirl. Mary Cardinal wire. ALSO WANT Indian Couple. R. M. Harvey, Privilege Manager, can place Four-Minute Photo or Mug Machine, Frozen Custard, Cushion Butcher, Turkey Tom wire. Chameleon Man wanted. Mike Heeley or Roy wire. WANTED FOR OPPOSITION BRIGADE, fast Banner Man and Main Street Lithographer. Walter Lawrence wire. CAN USE Man and Wife, wife who understands making paste and man to program. Benny the Bum and Bam come on. Billers wire RAY MARSH BRYDON, Opposition Agent, to Bellaire, O., Tuesday, April 19; Martins Ferry, O., 20. All others to individuals, care Show, Charleston, W. Va.

DOWNIE BROS. CIRCUS

— WANTS —

Experienced Union Billposters and Lithographers at once. Wire

LEE S. CONARROE, Car Manager, Mt. Vernon, O.

WANT

Olarinet, Double Sax, feature Vaudeville Act. Prefer Name Sister Team. Bicycle or Skating Act. Workingmen to drive truck. For Sale Mechanic for Riding Act. Horizontal Bars, Revolving and Swinging Ladders. Cage Truck. All cheap for cash. Show opens April 23. Address WM. KETROW, care BOMBO SHOW, Goldsboro, N. C.

DIAMOND BROS. CIRCUS

WANTS IMMEDIATELY

Bill Posters, Side Show Manager, Dancing Girls, Acts for Big Show and Side Show, Equestrian Director capable of working Ponies, Musicians and Calliophone Player. WANT Pit Show. Candy and Novelty Privilege for sale. Wincy Sanders come on. State all in first letter.

DIAMOND BROS. CIRCUS, Mobile, Ala.

The Corral

By ROWDY WADDY

REMEMBER, the season is under way. If you have news send it in.

WE RECEIVE MANY inquiries regarding contestants, their whereabouts, etc. Let's have data concerning your activities.

POLLY DRAYER, 18-year-old trick rider, who underwent an appendectomy recently, is in Salina, Kan., breaking a new trick-riding horse preparatory to joining the Jack Gordon Western Rodeo Co. May 6.

ONE OF THE persons in attendance at recent performances of the JE Ranch Rodeo in Wilkes-Barre, Pa., was Deputy Sheriff Bob Hewitt, who drove there from his home in Jackson's Hole, Wyo. After renewing acquaintances with many old friends there he left for the East, where he will visit for several weeks.

CERTIFICATE of incorporation was filed at Little Rock, Ark., last week for the T. E. Robertson Rodeo, Inc., headquarters at Mountain Home, Ark. Capitalization was set at 40 shares of \$25 par stock. Incorporators were T. E. Robinson, Mrs. Louise McCabe and Nat T. Dyer. Dyer was named resident agent for the new firm, which plans to stage rodeos in the State and elsewhere.

IN THIS COLUMN, issue dated April 9, it was erroneously reported that the 4-B Ranch Rodeo, under direction of Major G. Watson Scott and Arizona Dave Little, staged a successful rodeo at the airport in Loughman, Fla. It should have read at the Bartow (Fla.) airport. Scott also reports that in line-up of performers and contestants the names of Stack and Francis Lee were omitted.

PARTICIPANTS AT THE recent exhibition rodeo at the Curley Horse Ranch, Sonoita, Ariz., included Marvin Waites, Wayne Simpkins, Jim Campbell, Hoot Gibson, Charles Newsome, Syd Miller, Jimmie Perry, Smoky Bonner, Red Nelson, Dusty Tompkins and Jess Rhodes, who competed for the first time since being badly injured in an automobile accident January 19.

THE CHAMPIONSHIP RODEO which gets under way in Sedalia, Mo., late this month under direction of H. D. Blinn and T. W. Kelley and joint auspices of local police department and American Legion, is the first to be held there since W. T. Johnson played the city, according to Ray (Pete) Adams, publicity director. Bulldogging, cowboy bronk riding, calf roping, Brahma bull riding and wild cow milking events will be contested. All others will be exhibitions. Fred Alvord, program committee chairman, will also handle the arena secretary chores.

CHARLES ALDRIDGE, well known in rodeo circles, re-enacted the old-time Pony Express on a route from Youngstown, O., to Cleveland just before the opening of the eight-day rodeo there April 17 under Cleveland Hockey Club auspices. Aldridge was sworn in as a special mail carrier and met a transcontinental mail plane at the Youngstown airport, where he shouldered a sack of mail, leaped on a waiting horse and started toward Cleveland, 47 miles away. On the run he changed horses at remount stations seven miles apart. On the last lap of his journey Aldridge used his most prized possession, a saddle presented to him by the late Will Rogers.

AN ARRAY of acts has been contracted for the first annual eight-day Knights of Columbus Rodeo, which gets under way in Loyola Stadium, New Orleans, April 24. Milt Hinkle will furnish the stock, augmented with three carloads from Homer Todd. Contracted performers include Deloss Wilke and his educated cow, Queenie; Louis Tindall and family, Mamie Francis and California Frank, Weaver and Juanita Gray, Manuel Flores, Pat Clary, Don Stuart, Claire Thompson, Tad Lucas, Lucyle Richards, Vaughn Kreig, Earl Sutton and Sam Stewart. Milt Hinkle will be arena director, with Shorty Ricker assisting him. Event is being heavily publicized by Jack Knight, who has been in the Mardi Gras city the past six weeks. Johnny Cox is handling press, with Tex Sherman handling the special newspaper promotion chores. The April 25

night show has been bought out by the International Harvester Co.

DESPITE an unseasonable snowstorm and a heavy rainfall, JE Ranch Rodeo grossed about \$5,000 at its opening engagement under 109th F. A. Armory auspices in Wilkes-Barre, Pa., April 4-10. Business was not as large as last year, but Colonel Jim Eskew and Colonel Stephen Elliot, of the Armory, reported the results as satisfactory and have completed arrangements to stage the event again next year. Seventy-five cowboys and cowgirls contested. Persons injured included Bill Keen, fractured left hand; Pancho Villa Jr., severe bruises and cuts; Neil Rogers, bruises and sprains, and Tommy Horner, cuts about chin. Final winners: Steer Bulldogging—Leonard Mitchell, Eddie Hovenkamp, Jack Jackson. Steer Riding—Rock Parker, Curley Hatchell, Buttons Yonnick. Calf Roping—J. D. France, Eddie Hovenkamp, Junior Eskew. Cowboy Bronk Riding—Art Keller, George Ward, Bill Sawyer. Cowgirl Bronk Riding—Mildred Mix Horner, Mary Parks, Opal Woods.

FIRST WEEK'S

(Continued from page 34)
town to take over responsibilities on the Big Show.

Fred Bradna, equestrian director, is expected off his crutches shortly.

Personnel

Besides executives and directors listed above, staff of show includes:

George W. Smith, general manager; Herbert Duval, legal adjuster; J. C. Donahue, general traffic manager; Arthur Hopper, in charge of outdoor advertising; Fred C. De Wolfe, show treasurer; Pat Valdo, director of personnel, and Fred Bradna, equestrian director. Frank Morrissey is announcer; J. F. Wadsworth, auditor; John H. Brice, chief of police, and Charles LeMaire, costuming.

Department Heads and Assistants

Roland Butler is general press representative; Frank Braden, Gardner Wilson, story men; F. Beverley Kelley, radio, and Allen J. Lester, contracting press representative. Buddy North has been named director of public relations.

William J. Conway and Al Butler are contracting agents; Walter Wappenstein, Willie Carr and Leon Pickett, 24-hour men.

Frank Woska is in charge of the menagerie; Peter March, assistant to Woska; Larry Davis, elephants; Steve Finn, baggage stock; Frank Asher, ring stock, assisted by Frank Paddock; William Heyer, menage; Rudy Rudynoff, Liberty horses, and Heyer, Rudynoff and Gordon Orton, horse trainers.

James Whalen, canvas; Lawrence Banci, wardrobe, assisted by Mrs. Ed Millette and Phyllis Nelson; Bobby Worth, ushers; William Yeske, blacksmith; Raleigh Davidson, illumination; Joe Dan Miller, sleeping cars; Ray Milton, trainmaster; George Blood, cookhouse; Joseph Mayer Publishing Co., programs; Frank and Paul Miller, concessions, and Mike Carey, paint.

Michael Bergen, M.D., is head physician.

Mickey Graves heads the property department, assisted, as usual, by Bob Reynolds, Ralph Lill and Ray Olleck.

Thomas Haynes is superintendent of reserve seats and staff includes Matthew McGowan, downtown tickets; Richard Smith, Pete Grace, Leroy Howerton, Fred Harris, Herman Mussita, Harry Creamer, Saul Pomerantz and Charles Murphy. Ticket wagons will include Joe Boyton, Gene Graves, Lou Woodruff and Harry Minor. Hugh Hart and Smiley Carlton are timekeepers.

Ray Marlowe again has the front door. Staff includes (for the Garden, and subject to change when show hits canvas) Bob Cochran, Frank Morris, Mickey Gattis, Cleon Hart, Bill Maxwell, Clarence Saunders, Alva Johnson, Candy Shelton, Willie Downing and Paul Ringling.

Band

Merle Evans, leader; O. A. Kircheis, V. Purnell, Al Hiltonsmith, Maurice Gelder, Joe Doble, Frank Thompson, H. C. Werner, cornets; A. V. Riggs, piccolo; Oscar Mathis, E-flat clarinet; Tony Ramirez, Don Baker, Ted Lee, Anthony Palma, Raymond Scott, clarinets; horns, Paul Davis, Theodore Staas, Robert Brown, Leroy Mondereau; baritones, Robert Summerhill, Judson Foster; trombones, Lou Bader, Harry Hughes, Frank Purnell, Stanley Czerwinski, Henry Forthman; bass, Clinton Evans, Gay Russ; drums, Ray Floyd, Charles Green. Art Reis

handles the calliope. Same number, 31, also is expected to play the canvas season. Band is dressed magnificently and has three separate styles of uniforms.

Menage

High school horse display is somewhat smaller this year and includes Rudy Rudynoff, Mr. and Mrs. William Heyer, Mary Erdlitz, Ella Bradna, Bobby Cropper, Erma Canastrelli, Cora Davis, Daisy Guillaume (Polidor), Ann Hamilton, Gloria and Bonnie Hunt, Mildred Millette, Erna Rudynoff, Trella Smilletta, Betty Stewart, Judith Sothorn, Harriet Snellen, Margaret Streckler, Martha Wallenda, Lucille Walberg and Maria Yocopi.

High jumpers are Bobby Cropper, Ann Hamilton, Lucille Walberg, Tommy Cropper, Norma Hume, Ralph Clark and Catherine Clark.

Wild West

Wild West is minus a "name" attraction this year, although unit has some of the finest novelty acts ever to appear on a Ringling show. Personnel includes the Gibsons, knife throwers; Arlayne Brown, pistol expert; Chief and Rose Washington; the Australian Waites, whip crackers; Frank and Bernice Dean, Marco Borello, Ralph and Estelle Clark, Mrs. Ted Erdlitz, Tommy Cropper, Art Bodin, Bobbie Cropper and Ann Hamilton. Cosacks have Gabriel Solohudin, Lulu Solohudin, Jack Stegletsky, Dan Moroz and Alexander. Shorty Flemm, clown, assists.

Side Show

Clyde Ingalls, as always, assembled remarkable array of freak attractions for downstairs. Roster will be changed somewhat when canvas season begins, and several big acts will be brought in. Ingalls, of course, is in charge, and Austin King again lectures.

Personnel: Sisto, tongue weight-lifter; Winsome Winnie, fat girl; Jack Earle, giant; Miss Suzanne, snake trainer; Miss Patsy, sword swallower; William Lord, lightning calculator; midgets, including Harry, Grace, Tiny and Daisy Doll, Thasia Gardner, Brownie Rogers, Jennie Reynolds, Baron Paucci and Major Mite.

Charles Roark, Eko and Iko; Cliko, bushman; Lady Olga, bearded lady; Stella, tattooed lady; Twisto, the human corkscrew; Lady Voltess, electric act; Art Hubbel, human bellows; Massad Habib, wonder worker; Paul Desmuke, armless knife thrower, and Mae Desmuke, assistant; Alfred Longevin, smoker; Forest Lewis, Pop-Eye; Laurello, revolving head, and Adrian Johnson.

Clowns

Producing clowns include Felix Adler, Charles Bell, Hart Trio, Edward Guillaume (Polidor), Bluch Landolf, Billy Denaro, Tad Tosky, Ring Duo, Paul Jerome and Paul Wenzel. Joys: Louis Bell, Lawrence Anderson, Dick Bell, Fredrico Canastrelli, Paul Mortier, Harry Rittley, John Nelson, Skip Greenwood, Johnny Powell, Jacue Oldman, Splinters, Edes Trio, Jack Santos and Johnny Gulce, Chesty and company, Willie Moser and troupe, Applegate Octet, Elmer Petrie, Moon Davis, Rusty Moon, Wally Becker, Dudley Pond, Bob Klicky, Rudy Newmeyer, Ora Sparks, Bill Houston, Luke Le Croix, Dan Blencoe, Tony Spragg, Lou Jacobs, Harry Nelson, Jeff Wenzel, Bill Barlow, Boots Berry, Clint Timmy, Floyd Ring, Gus Davis, Oscar Mince, Billy DeBaugh, Joe Louis, Paul Jung, Don Smith and Shorty Flemm.

Lilliputians: Henry Bedow, Howard Marco, Henri Duchin, Charlie George, Frankie Saluto, Franz Heidt, Con Cordon, Paul Horompo, Paul Prince, Monty Dell, Luis Mendoza, Danny Sullivan and Baptiste Gallicolli.

PROGRAM, STAFF

(Continued from page 34)

traps and muscle grind, Billy Daniels; clowns; Watkins and the Great Tarzan; clowns; pony drills, Watkins and Russell; foot slide, Miss Bee; rings, Keister, Dale; rope act, Valentine Trio; rings, Mathews, Pettis; menage, Misses Jones and Jackson, featuring Charles Russell and King doing the rumba; swinging ladders, Misses Mathews, Jones, Pettis, Bee, Jackson, Dale, Lee, Myna; clowns; cloud swing, Daniels, Keister; elephants, Helen Haag Hayes and Charles Duncan, trainer.

The Staff

Mrs. Ernest Haag, manager; Charles Russell, equestrian director; Sam Maultsby, boss of props; Ed Hazle, animals; Carl Hernd, boss canvasman; William Gaines, lights; George Green, mechanic; Napoleon Reed, cookhouse; Fred Cummings, banners; Guy Smuck, side show; King and Bertha Bert, pit show; Lester

15 Years Ago

(From The Billboard Dated April 21, 1923)

Edward Shipp and Roy Feltus, owners of Shipp & Feltus Circus, which had been touring South America, returned to New York because of poor business, caused by a slump in coffee and rubber prices. . . . Walter L. Main Circus beat all opposition into East Liverpool (O.) territory and opened there April 21. . . . Al G. Barnes Circus, shortly after its opening in Texas, experienced two weeks of rain, losing Mexia and Port Arthur and passing up five matinees in three weeks out.

It was learned that Murray A. Pen-nock, general agent and traffic manager of the Barnes show, was married in New York March 19 to Frances Burns, who had appeared in musical shows. . . . F. M. Shortridge, general agent of Lockery Bros.' Petland, signed Harry Page as his assistant and T. W. Wheeler as advertising agent. . . . Lined up with Campbell Bros.' Trained Wild Animal Circus were John H. Barry, manager; Walter Oldfield, brigade manager; Frank P. Prescott, general agent; Frank P. Meister, band leader. . . . Ralph Young, special agent for Ringling-Barnum circus, died at Roosevelt Hospital, New York, April 10 of pneumonia.

Charley Patterson Sidcrest joined Ringling-Barnum circus. . . . Claire Illington joined Cole Bros.' Circus. . . . Ray Glausum was doing single iron-jaw and swinging ladder acts with Christy Bros.' Wild Animal Circus. . . . Frank Belmont was working his hypnotic lion act in annex of the Rose Kilian show. . . . Slim (Tropical) Mitchell joined Golden Bros.' Circus. . . . Sam Freed, after 15 years with the white tops, burlesque and vaudeville, gave up trouping and went into the auto business at Schenectady, N. Y. . . . Sells-Floto Circus was playing to the biggest business ever had by a circus at the Coliseum, Chicago, according to management of that spot.

POLACK PACKS 'EM

(Continued from page 34)

vance promotion here. A 32-page program was printed and 25 booths were sold in Exhibit Hall, also 45 banners. Show will be here again next April.

Messrs. Polack and Sterns assembled one of the finest arrays of acts for this engagement. Belle Troupe joined here and their teeterboard act clicked. Olympia Boys introduced their aerial horizontal bar act, working in comedy. This is home town of Belle Wheeler and her daughter. Georgia Wheeler entertained her school class at a performance.

A special show was staged at Shrine Crippled Children's Hospital. Advance ticket sale more than doubled last year's engagement. Arrangements were made with schools whereby children were dismissed an hour earlier for three matinees. Result was some of biggest matinees in history of show.

Omer J. Kenyon assisted on press for a week and then was called home to Denver due to death of his wife's mother. Duke Mills passed thru en route to Everett, Wash., next date for show. Mickey Blue is in Vancouver handling advance for Shrine Circus there. G. O. Dupuis is in Victoria. This makes fifth year that Polack and Sterns have played the Shrine there.

Sonitz is in Coeur d'Alene, Ida., preparing for a May showing. Lee Manchell is on a booking tour in Canada. Mr. and Mrs. Josh Kitchens have joined as special agents. Two new trucks have been added to show. A new line of elephant paper has been added to special line used in the past.

Hayes, concession department; Hooper Bennett, outside stand; E. B. Sterchi, legal department; S. W. Floyd, band leader. In band are Dave Rowland, Daniel Seibert, cornets; S. Bossard, bass; Charles Deatrick, baritone; Davie Thomas, French horn; O. O. Davis, George Myers, trombones; G. B. Carroll, W. Simpson, clarinets.

In clown alley are Albert Miller, Sig Bonhomme, Lew Gish, Bert Jackson, Bing Roberts, Dell Simmons, Watkins.

MO. HAS NEW ASSN.

Officials Meet For State Org

Staley heading group of district and county annuals and the State Fair

JEFFERSON CITY, Mo., April 16.—Walter G. Staley, Mexico, business man, has been named president of Missouri Association of Fairs and Agricultural Exhibitions, a newly organized group comprising 10 county and district fair boards and board of Missouri State Fair, Sedalia. Organization was completed on Wednesday at a meeting of representatives from each of the fairs. Dr. T. O. Sowers, Revier; J. E. Shelby, Mountain Grove; R. C. Haynes, St. Charles, and Dr. Frank H. Rose, Albany, were named vice-presidents. Charles W. Green, secretary of Missouri State Fair, was elected secretary-treasurer of the association.

Among fairs represented in the new body are Scotland, Gentry, Moniteau, Platte, Clark and Audrain County Fairs, Cooper and St. Charles County Expositions; Ozark Empire Free Fair, Springfield; Tri-County Fair, Mountain Grove, and the State Fair.

Iowa Centen Aspect Will Feature Annual

DES MOINES, April 16.—Change in name of 1938 Iowa State Fair to Iowa Territorial Centennial Fair, and plans for featuring Iowa's Territorial Centennial in nearly every fair department are announced by officials. Iowa history will be presented, in exhibits, pageants and panoramas.

Centennial State Fair will climax numerous territorial centennial celebrations held thruout the State this summer, starting in June and continuing thru August. Historical exhibits at the fair will be assembled from every county and State-wide organizations will co-operate in presenting them.

Special efforts will be made to induce native Iowans to return during the fair, Secretary A. R. Corey said.

Big Season Seen in Ohio

COLUMBUS, O., April 16.—Earl H. Hanefeld, State director of agriculture, announced 1938 fair dates with a prediction that new exhibit and attendance records would be established thruout Ohio. He declared there is every indication that further progress will be made in agriculture during the year, basing his prediction on the fact that "farmers realize the value of producing quality crops, a realization that has been stimulated by contests and exhibits at fairs."

Oldfield Neb. P. A. Again

LINCOLN, April 16.—Barney Oldfield, amusement editor of *The Nebraska State Journal*, has signed to handle Nebraska State Fair publicity here for the second year, campaign to start about May 15. Secretary Perry Reed said pari-mutuel betting would continue because the fair needs the machines to show a profit.

One Too Many

IRONTON, O., April 16.—Apparently even county commissioners don't know who is who as to Lawrence County's two fair boards. A group recently formed a county fair board and announced the organization would take over duties of Lawrence County Agricultural and Horticultural Society, contending the old fair board has lost authority because no fair has been held since 1934. Now both boards are before the commissioners, inquiring as to funds for a 1938 fair. Commissioners declare no money will be appropriated until there is a ruling as to which is the lawful group.



CHARLES W. GREEN, secretary of Missouri State Fair, Sedalia, who has been elected secretary-treasurer of Missouri Association of Fairs and Agricultural Exhibitions, first State-wide organization of fair boards, formed at a meeting on April 13 and comprising officials of 10 district and county fairs and the State Fair.

G. G. Labor Angle Clear

Dispute threatening expo construction over—9,000 floodlights are ordered

SAN FRANCISCO, April 16.—President Leland W. Cutler has been advised that a participation bill has been passed by the New York Legislature creating a Golden Gate International Exposition Commission and carrying an appropriation of \$125,000.

Dispute which caused a one-day tieup at Treasure Island and threatened a more serious interruption of expo construction ended on Monday. Withdrawal of about 600 pile drivers from the CIO-dominated Maritime Federation of the Pacific preceded the settlement, which (See G. G. LABOR on opposite page)

Fernandez Bringing Big Hawaiian Show

ST. LOUIS, April 16.—E. K. Fernandez, Hawaiian outdoor showman and producer, arrived here Wednesday to confer with his American representative, Sidney Belmont. Fernandez is bringing to the States in July a company of 75 people, all, according to Fernandez, tops in Hawaiian entertainers on the screen and radio. He is also bringing much scenery from Honolulu to use in the extravaganza.

The first American appearance of the show will be in front of the grand stand at the Illinois State Fair, Springfield. As an advertising stunt for the fair, the troupe will be transported in busses, now being built and decorated in native Hawaiian style, from the West Coast to Chicago and thence to the fair.

New Type Is Represented By Building in Shreveport

SHREVEPORT, La., April 16.—A new-type design is revealed in the circular exhibit building under construction here by Louisiana State Fair Association. Government-sponsored, the most interesting features are cement walls and marble and granite decorations. At front entrance are two columns of Llano County (Tex.) granite, weighing 14 tons and costing \$3,200 each. Structure will cost nearly \$1,000,000 and will include offices of some State agriculture bureaus.

In the circular main section an open-air fountain will act as a hub around which will be circular exhibition booths. Air-conditioning is being installed. Project will be completed in time for the 1938 fair, say officials.

Tilt in Court May Fix Status Of Detroit Plant

DETROIT, April 16.—Efforts of Manager Frank N. Isbey, Michigan State Fair here, to recover use of about half of the State fair property, including entire grand stand and race track, have been encouraged by an opinion by Raymond W. Starr, attorney-general of Michigan.

East half of grounds was leased to Detroit Racing Association by a former fair management about four years ago for the first race track to be established in (See TILT IN COURT opposite page)

Nebraska Prospects Better

LINCOLN, April 16.—With a good crop outlook, Nebraska county fair associations are starting plans for the season, which promises to be one of the best since 1929. Antelope County Fair, Neligh, voted to reduce admission to 25 and 15, while Seward County contracted more entertainment, signing McMahon Shows for the midway and WHO performers from Des Moines. Scottsbluff Fair will feature fireworks, a 51-person revue and has booked Forsythe Amusement Co. A new irrigation reservoir is being constructed in Buffalo County, and Boone County will have an amateur day.

More Permanent Than Showers

By VICTOR FELTER

Secretary of Warren County Fair, Indianola, Ia., and Former President of Fair Managers' Association of Iowa

ASSUMING that Iowa's 79 fairs have the usual set-up of president, vice-president, secretary and treasurer, a director for each of 16 townships and a superintendent and assistant superintendent for each of the 16 common departments, we would have a group of some 4,000 who are vitally interested and unselfishly working for success of a community project devoted to the up-building of a greater agriculture in the greatest agricultural State in the Union.

We are thinking, too, of the 200 to 500 4-H Club boys and girls in each county who look to the county fair as the grand finale of their season's project. These live-stock club members, with numerous girls' 4-H Clubs, preparing exhibits and demonstrations, are active and potent advance advertisers for your fair. Without them you would be lost. While they help with their loyalty, publicity and

enthusiasm, let us in turn help them by providing adequate premiums, suitable display space and demonstration equipment and wholesome surroundings to which all youth is entitled.

A well-balanced fair may be assembled as a result of careful long-range planning, but disagreeable or even threatening weather may so reduce attendance that the last figure on the financial report may be written in red ink. Planning against inclement weather is a problem demanding most serious consideration. Rain insurance is the easiest thing to suggest. Since our own fair has for three consecutive years had copious rains, thus establishing an unenviable reputation as a rain-maker, I can imagine no more effective insurance than a co-operative agreement between farmers of a county and the fair association (See MORE PERMANENT opposite page)

It's Gayway

SAN FRANCISCO, April 16.—Gayway has been selected as name for the amusement zone of Golden Gate International Exposition here in 1939. In a contest to choose a name 485,000 letters with suggested titles were received. Forty representative San Franciscans, headed by Judge Goodell, made the decision after a process of elimination which consumed two months. Gayway was mentioned in 1,799 letters.

Problems of MAFA Up at Spring Meet

BOSTON, April 16.—Annual spring meeting of Massachusetts Agriculture Fairs' Association will be in the Hotel Bancroft, Worcester, on April 22. Reports of classification committee by Earle S. Carpenter, State College, Amherst, and of State relations committee, by Milton Danziger, Springfield, chairman, and action on recommendations of poultry show section on preventive measures for poultry diseases are scheduled.

State prize money regulations for 1938 will be given by Robert F. Cross, director, division of reclamation, soil survey and fairs, State Department of Agriculture. A luncheon will sectionize the morning meeting from afternoon, when five-minute presentations by representatives of membership fairs will be conducted on *Our Most Vital Problems and How We Plan To Solve Them in 1938*.

Luncheon guests will be William Casey, State commissioner of agriculture, and Eugene M. McSweeney, State Commissioner of Public Safety, said Alfred W. Lombard, MAFA secretary.

Essex Grounds To Be Busy

BOSTON, April 16.—Regional fairs meeting in Hampden County, under auspices of Hampden County Improvement League, was largest in some time, with fair representatives from other counties present. In Essex County School, Halthorne, at a meeting for county representatives, Manager Robert Trask, Essex County Fair, reported that the grounds would be in use almost the entire season, with more than 30 auto and motorcycle racing dates slated, in addition to the fair. Clarence A. McConney Attractions signed for most of the races. On May 2 Worcester County will hold a meeting in the Federal Building for grange and community fairs, with Mildred C. Thomas in charge.

Campaign for Seattle Expo

SEATTLE, April 16.—Ballard, north end of Seattle, wants the World's Fair, contemplated for four years hence, and has started a campaign. About 500 Ballard residents are pledged to do their utmost to stage the 1942 Seattle and Northwest Centennial Exposition in that sector, which has many possible sites and Golden Gardens on the Sound.



E. K. FERNANDEZ, widely known here and in Pacific islands as a showman, who will bring to the States in July a company of 75 Hawaiian performers with scenery to be used in an extravaganza. First engagement will be in the grandstand show at Illinois State Fair, Springfield.

Fair Grounds

ROCKY FORD, Colo.—Carl Holder, manager of Arkansas Valley Exposition and Fair here, announced a \$25,000 federal grant for building adobe barns and improvements to grounds. Frame barns will be razed to make room for new buildings.

NORTH LITTLE ROCK, Ark.—An RFC loan of \$150,000 to build a live-stock stadium for Arkansas Live-Stock Show here will be sought, said Mayor Lawhorn. Community has legislative authority to float a bond loan for further financing of the show.

NEWARK, O.—Licking County directors will confer with Johnstown, O., officials regarding holding Licking County Fair in Johnstown. The annual was held in Newark, O., more than 75 consecutive years but was abandoned four years ago.

HOUSTON.—Attendance was 152,671 at Houston Fat Stock and Live-Stock Show on February 26-March 6, most successful ever held here, President Sartwelle said at a meeting of the executive commission.

LITTLE ROCK, Ark.—The YBMA County Fair, Inc., subsidiary of Young Business Men's Club, has been incorporated for management of future Pulaski County fairs here. Committee heads are: Publicity, Cecil K. Weaver; parade and decoration, Raymond Alexander; sponsorship and finance, Joseph Storthz; merchants' exhibits, Ed Kirspel; public relations, Linwood Brickhouse; premiums, Harry Snyder.

SALT LAKE CITY.—State resources will be featured as Utah's displays at Golden Gate International Exposition, San Francisco, and New York World's Fair in 1939. Models and photos have been submitted by eight concerns bidding to install them. Frank M. Brown, Ogden, is chairman for San Francisco; E. O. Howard, Salt Lake City, for New York.

BOSTON.—Massachusetts fair boards are awaiting adoption of the budget by the Legislature and approval of Governor Hurley, after which notices of allotments of State aid will be sent, providing secretaries made application prior to April 1. Applications to Alfred W. Lombard, assistant director, division of reclamation, soil survey and fairs, State Department of Agriculture, run: 15 major fairs, 29 community fairs and 64 grange fairs. Poultry and rabbit associations boost this total to about 115.

NACOGDOCHES, Tex.—For the 1938 Nacogdoches County Fair, President R. G. Muckleroy announced completion of plans for an exhibit building, with construction to start this month. A committee is working out premium list for nine departments, said Secretary Joe L. Mock.

CORSICANA, Tex.—A permanent plant for Corsicana Live Stock and Agricultural Show has been selected and plans for first unit of the building program will be started at once. Navarro County Fair's new home will be on Highway 31, three miles east of here. About 61 acres were purchased for \$2,126.

YORK, Pa.—A modern loading platform will replace the old concrete bumper block at York Interstate Fairgrounds. A water heater and tank will be installed for convenience of horse trainers, who have had to use open wood fires for hot water. Stable refuse pits will also be built.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Boston Fair Plans Talked

DETROIT, April 16.—Plans for the first fair to be held in metropolitan Boston area were discussed by Sheldon H. Fairbanks, president of Campbell-Fairbanks Expositions, Inc., who was here to produce the first Michigan Sportsmen's and Boat Show. He said negotiations are on with management of Suffolk Downs race track to stage a fair there next fall. Besides tents, he said, barns at the track would be used for cattle and other stock. Running races would be staged and the grand stand probably used for night shows.

Millar Aids Pahoee Post

PAHOKEE, Fla., April 16.—American Legion Post here, celebrating its 19th anniversary, engaged Malcolm H. Millar as business manager, to have charge of bookings in the hall and on grounds and he will also manage the 1939 Everglades Fair, Belle Glade. He reports the 1938 fair, April 5-9, most successful in history of the event, with attendance marks broken and unusual exhibits.

Fair Elections

NELIGH, Neb.—Antelope County Fair elected Frank Watkins, president; William Schulte, vice-president; Lyle Jackson, treasurer; David Rice, secretary.

OGALLALA, Neb.—Keith County Fair elected Phil Kenfield, president; J. W. Hepperly, vice-president; C. C. Worden, treasurer; H. J. Geisert, secretary.

COLFAX, Wash.—Whitman County Fair elected L. L. Bruning, president; Roy Peringer, vice-president; A. F. Harms, secretary-manager.

G. G. LABOR

(Continued from opposite page)
was voted virtually unanimously by both groups.

Order for 9,000 floodlights has been placed with General Electric. Exterior illumination, directed by J. E. Stanton, will cost about \$500,000. Ambitious plans call for mixing of colored lights to provide definite mood patterns for individual courts. General impression at night from the mainland will be amber white.

Fair will be first major exposition to invite labor union participation. Workers will sponsor special exhibits showing how their specific skills operate, with iron welders first to sign. Special days honoring individual unions will be set aside.

Local Japanese have kicked in \$80,000 for fair participation, supplementary to \$500,000 official government fund.

Dorothea Gray, dancer-actress and former MGM player, has won the part in the 1938 edition of Lotta Crabtree, central figure in the *Cavalcade of the Golden West* pageant, said Producer A. L. Vollman.

TILT IN COURT

(Continued from opposite page)
Michigan. Terms of the lease were later modified in favor of the racing association. Since Michigan Association of Fairs meeting in January, Manager Isbey has been trying to secure use of this part of the grounds again, contending the lease is illegal.

Starr's opinion said, in part: "I believe that the title of said act of 1933 does not express or give notice of the object or purpose of delegating authority to the Department of Agriculture to lease lands under its control, and further that the body of said act embraces more than one object."

"This lease has many years yet to run and it is contended that the terms are grossly inequitable to the State. The question whether such lease is valid can only be finally determined by judicial decision. I therefore recommend that proper steps be taken at once to obtain a judicial determination."

He pointed out that two former attorney-generals have ruled favorably on the lease, however, and that payments previously made under it implied tacit consent of both parties. Further points in the ruling were that the racing commissioner has authority to set daily maximum and minimum racing fees regardless of those mentioned in terms of the lease.

MORE PERMANENT

(Continued from opposite page)
tion whereby farmers might buy rain insurance at low rates by contributing

ALOHA ALOHA
SIDNEY BELMONT
Presents
E. K. FERNANDEZ'
(Honolulu's Premier Showman)
NATIVE HAWAIIAN EXTRAVAGANZA
75 — PEOPLE — 75
Direct from Hawaii — First time in America
Selected As The
GRAND STAND ATTRACTION
FOR THE 1938
ILLINOIS STATE FAIR
August 15-16-17-18-19-20
COMPLETE SCENIC AND LIGHTING EQUIPMENT
SMALLER UNITS AVAILABLE
SIDNEY BELMONT, Fullerton Bldg., St. Louis, Mo.

to the fair association, which in turn would agree to start the fair whenever farmers should need rain. As individuals farmers can cash in on timely rains, but when their fair gets the same copious showers it may prove disastrous because of its erosion effects. It may cause a washout. Another suggestion is that fairs might use more than three or four days, thus taking advantage of the law of averages for weather.

Strictly indoor entertainment as well as live-stock judging would be fairly effective insurance against unfavorable weather, especially in counties where surfaced roads are general. However, this presents a serious building problem. During the past few years of governmental liberality the building and other improvements question has been easily solved by those fair organizations whose grounds and buildings are owned by city, county or State. We had hoped that some plan might be worked out whereby our fairs that are organized and operated on the non-profit basis might secure federal aid.

Publicity in Exhibits

The great majority of live-stock exhibitors are happy if they win enough premiums to pay actual expense of making their displays. Certainly the progressive live-stock breeder who presents his best animals at his own and nearby fairs needs but little other advertising to acquaint prospective buyers with his business. Similar results may reasonably be expected by the merchant or manufacturer who uses the agricultural fair in his plan for wide publicity. Most exhibitors of merchandise do not concentrate on making sales but do employ experts to show and demonstrate their goods to the best possible advantage. This results in giving popularity to merchandise and enables the exhibitor to secure names of numerous prospects who may be contacted later.

Favorable spring weather and prospects for a bumper crop encouraged fair officials to make more elaborate advance plans than usual. Those who were favored with fair weather were well rewarded for their efforts. Good exhibits, plus fine entertainment, plus real fair weather, equals pleased patrons, exhibitors and officials and a comfortable bank balance, which contributes more than a trifle toward the success of succeeding fairs, while a scant and bedrabbled bunch of exhibitors and officials with insufficient patronage to pay the fiddler leaves a hang-over of discouragement that is certain to reflect in the next year's plan and does not wear off easily. But fairs are more permanent than showers. We wish to recommend serious consideration of the organization of more fair districts similar to the one in Northeastern Iowa whereby the various fairs could make more efficient and economical use of judges, entertainment and racing features and carnivals. Carefully arranged dates, with each fair assuring its proportionate share of pre-arranged expenses, should work to advantage of all interested.

BARNETT DRAWS

(Continued from page 34)
Knight; Amador Gutierrez, Mexican wire performer; DeRiskie Family in head slides and balancing feats, and Rogintosh troupe of riders, featuring Howard Bryant.

Track specialties by a score of Barnett horses provide much comment. Three waltz and rear horses perform at same time. Eno Family, consisting of Dempe, Lena, Sue, Take and George, present an

"AS OTHERS SEE US"

(Ninth of a Series of Self-Revealing Testimonials)

Bangor "Sees"

"The grand-stand attractions you furnished us this year were very satisfactory and more than you promised."

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Complete Carnival Outfit or Independent Rides for the
GRANT COUNTY FAIR
To Be Held at Fairmount, Ind., During the Week Beginning August 28, 1938.
Write to JOHN R. LITTLE, Secy., Fairmount, Ind.

WANT HIGH-CLASS ACTS

For July 4th and Fairs. Give full details.
WILLIAMS & LEE,
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outstanding number. Heel and toe catches are presented in a novel manner by Tom Walsh and Pearl Harris. Ed Raymond is producing clown. Ira Haynes is conductor of a 14-piece band; Tommy Burns, equestrian director.

W. R. Tumber has a good line-up of attractions in Side Show, including Precilla, noted "monkey girl" freak, and Emmett, alligator boy.

Show carries six elephants. Praise was heard for the new costuming and horse and elephant trappings. Flying Roginis perform on new type of rigging, said to be used for first time this season. It remains standing thruout performance.

1938 RISK RATES RELEASED

NAAPPB Aid Seen in Boosts

Association liability insurance plan called boon to members by officers

CHICAGO, April 16.—Declaring that new amusement public liability insurance rates, as released by the National Bureau of Casualty and Surety Underwriters, show more increases than decreases for 1938, officers of the National Association of Amusement Parks, Pools and Beaches say the figures have stirred the industry thruout the country "when most business men are already confronted with enough troublesome problems."

"Right or wrong, almost every operator has in the past sought ways and means to reduce or escape these mounting costs—without success," reads a statement. "In many instances operators have been compelled to go without coverage because they were unable to afford the expense and thus they have subjected themselves to the great hazard which always accompanies self-insurance."

"The national association for years recognized that the ever-increasing liability rates which threatened to absorb the profits of the business represented one of the greatest problems of the industry—but to solve this problem the combined co-operation of the industry was necessary. For many months, under the able leadership of Harry C. Baker, Secretary A. R. Hodge and the public liability insurance committee, headed by N. S. Alexander, the officers and directors of the NAAPPB made a careful survey of (See 1938 RISK on page 43)

Highland Has New Pilotage In Avon, Mass.

NEW YORK, April 16.—Harry C. Baker, amusement device engineer and amusement park operator, said Highland Park, Avon, Mass., will open under new management this year. New operating corporation, headed by Mr. Baker and Archie Bolter, Boston, plans to recondition the park considerably before opening day.

Mr. Baker, agent for the park when it was operated under ownership of the late Charles Bunker, plans to renovate attractions, including Coaster, Whip, Carousel, Skooter and Aero Swings. Several additions will be made, character not yet decided upon.

Park will again utilize its spring water, location (half hour from Boston) and natural advantages for a big picnic and outing clientele. Free acts will be used, some being of large proportions such as rodeos and thrill shows.

Highland Park has about 30 acres situated on modern highways between Boston and Brockton.

Last-Minute Injunction Talked on Rockaway Plan

ROCKAWAY BEACH, L. I., N. Y., April 16.—Altho New York Park Commissioner Robert Moses has refused to alter his plans to go ahead with demolition of a mile and a half of the amusement section, beginning on June 1, in accordance with his intention to bring about a \$10,000,000 park and roadway improvement, concessioners are fighting to effect a last-minute decision to hold work over until after Labor Day.

May 12 is seen as the deadline when the city will take title to the property, and if this goes thru there is a chance that a last-minute injunction attempt may be made.

The Rockaway \$10,000,000 plan is described as "the greatest seashore slum clearance in the history of the nation."



SIGNING OF FINAL PAPERS IN \$250,000 DEAL involving transfer of deed to Broad Ripple Amusement Park, Indianapolis, from Oscar Baur (right), Terre Haute, Ind., business man, to W. A. McCurry, Indianapolis (left.) Mr. McCurry is supervising a \$100,000 reconstruction program in the 70-year-old 62-acre playground. New equipment is being installed, rides being rebuilt, new dance pavilion and roller rink being erected and pool and bathhouse being renovated. Further building will be undertaken at close of the 1938 season, Mr. McCurry said.

New Coney Island License Edict Is Regarded as Death Knell to Ballyhoo; Applications Decrease

NEW YORK, April 16.—Declaring that what Coney Island needs is more color and cleanliness and less caterwauling, License Commissioner Paul Moss this week announced new licensing rules that will considerably affect shows and concessions at the famed seashore playground, showmen believe.

Chief item in his edict practically eliminates outside ballyhoo. Grind men have been a sore spot insofar as Chamber of Commerce, license commission and civic organizations are concerned for several years. No real control has ever

been achieved, however, and the commissioner's announcement is regarded as a deathknell to ballyhoo practices.

He also intends to eliminate "garish, illuminated signs or other advertising devices," and concession games will be closely scrutinized, it is promised.

The commissioner said applications for side-show and concession game licenses are slow this year, only 103 having been approved to date. About two dozen more are pending and spring weather is expected to bring more applications. Last year 244 entertainment places were issued indorsements.

Added Attractions Will Feature Fairyland Season Under Kenyon

KANSAS CITY, Mo., April 16.—Omer J. Kenyon, here to manage Fairyland Park, said opening would be on May 14, when Jackson County Parent-Teacher Association will sponsor a picnic for school children. He foresees a prosperous season. John B. Tumino, ballroom manager last summer, has returned as Manager

Kenyon's assistant, and there will be 20 rides, 30 game concessions, 10 eating stands and 3 funhouses. Max Tripp, Chicago, will manage a big new skating pavilion just inside the entrance, first time Fairyland has had roller skating except for a brief period when the ball-



A FREE GATE AND EQUIPMENT FOR LARGE OUTINGS mark preparations for an expected good season in Riverview Amusement Park, Des Moines, Ia., where Manager Abe Frankie (right) is supervising changes and Reese H. Jones (left), as promotion manager, is lining up school picnics and working on outings for industrial and fraternal organizations.

Brown Gives Lease to Part Of Dreamland

NEWARK, N. J., April 16.—President Victor J. Brown, Dreamland Park Co., has leased to Samuel B. Green and Harry Goldstein rides, concessions, swimming pool and all other features of Dreamland Park here except the roller-skating rink and dance hall. The latter two will continue in operation by Mr. Brown.

President Brown said that other activities made it advisable for him to grant the lease.

"Because of several other business enterprises and the fact that much of my time will be taken up with duties as president of the Roller Skating Rink Operators' Association of the United States, I find that I will be unable to devote very much time to amusement park business," he said.

Des Moines Spot Adopts Free Gate

DES MOINES, Ia., April 16.—Adoption of a free-gate policy and engagement of Reese H. Jones as promotion manager are among preparations of Manager Abe Frankie in Riverview Amusement Park here for an anticipated successful season.

Announcement of a free gate has had a good reaction, it is said, and numerous outings are being lined up by Mr. Jones, who has arrived to assume his duties. School picnics are being given first attention and a campaign for outings of fraternal and industrial organizations is to be started.

Park has been especially equipped to handle large crowds. A number of big promotions will be conducted during the season by Mr. Jones.

Early Activities Are Begun For Cleveland Playgrounds

CLEVELAND, April 16.—Puritas Springs Park will open dance hall and many concessions and attractions on Easter Sunday. For its first dance orchestra Mr. and Mrs. J. E. Visoky, owners, engaged Howard Becker's Pennsylvanians to play in the redecorated ballroom.

Regular season will start on May 28 and until then the park will be open on Tuesdays, Fridays, Saturdays and Sundays. Roller rink is in operation and a new feature is Kiddies' Playland.

Euclid Beach opens dance hall Thursday and Saturday evenings and all day on Sundays, with some concessions. There will be roller skating and some rides will be open. Jimmy Barnett and his band are holding forth. Decoration Day has been set for season's opening.

Philly Woodside Improved; Willow Grove Bow April 30

PHILADELPHIA, April 16.—When Woodside Park opened its season today it was seen that President N. S. Alexander had installed a number of new features, including Cycle Horses, Monkey Races and new Skooter cars and that much repainting and repairing had been done. Roller-drome, refitted and redecorated, will again be under management of Joseph H. Barnes.

Weekly programs will have free Sunday concerts in Sylvan Hall; Kiddies' Hour, with Jack Steck as emcee; amateur radio auditions Thursday nights and fireworks Friday night.

Willow Grove Park will open prelim season for Saturday and Sunday operation on April 30.

Adds Games in Riverview

CHICAGO, April 16.—Popularity of baseball here has made Riverview Park management doubly conscious of the drawing possibilities proved by Paul Gerber's Rock-Ola's World's Series game concession in that spot last season, with result that Gerber & Glass Co., will operate 50 of the machines this summer in 10 locations instead of the previous one stand.

Detroit Spots In Early Bows

Pre-season openings are set up for Eastwood and Jefferson Beach patrons

DETROIT, April 16.—Opening of Detroit amusement parks will be earlier this year than ever before. Jefferson Beach, with its floating floor making possible dancing on the water, bows tomorrow and will be open week-ends until first part of May. Ballroom has been redecorated and rear end of the ballroom, extending over the water in Lake St. Clair, will be left open. Floating dance floor is of teakwood imported from China.

Number of riding devices has been increased to 27, and midway will have 43 concession stands. Name bands will be featured again as well as big free attractions. A Hawaiian show will work for 10 cents, with six performances nightly. A revolver range has been installed. Miniature two-passenger speed boats added bring the fleet up to 29 boats and one large launch. Managing Director J. F. Gibson announced that the number of company stockholders has been reduced from 27 to 14, tending to more concentrated and efficient management. As a good-will gesture he is sending out courtesy passes good for the holders' families and accompanied by a well-phrased personal letter.

Henry Wagner's Eastwood Park staged a preview on Sunday, all rides and attractions being ready. For opening in May Eastwood Gardens has been redecorated, seating capacity increased to 3,000 and garden so arranged that either indoor or outdoor dancing may be had regardless of weather. Kiddie City will have a variety of attractions, including miniature rides, Galloping Goose, Shoot-the-Chutes and swings.

Louise McCarroll and Orlando Roberson, vocalists, with Don Redman and his band, will be ballroom attractions for April 16 and 17. Dancing will continue nightly except Tuesday until opening the latter part of May of Eastwood Gardens, where name bands will be heard. Phil Skillman's Band will open Coconut Palms, where two musical revues nightly and Sunday matinees will be presented, including vaude acts and dancing chorus.

Akron Ride Ready May 15

AKRON, April 16.—Construction of a new high ride in Summit Beach Park here by Summit Beach, Inc., involving expenditure of about \$38,000, will be completed by May 15, said Jack Kaster, in charge of building. The ride, 72 feet above ground at highest point, will provide a 2,400-foot ride. Streamlined cars will seat 18 passengers each.

LINCOLN—Capitol Beach's dance spot has been operating on a year-round basis, with Harry King in charge, and Art Rogers has reopened the roller-skating rink to good biz. Park proper will get into swing about May 15.

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Revere Beach, Mass.

By BEACHCOMBER

Cyclone Roller Coaster, replica of the Cyclone of Coney Island and other places, roared in the season's beginning at 1:30 p.m. April 3. Fred Hurley salutes the season by "springing" with the Tilt-a-Whirl and Dodgem. Grab and juice stands along the line bow and frozen malted drinks announce two locations, with a third and fourth to come. Revere Beach is off for the season of 1938.

Big whirl of attractions readying to follow. Some opened on Easter Sunday and tried their luck against whimsical New England weather, those well-known "East winds" and Nor'westers that send folks scurrying off the joy-zone front and send frowns to faces of operators. Real opening, of course, is the week in advance of Decoration Day, when the war vet orgs stage their "Cavalcade of Honor" and Parade for the Dead. It is a pageant miles long and orgy of color. Draws thousands and takes two hours to pass a given point while all amusements lie dead. When the line breaks at the finish there begins "open season" along this several-million-dollar joy front.

John Hurley, dean of amusement purveyors here, returned from St. Petersburg, Fla., teeming with ambition at 74 years of age. Says: "Almost built a new bathhouse in St. Pete," a replica of his Nantasket ace set-up that takes trade away from State public bathhouses there.

C. Jack Shafer, erstwhile museum owner, writes from his Augusta (Me.) farm: "Am now a farmer, but I farm in winter. Cad Hill, banner pictorialist, has his studio on my place and has put me to work making ready several units for carnivals. I will travel with Frank West's Show." New cafeteria sponsored by Tona LaRizza and Henry Wheeler makes its bow. First day floral gifts deluged and the new streamlined eatorium resembled a flower show. Mack Kassow writes that he will pass up opportunity to orate on front of O'Brien's Marvelatorium this coming season and will be Downie Bros.' Circus as manager of the kid show.

Mayor Jimmy O'Brien promised a delegation from Revere Beach Business Men's Association that he would lend every effort to securing an appropriation of several thousands dollars to augment the war chest of the association for general promotion work. The former mayor for several terms, Andy Casassa, now president of the First National Bank in Revere and association attorney and who also serves on the board of governors of New England Section of the NAAPB, is also anxious to assist in every way. A great July and August is anticipated, what with defeat of the Reorganization Bill in Washington and a new deluge of work-relief spending. Biz men will meet soon to plan for gathering subscriptions from everyone doing business here, a heavy-handed campaign to bring into line those who hurl themselves across the path of progress for one and all by not giving and helping.

Long Island

By ALFRED FRIEDMAN

Autos as Dressing Rooms

Long Island is by no means the only bathing section of the nation that has been confronted with the problem of what to do about persons who insist on donning and removing bathing attire in limited privacy of automobiles.

But Long Island certainly has halted the custom, and almost completely, at that. For many years bathers persisted in using cars as dressing rooms, upsetting their dignity by so doing and deprived bathing pavilion operators of justly deserved revenue. A lot of wise heads were put together and within a few weeks the dress-in-your-car habit was a thing of the past. Special patrolmen were assigned to smash the practice, and smash it they did.

Judges showed a co-operating spirit and meted out hard consequences for those who were caught in the net. Dressing in cars came to an almost abrupt stop. The result was good morally for everyone and financially for business people at the beaches.

Fort Worth Casino Rental Fixed; Will Open April 29

FORT WORTH, Tex., April 16.—Casino Park, Lake Worth, will open for the summer season on April 29. Indirect lighting fixtures are being installed. All attractions are being repainted and improved and new games and rides are to be installed during the season.

Manager George T. Smith has booked name bands for Casino Ballroom. Count Basie's Orchestra opens and Eddie Fitzpatrick's Orchestra comes on May 2 for 10 days. Other orchestras in May will be Little Jack Little's and Nick Stuart's. City council and Manager Smith have agreed on total rental of \$19,000 for the next five years. Previous figure discussed was nearly \$5,000 yearly.

To Shift Wildwood Casino

WILDWOOD, N. J., April 16.—T. S. Goslin Building Corp. has contract for renovations at S. B. Ramagosi's Casino Arcade, converting the boardwalk midway into a miniature amusement park. Old Casino building, a landmark erected by Jim Butcher in 1898, makes way for a copper-lined tank with 18 inches of ocean water to house a Dodgem water ride. Casino building will be moved westward to Atlantic avenue so that it lines up with the Casino Theater.

Act Has 1,000-Mile Jump

CINCINNATI, April 16.—In a visit to offices of *The Billboard* here the Stratosphere Man, high swaying pole and trapeze performer, reported he had again signed to appear at Pontchartrain Beach, New Orleans, and Excelsior (Minn.) Park. The dates are more than 1,000 miles distant from each other. After playing Excelsior Park he must jump to Pontchartrain Beach to open a week later. Bookings for 1938 are satisfactory, he said.

SEATTLE—Some pools have established Pal Nights on which patrons bring friends at reduced rates. At Alki Natatorium, which set Mondays as Pal Nights, Catherine Inglis has been engaged as instructor.

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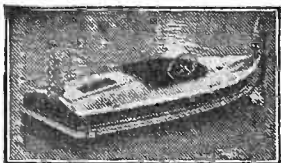

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American Recreational Equipment Association

By R. S. UZZELL

New England Section, National Association of Amusement Parks, Pools and Beaches, can now add a new inducement for park men and operators in that district to take out memberships. All of the members in good standing can avail themselves of the insurance plan by which there is a saving of about 37 per cent below the old rates fixed before the national association made the agreement it now enjoys with the new company. For only one concession the membership with the New England men more than justifies the annual dues.

Wallace St. Clair Jones, president of New England Section, invites criticism and suggestions from the membership. He wants to make 1938, the second term for him, an advance over any service the association has yet rendered.

The first Sunday in Playland, Rye, N. Y., was too cold for profitable operation. With prospects for clear weather Easter Sunday, it was hoped there would be a larger attendance in the great park on Long Island Sound. Up to date the spring has not been favorable for outdoor painting.

Thompson Coaster Going

It seems certain that New York City will take over the water front at Rockaway Beach, extending back 200 feet from the boardwalk. Title will vest in the city May 12, 1938. Coney Island plans of the city have been deferred until 1940, so the present schedule runs. Fate decrees that some new fireproof steel, stone and concrete buildings on Rockaway water front will never be occupied by tenants who have paid first installments of rents.

Albert E. Turpin says they take his new buildings and eight bungalows. He has only finished rebuilding to cover the area of his property swept by fire last summer. He will have to look elsewhere for a location if he remains in this business. And we do want him, as he is the kind who do things and always enjoy a fine credit rating. His father was once treasurer of the L. A. Thompson Scenic Railway Co., one of the finest in the game. It is really the irony of fate that Mrs. Thompson will not get the big award for Playland, Rockaway, formerly Thompson's Park. It will include the Coaster built the year Thompson's Park was opened. Enough of the Coaster will be cut off so as to make the remaining portion useless. It is merciful that Thompson could not look down on the disintegration of his fine old company, and now how uneasy he would rest to see the award go elsewhere. Not all of the park is condemned in this proceeding. Enough remains to make it worth while to continue its operation.

Passing of Olentangy

Passing of Olentangy Park, Columbus, O., obliterates another of our old landmarks. It antedates the Humphrey family at Euclid Beach, Cleveland. The Dusenbury Brothers first brought the place to prominence and made considerable money there, which was lost in other ventures. Ultimately they lost the park. Haenlein Brothers were concessioners for years. They saved their money and were known to loan Dusenbury Brothers money with which to open in the spring. The industrious Haenleins kept growing in strength financially until they took over the park in

which they still have an interest. It now becomes a part of the residential section of Ohio's capital. The writer sold the Aeroplane there in November, 1903, the tower and superstructure of which are still a part of that swing. The business from this park will now fall into the lap of John J. Carlin at Buckeye Lake, O. Olentangy Park was once beyond the city. Now the city extends beyond the park. Another example of the value of staying put. Your interests grow during winter and while you sleep.

Ready for Flint Opening

FLINT, Mich., April 16.—Flint Park Refreshment Co. is ready for season's opening in Flint Park, reports Hank Shelby. Lacy and Bob Kerner arrived from Miami and Lacy, general manager of the organization, will be assisted by Shelby for the third consecutive year. Shelby, who wintered in Kansas City, arrived in March and, assisted by Eddie Burke, Roy Holloway, Bennie Bernard and Abner Monaco, got all stands ready. Concessions and refreshment stands were rebuilt and decorated, with new fronts and awnings. The company has all game concessions, refreshment stands; new Tango parlor, to be managed by Bob Kerner, and Kiddieland, consisting of auto ride, boat ride and swan ride. Charlie Bickell, scale man, came from New Orleans and is preparing for his third season here. Park is owned and managed by E. E. Berger, assisted by Dr. L. Firestone.

With the Zoos

MANITOWOC, Wis.—City council accepted tender of \$100 from local chapter of the Izaak Walton League for erection of a pleasant brooder pen in Lincoln Park Zoo.

MILWAUKEE—Directors of Washington Park Zoological Society authorized purchase of new animals to include giraffes, elans, groundhogs, kangaroos, camels and monkeys. Society plans to spend between \$6,000 and \$7,000 and expects to have the animals for the spring opening on June 18.

FORT WORTH, Tex.—Park board will put gondolas, with singing gondoliers, on the two-mile stretch of Trinity River in Rockwood Park and rowboats will be put in Forest Park, where W. H. Fredericks has the concession. J. O. Ferguson will have the gondolas; first time such boat rides have been offered here.

WASHINGTON.—Late arrivals at National Zoo have been overlooked by the public due to excitement over two penguins hatched by Mollie and Moe Penguin in refrigerated quarters. After Mollie's egg-warming, with Moe taking over night shifts, two chicks were introduced, first named Malcolm after bird-house keeper Malcolm Davis. There is some confusion over the second's name, many insisting it is William, after park director Dr. William Mann, and others saying the name is Minnie. If the latter name wins it might be given to Malcolm, because Malcolm isn't a he. Brazilian giant anteater, two Australian dingoes and five brands of tropical fish came as gifts of Bronx (New York) Zoological Park.

CINCINNATI.—A long-needed unit will be created at the Zoo when an animal hospital and quarantine building is erected from plans which have been prepared. It will be of concrete block with a room for treatment of large animals. (See WITH THE ZOOS opposite page)

"Why Games"

By MAURICE PIESEN

Address at 10th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel, Boston, on March 15.

People like to see things, do things and have things happen to them. To let them see things we provide shows, movies and entertainment. To let things happen to them we provide rides and funhouses. To let them do things we let them dance, hold hands in the moonlight and play.

Play is defined as any exercise or occupation for amusement. This definition is based upon some sort of activity by the player. You provide the equipment; the player does the work. You get the headache; he gets his fun. A good time is had by all. It's all a game to see who gets what and how much. If we don't get much fun you get bigger and better headaches. If he gets too much fun you still get the headaches, because you pay for his fun. You don't want headaches; they are no fun for you. A little worry and some bother, yes, that we must have to make life interesting.

Our problem then is simple. The player must get his fun, you must get a dose of worry and bother, with some compensation thrown in to balance the situation. It is all a game and all for fun to the outsider looking in. But to us it is a business and we deal with the problems involved accordingly.

Where Profit Lies

Now we are getting down to business which cannot exist unless profits are earned, especially when depreciation, repairs and general improvements are large expense items. Operation of games requires more attention and salesmanship than selling a loaf of bread or an orange drink. The people who pay their money to play must receive an intangible value in addition to any prize or return awards which may be made. That intangible value—call it fun, amusement or the satisfaction of vanity—is where the profit lies.

With only three fundamental game actions, throwing, rolling and shooting, to work with, inventors have been staying awake nights neglecting their families and flattening their bank rolls believing they have found the secret of this intangible value. After months and years of work they may have finally completed a model and believe that their troubles for life are over. They don't realize that their opinion counts for nothing. Everything depends upon the actual thrill or kick that the player gets when he spends his hard-earned money. (See "WHY GAMES" on opposite page)

Liles Opens in La. Spot

LAKE CHARLES, La., April 16.—Park Amusements, new resort on South Hodges street, was opened on Tuesday by Cliff Liles, well-known outdoor showman. Opening night brought big crowds under sponsorship of a newspaper which ran a series of full-page ads backed by leading business houses, which stressed that it was a public duty to support Liles because he kept his show in winter quarters here and had spent much for supplies and in hiring 60 men. Ferris Wheel, Airplane ride, Merry-Go-Round and Whip are lined up with several concessions.

Building at Cedar Point

SANDUSKY, O., April 16.—Cedar Point on Lake Erie will inaugurate its summer season on June 11 and continue thru Labor Day. Officials of G. A. Boeckling Co., owner and operator, view the outlook with much optimism. They said some construction is under way and that new features will be on the midway. Heavy outing bookings are reported.

Turnstiles To Check Bathers

LONG BEACH, L. I., N. Y., April 16.—Long Beach is to install turnstiles on beaches as part of a plan to tabulate people paying toll to bathe. Toll system for bathers was started last year, but only recently decision was made to utilize turnstiles. It is estimated that more than 2,000,000 will use beaches for bathing in 1938, revenues to help defray cost of the recently constructed \$2,500,000 boardwalk.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Warm Showers

An interesting subject discussed last month by C. A. Hyatt, pool sanitarian for Illinois State Board of Health, in that organization's monthly bulletin, and by Paul H. Huedepohl, manager of Jantzen Swimming Association, in a release concerned use of warm showers. One of the most important steps in maintaining a sanitary pool is proper preparation of bathers before they enter the water. Pre-swim precautions are as necessary as is safe water. Some people lack training in personal hygiene; others who bathe regularly at home may omit the bath on swim day because they look at the pool as a substitute for the tub. Without proper supervision, many patrons will go directly into the pool without first taking a soap shower, ignorant or neglectful of the fact that soap and warm water are necessary to remove oil, perspiration, bacteria and dead cells which collect on skin daily.

Is it the responsibility of managements to eliminate this potential hazard and supply adequate equipment for a cleansing bath. First requisite is an adequate supply of safe, warm water which should be properly controlled so that patrons cannot scald themselves. Soap is also necessary and from experience it has been discovered that the liquid form has proved most convenient and economical. To be certain that each person takes the proper shower before swimming, some system for checking up must be inaugurated. With men and boys this does not present such a problem, for a gang shower room is not difficult to watch, but with women and girls a certain amount of privacy is required (usually booth showers) and it is difficult to determine whether such patrons are actually taking a nude shower and properly cleansing the body. At a pool in Illinois, reported Pool Sanitarian Hyatt, the attendant in the women's shower room requires that after entering the shower booth women must throw suits up over the doors. This is about as far as an attendant can go. However, with children the shower can actually be supervised as in the bath at home.

Placards in locker rooms will serve as a further means of calling attention to the need of bathing before swimming. It is also advisable that attendants be strict in requiring proper showers. Swimmers may rebel at first but after they think it over or have it explained to them they will thank the managements and appreciate that the "cleaner the swimmer, the cleaner the water in which he swims."

New Olympia Set-Up

Tony Fiduccia, operator of Van Cortlandt Olympia outdoor natatorium in uptown Manhattan, New York, turned over his aquatic interests to his brother-in-law. For the first time in three summers Tony will devote his time exclusively to roller skating. Besides running his Skateland indoor rink in mid-town, he recently converted the old Star Casino, a New York fight arena, into a roller rink. Brother-in-law will operate the uptown open-air plunge, making some alterations. Roller skating as a sideline will be continued all summer. The Olympia intends to repeat its low-price policy this summer.

Dots and Dashes

Cooper Stephens, proprietor of Rock Bridge Park, Hopkinsville, Ky., reports his summer resort is entering its second season, "featuring swimming in running water in the form of an old mill stream." . . . Only pool slated to have a float in the New York World's Fair motorcade on April 30 is Palisades (N. J.) Amusement Park aquadrome.—What a bathing beauty it plans to have on the display! . . . Mac Levy, gym man, who took over Parc Vendome indoor tank, New York City, has added window and car cards to exploit the tank.—Wonder if Damon Runyon, ace scribbler, is as good a swimmer in the Vendome pool as the crowd there claims he is. . . . Sonny Werblin is again booking name bands for summer at Day's Manhattan Beach, New York.

WILDWOOD, N. J.—Marsh Bainbridge, publicity director for this seashore resort many years, has landed the job of selling Judge Arthur James to Pennsylvania voters.

1938 PUBLIC LIABILITY INSURANCE RATES INCREASED

Result—each and every Park Owner and Concessionaire will be compelled to pay a higher premium for liability protection this year.

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

LUNA PARK Roller Skating Rink, Coney Island, N. Y., will be opened on April 30, to be operated by Al Flath, veteran in the rink business. Anticipating a large turnout for opening, he decided to lengthen the skating surface and increase checking facilities by several hundred. Carpenters have been engaged to build extra benches and make changes that should prove satisfying to the large attendance anticipated to welcome skating at the ocean front. With excellent transportation and parking facilities, coupled with continuous music, Luna Park Rink will be a hot spot for roller skaters, he declares.

PAVILION ROYAL, Valley Stream, L. I., N. Y., many years a top-notch night club, has gone in for roller skating with a handsomely designed rink, which is rapidly winning a widespread following.

HOLLYWOOD ROLLERBOWL, located in a former sound stage of Warner Bros. Studios, was opened on April 6 by Al Painter. Rink holds three sessions daily and is air-conditioned. Bob Lee, in charge of instructors, conducts a nightly 15-minute interview with film people over KFWB, and is aided by Chauncey Haines, organist. Contests and exhibitions are featured.

GOOD business has marked the season in his Syracuse (N. Y.) Rink, reported Jack Wythe, who was a caller at the skating desk when in Cincinnati for the national amateur meet and rink operators' national convention on April 2-4. As a former racer, he declared the contests to be interesting and he reported having renewed acquaintances with many oldtimers in attendance. He will open his Boysen Bay Rink, Oneida Lake, N. Y., in May.

UNDER management of Harold Ragsdale and Cecil Riggs, Coronado Roller Rink, Decatur, Ill., is having good crowds, and a new electric organ was installed on April 8, reports Bus Galligan.

NOW in the Bachelor Club, Pittsburgh, Jack Ballard and Billie Rae, roller skating, spinning-tap dancing and acro tumbling act, report they will sail from Los Angeles in July to play the Tivoli circuit of Australia, booked by Billy Diamond. Jack advises he is doing a row of 12 back flip-flaps and has mastered a back somersault in air on roller skates.

"NOW that the national amateur races in Cincinnati are over and the new champions are known, it is about time for some pro races," writes Bill Henning.



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skateroom manager, Armory Roller Rink, Chicago. "There has not been a professional championship race since that of 1929 in Chicago Stadium, which went 21 days and in which Roland Cloni recovered his championship. Races were staged by the late Paddy Harmon, the skaters' real pal and good sportsman. Now let's see if there is anybody willing to put on a real contest to determine who will be new pro champion. I think a 21-day world's championship meet with skating sessions would be a success for a real promoter. Joe Laurey put on a comedy race on April 13, a cup being presented to the last skater to cross the line. This rink will operate all summer, under Fred Leiser, owner and manager, and Joe Laurey, floor manager."

PARTY biz is exceptionally good in White City Park Rink, Boise, Ida., reports Manager R. L. Hull. March 27 issue of *The Idaho Daily Statesman* carried a full page of photos of one of the larger roller parties.

ELKHART (Ind.) Roller Rink, operated by Fred and Fern Bock, and Ski Hi Roller Rink, South Bend, Ind., are doing good business, reports E. W. Bock, manager of the South Bend rink. Elkhart rink, open seven nights weekly, has started extra sessions, and is equipped with new floor and electric organ, played by Ethel Gise. Music is broadcast daily.

ROLLER skating has been inaugurated in K. of C. hall, only downtown Akron (O.) rink, with sessions Tuesdays, Thursdays, Fridays, Saturdays and Sundays. Only other Akron rink is in Summit Beach Park, which soon will quit its building for the open-air rink on the midway.

LAKE HELLUMS Rink, Enid, Okla., had a gala opening first week in April to big business. JB Rink, Enid, continues to do exceptionally well and will run during summer.

AERO ACES, Buddy and Betty, roller-skating team, playing Eastern Ohio night clubs, were in Rendezvous Villa, near Youngstown, O., on a nine-act bill and were retained for a second week.

FAIRYLAND PARK, Kansas City, Mo., is installing a large roller-skating pavilion near the entrance and a contract to manage it has been signed by Max Tripp, Chicago, said Omer J. Kenyon, general manager. Skating surface will be 50 by 350 feet. New skates, 500 pairs, have been ordered and a hard maple floor is being laid. Rink will be open from May 14 to Labor Day, second large rink to be opened in Kansas City in the last month, Pla-Mor having opened on April 7.

"RINKS that have booked the Keller Sisters not only report increased box-office receipts but managements agree that their skaters received much valuable information on fine points of figure skating, advises T. L. Keller, operator of Mellow Moon Rink, Salem, Ore., who is on a tour of rinks with his daughters, Irma and Oral, amateur team, who will visit the East before returning home. "Performances also have proved very beneficial to operators regarding dance - step demonstrations that were accepted by the Roller Skating Rink Operators' Association of the United States at the Cincinnati convention on April 4."

SKATING act, Victor and Ruth, report they are in their 18th week at Murray's Inn, Albany, N. Y.

WHILE at the Cincinnati convention Fred H. Freeman, operator, engaged Mr. and Mrs. Umbach as teachers of roller-skate dancing to alternate in Winter Garden, Dorchester, Mass.; Nantasket (Mass.) Rollerway and Lyonhurst (Mass.) Rollerway thru the summer season, the Umbachs having decided to turn pros to teach roller dancing.

ADDED ATTRACTIONS
(Continued from page 40)

room was used. Four rides will be new, dual Octopus, dual Loop-o-Plane, Caterpillar and Auto ride being assembled this week. New ramps and loading platforms are being constructed around rides and Waltzer, Heyday and Tumblebug are being overhauled and painted. Manager Kenyon, who will stress picnics again, has already signed Kansas City Democratic Club, Independence (Mo.) Parents and Teachers and Jackson County PTA. Picnic grounds have 70 ovens, pavilion for 5,000 persons, new

lights and tables and new roof for pavilion. Fairyland, covering 80 acres and only park of its type in this section, is owned by Victor and Mario Brancato, brothers, who own all except five concessions. Crystal pool, holding 1,200,000 gallons, will be ready soon, altho manager has not yet been named. Ballroom, with dance floor 138 by 320 feet, is being redecorated. Change of orchestras will be made every two weeks and a name band used once a month.

Pay gate will remain, but patrons who ride street cars will be admitted free thru a tie-up with the public service company. George Howk will be in charge of games again.

1938 RISK
(Continued from page 40)

The situation and in co-operation with John Logan Campbell, Baltimore, devised a plan with the Associated Indemnity Corporation which has been in successful operation for the past two years. The problem has now been solved."

Where State laws permit, 10 per cent discount is allowed off the manual rates or rates offered by "bureau" carriers. This 10 per cent applies not only to the basic rates but to minimum premiums as well and experience credits are allowed under the same system of credit rating as has been had with previous carriers. Charge of 25 per cent for additional assureds has been eliminated except where prohibited by law. In addition to these substantial savings the profits are shared with policyholders in the form of dividends. Five per cent was paid as a first dividend on 1936 premiums and an additional 3.5 per cent was recently mailed by the secretary's office.

Interest Much Greater

"The NAAPPB plan makes it possible for all operators to enjoy the protection and satisfaction of being properly safeguarded from accident loss," said Secretary Hodge. "As the public liability insurance committee has a voice in the operation of the plan the policyholders may hope to enjoy even greater savings than previously where their loss experience will justify it. The increased rates therefore mean little or nothing to those operators fortunate enough to come under the plan sponsored by the association. Further, the company will permit an assured, where necessity requires, to make a partial payment within 15 days from inception of coverage, balance of the premium to be paid in semi-monthly installments. This arrangement is extended as a matter of courtesy by the Associated Indemnity Corporation and therefore carried no finance charge. On excess coverage a 30 per cent discount is allowed on the manual percentage increase, according to the limits carried."

Secretary Hodge, when interviewed in the executive offices of the association, Suite 295, Hotel Sherman, Chicago, added that interest in the association's risk plan is far greater this year than in 1936 or 1937, and said that from present indications the premium volume would show an increase of better than 50 per cent over 1937 business. Some operators in 1936 reported savings as high as 36 per cent which, of course, do not include the 8.5 per cent received by them in dividends since that time. Operators who have not sent in questionnaires are urged to do so immediately so that the association's representatives may figure with them on 1938 coverage.

"WHY GAMES"
(Continued from opposite page)

If the player is conscious of spending money for an amusement game he does not get value and will not keep on playing. He may try it once to see what it is like, but once is not enough to make the game pay.

Types of Players

The secret of game operation therefore is to make the player unconscious as to money values and give him that

kind of amusement thrill which satisfies his desire for complete diversion. To do this the game must be attractive in itself. It must extend an open invitation to step up and satisfy the feeling of accomplishment which impels people to do things. The attendant must provide an immediate contact with the player by word or attitude which puts the player at ease and removes any possibility of self-consciousness. For the time being the player must concentrate on what he is doing to the exclusion of everything else. He must be presented with a simple problem which he understands and feels that he can solve. Many players are induced to play with only the desire to beat the house. If they should find that this cannot be done they immediately feel that they are being unfairly deprived of their money. Your games therefore cannot depend upon this type of player to do the business.

Games which provide changing activity on the part of the player also provide a definite form of entertainment to on-lookers and strollers who, tho they may be inclined to play games, are affected by the activity of others and are inoculated with the spirit of holiday atmosphere developed by mass activity and movement. They get the urge to do something themselves when they see other people active and enjoying what is going on around them. This desire may finally express itself in taking a ride on the Coaster, dancing or just a hot dog. The strollers feel that they are not getting the most of their visit to the park unless they, too, join in the fun and let themselves go. Restraint and self-consciousness, if it exists, is overcome and pocketbooks are opened.

For Color and Action

Besides bringing in a profitable return themselves, games also provide necessary color and action to the park itself. They supply movement, color, noise and excitement. An interesting game is one of the best ballyhoos in the park. Since the investment in a game is quickly returned, a few new games can be installed every year to provide that necessary yearly change which every park should make to give the impression of something new and different. A new game is immediately noticed and watched. It helps overcome that attitude on the part of those who have to see and do new things. Nothing is more harmful to the park's income than the query "Why go there?" It is the same old place." New games provide an inexpensive answer to this query. Many people come to a park or resort just to play an interesting game. They talk about it and bring their friends. This is the best form of advertising and everything should be done to encourage it to the utmost. Some games lend themselves to contests, some may provide attractive awards that require skillful repeat play, while others may arouse that overwhelming urge for perfection that must be satisfied before the mind can be at ease. Well-operated games that people enjoy playing will be a big asset to you. Give your game operation the attention it deserves and I am sure that you will be more than well paid for your efforts.

WITH THE ZOOS
(Continued from opposite page)

mals, section for birds, four other chambers with a retiring section and a post-mortem room. Estimated cost is \$14,000 and funds were obtained by park board and Zoo trustees from private interests.

DETROIT.—Sappho and Jodhpur, only Bengal tiger cubs in Detroit Zoological Park, are to be sold to Terrell M. Jacobs, Peru, Ind., now with Ringling-Barnum Circus. The cubs have grown too large to play safely with Diamond, their mongrel pup playmate, but zoo director John T. Millen said Diamond will be kept in the zoo to scamper with other tiger cubs whose advent is expected soon.

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ABNER K. KLINE, president Heart of America Showmen's Club and general sales manager Eyerly Aircraft Co.

Clark's Shows Open in Calif.

Equipment good — brilliant illumination — employees in uniform — pay gate

LOS ANGELES, April 16.—Clark's Greater Shows opened season at Bakersfield, Calif., April 1 and was favored with ideal weather conditions. Lot was located on main north-and-south highway. During winter months Archie Clark, owner-manager, was most reticent as to his plans for 1938 season other than (See CLARK'S SHOWS on page 59)

Sheesley Starts Good at Charlotte

CHARLOTTE, N. C., April 16.—Opening its regular season here April 9 with six new rides, several new shows and many more renovated ones, Mighty Sheesley Midway did a good business during its eight-day stand despite competition from several other shows here during the same period.

Press Agent Floyd Newell, always on his toes for new angles, arranged ticket tie-ups with 30-odd local firms and got much space in the local press with stunts and special contests. Newell believes he hit a new angle in arranging to give a year's membership to local YMCA to winner of freckle contest, in addition to case of Wheaties, gallon of (See SHEESLEY STARTS on page 50)

Anderson-Srader Open in Wichita

WICHITA, Kan., April 16.—Three days after a record-breaking blizzard isolated this section of State, Anderson-Srader Shows opened season on Franklin road lot at south city limits April 15. Weather was ideal. With snow gone, crowd on dry lot first two nights hinted box office might thaw out during run here.

Anderson-Srader Shows, all recon-ditioned in bright paint, new canvas, (See ANDERSON-SRADER on page 55)

Noted Radio Organist Goes Royal American

JACKSONVILLE, April 16.—Lloyd Sullivan, veteran organist of the air waves, who played the first electric organ over WLW as a forerunner, arrived here today to be ace organist with Raynell's Chez Paree, of Royal American Shows. This is his first appearance with a carnival.

The all-electric organ has been made over specially for wide adaptation necessary of Chez Paree. Not limited to swing and modern arrangements, Sullivan will run the gamut of organ tricks, including an opening short classical concert.

Carnival Publicity, Exploitation

By N. EDWARD BECK

Territorial Publicity Director, Metro-Goldwyn-Mayer Pictures, Salt Lake City

WHEN Walter K. Sibley wrote *Broadcasting the Carnival* for the Spring Special issue of *The Billboard* he hit the nail on the head. But while he hit the nail on the head he only scratched the surface as far as publicizing the carnival goes. Things have changed a lot since yesterday there's no doubt.

Carnival press agents in the past, with very few exceptions, were looked upon as a necessary evil. Time was when the show was ready to roll in the spring the show owner would realize that no press man had been appointed. So did he get a real publicity man? He did not! He held a hurried consultation with the executives of his show and usually wound up with "Well, Barney Blow isn't set yet. Make him the press agent." And, of course, Barney did a no more than fairly passable job because he also had his concessions to operate if he wanted to make a living.

But today it's changed. Most of the larger shows have recognized press men who know what it's all about. With very limited advertising budgets they make the papers religiously and with regularity.

But most of them overlook a great bet in selling their shows. They don't EXPLOIT.

Everyone will admit that the motion picture theaters play to more amusement fans than any other form of entertainment. Most outdoor showmen know, usually from bitter experience, that the movie managers deeply resent the encroachment of the tented road attractions in their owns. They not only resent them, but some of them do everything they can to keep the carnivals and circuses out. When they can't keep them out they figure various means of holding their own. Sometimes they win out; most times they don't.

So, if I were press-agenting a carnival or a circus, both of which I have handled in the past, I believe I'd try to sell them the idea of playing ball with me. There's an old saying "If you can't lick 'em, jine 'em." And you'd be surprised just how many movie managers have adopted that attitude.

Try trading passes with the motion picture theaters for advance trailers on their screens. They'll use the passes to put on a special morning kids' show at their theater at which your passes will be given away. For instance, if a theater plays to, in a not too large town, 15,000 people in a week and you could get your message on the screen of that theater for a week in advance, it would be worth plenty, wouldn't it? If you have a pay gate, it's worth 500 free tickets to get that advertising, isn't it? It is, for 500 youngsters on your midway are bound to spend money.

You'll find the average theater manager a pretty good fellow. He wants to do anything that will help his business. In the deal mentioned he not only has a chance to play host to the kids at your show but he can arrange for some advertising to go on your lot as well.

A case in point of splendid co-operation between a motion picture theater and an outdoor show is that of the Al G. Barnes Circus a couple of years ago when it way playing opposition to the Tom Mix show. Mix was in first and had every panel, every three-sheet and every snipe location in Butte, Mont., sewed up. When the Barnes agent, Cliff McDougal I think it was, hit town he immediately recognized that something drastic had to be done. So he went to Nat Blank, manager of the Fox theaters in Butte, and arranged for his screen, got him to release the fronts of the street cars and his regular showing of 24-sheet stands for use of the Barnes show and gave him in return enough passes, general admission only, of course, to enable Blank to run a special morning circus show at his theater. The theater came out well on the deal, so well in fact that it is now one of Blank's regular activities when a circus comes to town. As far as the Barnes Circus was concerned S. L. Cronin, manager at the time, claimed it saved the day for him.

In planning the use of theater screens it is well to be fully prepared with a good sound trailer for the purpose. By that I mean an actual short motion picture of your show on the lot, with rides and shows in operation. These trailers are not expensive. Three prints should carry any show thru the season, and if a short glimpse of what you actually have, shown to 15,000 or 20,000 theatergoers each week, doesn't sell the idea of visiting your midway, you can bet all the tea in China that a dozen or so three-sheets, a few window cards and a couple of 24's sure won't do it.

Go modern with the radio, sure, but try this thing of tying up with the movies instead of taking it lying down and see if it doesn't bring back yesterday's dividends.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Red Onion Valley, Ala.
Week ended April 9, 1938.

Dear Red Onion:

The fact that show played above-named spot and press department is addressing this weekly show letter to Red Onion is quite a coincident. We were originally billed to play on Highway No. 47 in Granny Dobb's plum orchard and was advertised thru columns of *The Billboard* as a spring date "Plum." After setting on this location for one day without any customers showing up, bosses soon learned that truck farmers were too busy in onion fields to drive 10 miles to showgrounds.

It was then that they decided to tear down and move to Red Onion Valley, a virgin spot. Pete Ballyhoo saying: "If they won't come to show we will move show to them." This move proved to be a profitable one for office, independent show, ride and concession operators as well. Onion County turned out strong with no weeping on company's part. Those that wept were patrons who peeled off outer-course notes from their onion-made bank rolls.

The pay gate being a new thing here caused several thousand patrons that had gathered at front to hold out for a free admittance to grounds or they would return to their homes. Our overnight contracted auspices, Bermuda Raisers Co-Operative Assn., became panicky

and wanted to co-operate with show by taking gate off. It was then that our cookhouse and grab-stand operator solved problem by heaping bushels of peeled onions on griddles. The aroma of frying onions soon floated thru gate and to their nostrils. This not only made them sandwich hungry but gate hungry as well. The big gate rush almost knocked our 40 front ticket boxes over and more than filled grounds. A south wind carried aroma to onion fields to north, and every gust brought more patrons. Then our Funhouse skirt blowers were mounted near griddles to send aroma south, east and west.

Seeing how successful onion-frying idea was working out, office immediately sent our fleet of trucks to onion market to bring back as many as trucks could hold. Hundreds of bushels were quickly peeled and frying on griddles of our 84 eating concessions. The aroma took entire country by storm. By 8 p.m. midway was so packed and jammed with patrons it became suffocating and ticket sale stopped, giving show first carnival turnaway of season. Forty thousand disappointed customers stood outside clamoring for admittance.

Orders were then given to kill all fires and chill tip. But still more came and wanted in. Then again our quick-thinking cookhouse operator saved day. Having some 40 tons of fried onions on

Hennies Open In Ft. Smith

Shreveport business near blank—playing for Central Trades Labor Council

FORT SMITH, Ark., April 16.—The pre-showing of Hennies Bros.' Shows in their "home town," Shreveport, La., was most disastrous as far as business was concerned, "chilly" weather of from 35 to 38 degrees prevailing thruout week. Two days of rain; in fact, the coldest and most disagreeable weather that Hennies showfolk experienced all winter.

In first place, Orville and Harry Hennies never intended opening in Shreveport, and only did so for Lowe McFarlane Post, of American Legion, when approached by some of its members, with most of preliminary work handled by Sid B. Tannehill, for many years connected with the show business but now holding an important post of State work. However, the engagement gave management and individual show managers a chance to "iron-out wrinkles" and see what was missing, and to be ready for real opening this week at Fort Smith, Ark., under the auspices of the Fort Smith Central Trades Labor Council.

The show closed Sunday night, April 10, as scheduled, tore down and waited a couple of days before proceeding on their first jump of season. Trains ar- (See HENNIES OPEN on page 50)

Dee Lang Has Best Show Yet

Work in quarters fruitful—illumination brilliant—new fronts—weather bad

ST. LOUIS, April 16.—Showmen who visited Dee Lang's Shows in Alton, Ill., really marveled at beauty of this show, which opened season Saturday, April 2.

World of work must have been accomplished in quarters during past months, as last year's show presented by Dee Lang could not "hold a candle" to his present offering. Not one of fronts which were used last year is to be seen on midway. Every front is new, with special inverted lighting effects, chrome and neon aplenty on each. New canvas houses practically every attraction. Show has evidently been rebuilt from top to (See DEE LANG on page 50)

Crystal Shows Get Very Big Opening

GAFFNEY, S. C., April 16.—Crystal Exposition Shows opened season here Thursday, April 7, for 10-day engagement, auspices of Hamrick Mill baseball club. First three days weather was ideal and business good. Location, Cherokee avenue extension.

Manager W. J. Bunts stated that this spot for first three days was best three (See CRYSTAL SHOWS on page 50)

hand, he announced a free onion barbecue to be served on outside. Our 75 loudspeakers advertised free feed and in 10 minutes lot was bare. In 15 minutes onions were devoured and crowd was out with no pass-out check.

Then again griddles were heaped and onion frying started. Again aroma turned crowd and grounds were filled with onion bally. In 30 minutes another free onion feed was given on outside, clearing lot for second time. This out of frying pan into the fire system was kept up for remainder of night, giving the show 14 turnaways in eight hours with Ballyhoo Bros. breaking all one-day turnaway records in history of outdoor amusements. In onions there is strength. The management has decided to carry a line of special onion-scented paper for their future billing.

MAJOR PRIVILEGE.

What the Outdoor Show World Has Dreamed of

A HOME *for* AGED, INFIRM and CONVALESCENT SHOWMEN

Will Soon Be a Reality

THE SHOWMEN'S LEAGUE OF AMERICA

In Its Twenty-Sixth Year

Is starting to raise funds from the Members of the Show World, Allied Interests and Friends to build and maintain a Home that will be a lasting memorial and a credit to the Show World in general.

What we have accomplished for those departed Brethren who sleep in Showmen's Rest we aim to duplicate for the living, a Home operated and maintained by The Showmen's League of America.

Your Co-Operation and Help is desired in making this stupendous undertaking the success it so well deserves.

Make All Checks Payable to

HOME FOR SHOWMEN SHOWMEN'S LEAGUE OF AMERICA

Not to Any Individual.

COMMITTEE

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If You Are Connected With Any Branch of the Outdoor Show World or Its Allied Interests You Should Be a Member.

DON'T WAIT --- JOIN NOW

THE SHOWMEN'S LEAGUE OF AMERICA
165 W. MADISON STREET, CHICAGO, ILLINOIS

Jones Exposition Opens Season in Greenville, S. C.; Weather Cold

Management well pleased with show's new edition—work in quarters highly satisfactory—Smith's Band debuts—organization to be augmented later

GREENVILLE, S. C., April 16.—Thousands of dollars worth of new equipment made its initial bow to midway world on Perry avenue circus grounds here when Johnny J. Jones Exposition opened a seven-day engagement Saturday, April 9. The opening was greeted by extremely cold weather which marred attendance, front gate registering 1,800 paid admissions. Even the Old Man Winter day and dated show's opening, every ride, show and concession operator opened his attractions on schedule and season was in full sway. At 7 p.m. Hugh M. Smith and his Superba Band discarded their overcoats and in new flashy uniforms rendered opening concert at midway's newly revamped and much elaborated main gate entrance.

Management More Than Pleased

E. Lawrence Phillips, president; William C. Fleming, general director, and T. M. Allen, manager, are truly proud of achievements accomplished by artisans and artists, who labored without stint in brain and brawn to carry out plans laid out. Their labors fully justifies money expended to create innovations in fronts, shows and lightning effects; not just merely from a scenic and electrical standpoint, but from a box-office value as well.

Many new tops went in air for first time and color scheme is again khaki instead of conventional green that has marked midway for last two seasons. Stage scenery and decorations are of a far more elaborate nature and each tent theater has been equipped with elaborate theatrical lighting effects. Costuming, too, is of a unique character for midway operation and is designed to meet demands of elaborate stage settings of the '38 edition.

Many new faces and new shows were prominent when "Show Beautiful" made its debut. Baby Lillian opened her Fat of the Land Show, making her first appearance under J. J. banner. Johnny Branson, operator of Globe-a-Drome, a new idea in a combination thrill show, also offered his Deep-Sea Monster exhibition. Carl J. Lauther opened with an all-new and novel program of working acts and freaks. An all-new idea in front and bally stage created by Paul Sprague gave show a new and different appearance.

New Talent in the Flesh

Eddie Jamison went limit in contracting talent for his Darktown Follies. Bill Holt opened Temple des Rumba with an all-new cast of 20 people. Bertha McDaniel opened her Rocky Road ride with new canvas from front to the back. Karl J. Walker and Gay New Yorkers came direct from a theater tour, with many new faces, new wardrobe and new features. Moe Eberstein's embryological exhibition and Ed Strosberg's Giant Chimpanzee Show opened with flashy framed shows both inside and out. Progressive showmen Bob Edwards really went to town in building new International Casino.

Concession row went over top in new canvas and equipment. Lipsky and Paddock opened with 21 new Baker-Lockwood concession tents and like other canvas buyers they returned to khaki.

Altho weather was cold management's spirits were warmed up with 108 telegrams delivered to office wagon by 8:10 p.m. All from their many friends in and out of profession wishing them and their entire personnel a pleasant and prosperous season. The roster and size of the train will be given during the Washington, D. C., engagement, where many more attractions will join. Reported by Starr DeBelle.

Yahr Buys Kiddie Ride

NORTH TONAWANDA, N. Y., April 16.—George H. Cramer, of Spillman Engineering Corp., announced here last week that his firm sold one of its special de luxe kiddie rides to George Yahr, of Yahr's Amusement Co., Minneapolis. Ride will be shipped in time for this show's opening, Cramer also stated, and in addition said that his firm was very much pleased with the new 1938 model of this device.

Greater Exposition Larger Than in '37

ST. LOUIS, April 16.—Altho Greater Exposition Shows were ready to open in Granite City Thursday, March 31, with opening scheduled there for Saturday, April 2, show was unable to start until Saturday night, April 9. From March 31 until April 8 show experienced snow, hail, rain, mud, cold and every imaginable sort of inclement weather, so much, in fact, that General Manager John Francis did not turn on lights a single night for first week they were located in Granite City. Since Saturday, April 9, however, weather has been favorable and show will chalk up a winning week when it closes on this location tonight.

Show is featuring free acts this season and presenting Four Jacks, high act of three men and one woman, and Flying Fishers, casting act of three men and two women. Following St. Louis Police Circus Mills and Mills act will be added.

Shows Larger Than in '37

Show has been considerably enlarged over 1937. All rides have been overhauled and look spick-and-span, while fronts have been embellished all around and new canvas purchased for majority of attractions.

Officials of corporation operating Greater Exposition Shows are Enoch Martin, president; Arthur Brainerd, vice-president; Darwin Bennington, secretary-treasurer. These officials, however, do not travel with organization.

Actual operating staff consists of John Francis, general manager; J. Crawford Francis, assistant manager; Sam Benjamin, general agent; James Murphy, special agent; H. W. Smith, lot superintendent; Mrs. Mary Francis, treasurer; Mrs. Elizabeth Yearout, secretary; Robert Thomas, bandmaster; O. B. Francis and Stanley Wilson, electricians.

Shows: Bug House, Cedar Humes; Illusion, Professor Holbert; Side, Jack Nation; Musical Comedy, Roy Faustino; Pit, Jack Nation; Posing, Jack Hardy; Giggle Alley Funhouse, Frenchy Sloan; Athletic; Law and Outlaw, Walter Jaap; Colored Minstrels, G. Curry. Rides: Dodgem, The Octopus, Merry-Go-Round, Twin Big Eli Wheels, Loop-o-Plane, Dangler, Lindy Loop and three kiddie rides.

Larry Hall is operating cookhouse and grab stands. Emil Schoenberger has 25 concessions. Mr. and Mrs. Jelly Griffin operating corn game.

B. & G. and Ruback Short On Space at San Antonio

SAN ANTONIO, April 16.—Jimmie Limbaugh, Zeke Shumway, Eddie L. Karn and Nancy Miller, individual showmen with Beckmann & Gerety Shows, have approved and ordered special pictorial paper, same to make its initial appearance at St. Louis, where show will play an 18-day engagement following opening week here. The paper, printed by Colorcraft Poster Co., will be used with date sheets by Special Representative George L. Crowder, and it is believed that it will prove an innovation in carnival billing.

Lack of space will prevent Beckmann & Gerety Shows from going up in its entirety at Battle of Flowers celebration on downtown streets here April 18. For past several seasons fiesta has officially opened year for carnival and each season space shortage has become more and more acute. Barney S. Gerety, after a preliminary survey, announces that at least four shows will be out thru lack of locations. Thus, real opening will be postponed until Missouri metropolis is reached.

An even greater space problem is faced

by Jack Ruback, who has again booked his Western States Shows here with Beckmann & Gerety. On Haymarket Plaza, where Ruback's show will hold sway, building operations have so cut down his space allotment that two or three of his rides and as many of his shows, not to speak of many concessions, will be crowded out.

Despite cramped midways Battle of Flowers is expected to hit new attendance marks, with State and civic leaders pushing event as never before. Parades will exceed beauty and glamour of past, many believe. Reported by Walter Hale.

O. J. Beatty Absorbs Blue Ridge Shows

GALLATIN, Tenn., April 16.—O. J. Beatty, general manager Great Superior Shows, announced here that last week he closed a deal in Cookeville, Tenn., whereby Cecil C. Rice became co-owner of Great Superior organization and general manager.

In speaking of the deal, Beatty said to a reporter for *The Billboard*: "A few hours after I closed this deal Rice contracted Joe Karr, owner-manager of the Blue Ridge Shows, to become business agent for the Superior Shows. Blue Ridge Shows have been absorbed by this affiliation and the combination will make Superior Shows one of the major gilly shows on the road. The fusion of the two shows in physical fact will take place Monday, April 18, at Coal Creek, Tenn., where the Superior Shows will play under the auspices of the American Legion. Show will then go into the Harlan coal fields of Kentucky for six weeks' engagement."

Line o' Two of News

EAST LIVERPOOL, O., April 16.—Mayor Lee Copenhagen of this city stated here yesterday relative to the carnival bookings that Johnny J. Jones Shows canceled their date and that Cetlin & Wilson will show here week May 30.

SALT LAKE CITY, Utah, April 16.—Monte Young is staging an act that will be a feature free attraction with his carnival during season. Ralph R. McCollin, formerly in charge of Hogel Gardens Zoo here, will present a wild animal act using four lions in a special cage, giving free nightly performances.

LITTLE ROCK, Ark., April 16.—Aid to Municipal Zoo will result from an eight-day engagement of Goodman Wonder Show at fairgrounds here opening today. Part of proceeds of carnival's initial showing will go toward buying animals and to make improvements at zoo.

LINCOLN, Neb., April 16.—Roy Fredericks, manager Fredericks Shows, returned to Lexington, Neb., quarters after two months' visit on West Coast.

WOOSTER, O., April 16.—J. R. Edwards stated yesterday that Jack Faust, of Coral Gables, Fla., contracted corn game with his attractions.

TAMPA, April 16.—Cars carrying ride equipment of Maynes-Illion ride organization left here Monday for Montreal, Can. Maynes-Illion units have been with Royal American Shows for several seasons. Harry A. Illions left for North Tonawanda, N. Y.

RALEIGH, N. C., April 16.—Mrs. Norman Selby stated here Tuesday that her husband, Norman Selby Jr., is in a critical condition as result of a stroke and that he is in Veterans' Hospital, Columbia, S. C. Selby was formerly with World of Mirth Shows and this season with Art Lewis Shows.

DALTON, Ga., April 16.—Barfield's Cosmopolitan Shows are exhibiting on city playgrounds here this week. With ideal location and good weather, this show closes engagement here tonight after having recorded most exceptional business.

ORANGE STATE SHOWS

OPENS APRIL 18, ENGLISH, W. VA.

WANT

Ferris Wheel, Tilt-a-Whirl, Kiddie Auto Ride, Will buy or book same. CAN PLACE little Side Show, Snake Show, Monkey Show. PLACE any kind of legitimate Concessions. Like to hear from High Free Act. Write or wire

LEO M. BISTANY, English, W. Va.

SHOW TENTS

and TRAILER CANOPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS
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TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW

Write

CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

TENTS

By MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

Drome Riders Wanted

STRAIGHT RIDERS. Best equipped Drome in America. Why waste your time getting paid off in promises? I pay off every week. Write

EARL PURTLE
World of Mirth Shows, Richmond, Va.

WANTED MOTOR DROME RIDERS

Top Salary Paid. Write or wire
WALLY SMITHLY, Strates Shows,
Weldon, N. C., April 14-23; Harrisburg, Pa.,
April 25-May 7.

IF YOU WANT CASH

For Your Rides or Show Equipment Write

RALPH R. MILLER, Baton Rouge, La.
Have Little Beauty and Three-Abreast Allan Herschell Merry-Go-Round ready for delivery.

SECOND-HAND SHOW PROPERTY FOR SALE.

\$1.75 Men's White B'skin Skate Shoes, All Sizes, 20 Genuine Specimens Unborn Show. Sell Cheap. Write details.
\$200.00 Flying Dutchman Kiddie Ride, Ford Eng. \$125.00 Gen. Shrunken Head, Wond'f'l Spec. Rare. \$40.00 Lord's Prayer Eng. on Pin Head, with Microscope & Tripod. WE BUY ALL KINDS OF RINK SKATES AND CONCESSION TENTS. **WELL'S CURIOSITY SHOP**, 20 S. Second St., Phila., Pa.

MELVIN'S UNITED SHOWS

Have 14 Fairs and Celebrations in Minnesota, Dakotas and Canada, playing two a week. Starting June 1. WANT SHOWS: Illusions, Geek, Mechanical, or what have you? Ride Help. Concessions, no graft. Cook House for sale, or will consider good, sober Man on percentage basis. Write **BOX 184, St. Paul, Minn.**

WANT A CARNIVAL

TO PLAY FREDERICK, MD., FAIR, OCTOBER 14-16.
Very reasonable rates. ALSO TIMONIUM FAIR, September 4 to 15, 2 Sundays, Inclusive.

JOHN T. McCASLIN
125 E. Baltimore St., Baltimore, Md.

SUNSET AMUSEMENT CO.

Want Legitimate Grind Stores, Floss, Custard and Pennant Machine. Want Experienced Talkers, Minstrel Performers and Girls for Hula Show.
Ft. Scott, Kan., this week; Clinton, Mo., next.

Pearson Shows Wants

Pit Show People to furnish inside of Show, Wax Show, Snake Show, String Game, Pitch-Till-U-Win, Fish Pond, Cigarette Gallery.
Show Opens Hillsboro, Ill., April 30.

Honest Bert's Shows

WANTS Shows and Concessions of all kind. Opening in Rock Island, April 23. WANT Ferris Wheel Foreman.
BERT CARHAN,
2104 4th Ave., Rock Island, Ill.

WANTED SHOWS, CONCESSIONS

Would furnish outfit for right people. Playing good territory. Would book Flat Ride. Book or buy Mechanical Show. Whitley Nolte write.
WRIGHT AMUSEMENT CO., Missouri Valley, Ia.

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

Krekos W. C. Opens Big in Cal.

Plays Oakland with better show and increases last year's gross about 50%

EMERYVILLE, Calif., April 16.—After postponing a week, West Coast Amusement Co., free gate, opened on downtown location, Oakland, Wednesday, March 23. Lot Manager Leos had lot two feet deep with sawdust. With all new canvas and especially designed banner display with modernistic designs, midway was a thing of beauty. Business started off with a bang. Saturday and Sunday of first week books showed a 50 per cent increase on entire show over last year here. Visitors during engagement were Pierre Oulette, general agent Hilderbrand's Shows; Phil Williams, Crafts organization; Felix Burk, Lee Brandon, Foley & Burk Shows; Doc Garnette, International Billers and Bill Posters' union; L. Gilmore, secretary San Francisco Billers' Union No. 44; Bernie Davis and family, J. J. Davis Co., Al Fisher and wife, Clark's Greater Shows; Tony Whitenack, Martin Shows; Charles Enders, Foley & Burk Shows; City Manager Jack Hassler; C. F. Carey, license department city hall; Chester Lippman and party, San Mateo Floral Festival; Rusty Squires and party, Lodi Legion Picnic; Jack Carter, general manager Lodi Grape Festival; Inspector Joe Robosin, Oakland police department; William Lathrope, Isleton Fair and Asparagus Festival; M. Blanchard, Blanchard Press; Charles Ellsworth, Barnes-Carruthers representative; Mr. and Mrs. C. S. Wrightsman, Mrs. Glen Loomis, Mr. and Mrs. Les Hart; O. E. Olove, *Oakland Tribune*, circulation department; Capt. Lynch, Oakland police department; Leo Eyerly and Abner K. Kline; Messrs. Williams and Kendel, Kendel & Graham Novelty Co.; Mrs. William Veet, Mr. and Mrs. Eddie Harris, Mr. and Mrs. Clyde Gooding.

Owner Mike Krekos was laid up for three days with a badly infected knee, but getting all right. Secretary Louis Leos won Panama hat on Stagehand at Santa Anita track. Glen L. Loomis joined staff as special agent here and had wheel well filled with banners. Three agents ahead of this show. Art Craynor, special promoter, writes that Los Banos Festival is shaping up. Fay Ridenour handles *The Billboard* sales. Rudy Jacobi and wife arrived with three shows, under direction of M. E. Arthur.

Several New Shows

Outstanding among shows is M. E. Arthur's Side Show, with new equipment and many innovations. Double bally platforms, triple ticket boxes and a 150-foot double deck banner line. Top is 140 feet in length. Attractions: Billy Pilgrim, armless and legless worker; Azura, monkey girl; Lady Ruth Warren, tiniest mother; Amok, fire worshiper; Dvak Headhunters, with collection of shrunken human heads; Mysterious Fays, magic; LaRue, human ostrich; Wellen Olson Norsic, tortures; Madame DeLoris, mentalist; Jayne Conkling, electric act; Ridenour, "Shooting thru woman"; Leo, ventriloquist; Ridenour's Marionette Theater. Annex No. 1, Peggy from Paris. Annex No. 2, Miss X (Mattie Clark). On front are Rudy Jacobi, first openings; Bryan Woods, second openings. Ticket boxes, William Van Meter, Harold Todhunter and Donald Mills. Bryan Woods, boss canvas man, also drives truck purchased by Arthur to transport this show. Other Arthur-owned shows are: Greenwich Artists Models, with George Conklin in charge; Doreen Crane, Phyllis Lee and Darlene Berg, models. Buddy Kuhen, front. Unborn, Ed Carlyle, front, and Leona Tipton, lecturer. Sex and Sin, front, Benny Ardd; Vivian Jacobi, lecturer. Carl Holt's *French Casino*, resplendent in new decorations and lighting effects, with a host of new talent, is another of midway's highlights. Principals: Marjorie Sullivan, Loretta

WANTED FOR

BEE BAXTER and Her HI HAT REVUE

Chorus Girls, young and attractive. Sure pay, steady work. Girl Sax, also Drummer. State lowest salary. Send photo; will return. Candy Pitch on P. C. All must join by April 23.

WARREN WRIGHT SHOWS, Centrailla, Ill. Contact by Airmail—Special. "LUCKY" MILLER, Care Lucky Enterprises, The Billboard, Cincinnati, Ohio.

West, Lilian Jolley, Jerry Clark, Richard Hall; Duke Gable, chief comic. Chorus, Sylvia Bestor, Ina Lytell, Thelma Arden, Irene Bezeley and Blanch Craven. Harry West, opener; Wally Steiner, tickets; Tex Winsor, boss canvasman, with five assistants. Athletic, Carl Holt, manager; Kid Guymon, Bull Lester and Hank O'Hara, wrestlers; Friday Hansen, tickets and canvas.

Several Late-Model Rides

Rides: Merry-Go-Round, Angelo Terrello, foreman; Paul Billmire, assistant; Mrs. Glen Loomis, tickets. Big Eli Wheel, Harry Mize, foreman; Danny Hanson, Bill Kennedy, Art Sutton, assistants; Mrs. Fred Shirley, tickets. Glider, Lee Olson, foreman; J. L. Mills, assistant; Frank O'Connell, helper; Artibello Gillaspie, tickets. Baby Autos, Bob Mills, foreman; James Pinnell, assistant; Mrs. Ralph Deering, tickets. Seaplane, A. W. Carlson, foreman; Joe Hart, assistant; Mrs. A. W. Carlson, tickets. Sky Hi, Bill Harvey, foreman. The Octopus, John Weider, foreman; Pat Pagett, tickets; E. M. Black, second man. Loop-o-Plane, William Gillaspie, foreman; Albert Zotter, tickets; William Webster, second man. Whip, J. R. Miller, foreman; Clarence Gillaspie, tickets; Warren Welch, Mehem Steren, assistants.

Concessions and Concessioners

Cookhouse, Andrew Kocan, owner and manager; Gus Ages, chef; C. Stevens, griddle; Mussliana Firoa, yardman; George Barnes, waiter. Grab stand, Toney Soras, manager. Ed Hellwig, ball games; George Schoonover, cigaret gallery; Margareite Farmer, cigaret shooting gallery. Harry Meyers, Charles Walpert; Edith Walpert, corn game; Harry Barron, Harry Beasley, Ed MacDowell, Jack Christenson, Louie Chechiana, D. Oberhansley, Joe Zotter, E. A. Thompson, Harry Goetz, Gus Pappas, Charles Youngman; West Coast Amusement Co.; Tony Whitneck, Guy Osborne, Less Dobbs, Jack Murray.

Show Has Big Staff

Mike Krekos, general manager; W. T. Jessup, general representative; Louis Leos, secretary and auditor; Glen Loomis, special agent; Art Craynor, special events promoter; Nick Krekos, trainmaster; Andrew Kocan, musical director; Tony Soares, master motors; Ralph Deering, ride foreman; Fred Shirley, chief electrician; Louis Leos, lot superintendent; W. T. Jessup, adjuster and reporter.

N. E. Carnival Opens in New Jersey

SOMERVILLE, N. J., April 16.—Cool weather greeted opening of New England Motorized Carnival here Thursday, April 14. The event was sponsored by Veterans of Foreign Wars and quite a satisfactory crowd was in attendance. Somerville and surrounding territory was thoroughly billed in advance and this advertising was followed up by two sound trucks with announcers and music.

Buster Brown's high-diving act, two women, clown and Buster, was presented, latter doing his backdrop dive into flaming waters much to delight of all viewing it. Delano, balloonist, did a parachute jump and acrobatic stunts on the bar while descending, finally landing in a pre-marked 50-foot circle on the ground.

Shows are Jimmie Hellman's Monkeydrome, Al Ventres' Miss America, Mother Cushing's Jungleland, featuring Jumbo, boa constrictor; Ten-in-One, Athletic and Penny Arcade.

Cookhouse is under management of Roy E. Highsmith. Other concessioners are: Skee ball, Mr. and Mrs. J. M. Morgan; silver, Charles Wulp; dogs, Bill Harrison; rolldown, Ed Bernard; bingo and diggers, Frank Pope; dolls, Teddy Becker; razzle-dazzle, Louis Ross; penny pitch, Frank Silverman; pitch-till-you-win, Ernie Wanmer and Buster Gordon; hoop-la, Frank Silverman; birds, Slim Barry; ham and bacon, Mickie Richards; ball games, Clarence Giroud; long-range shooting gallery, Sonia Giroud; cigaret gallery, Harold Nevins; mentalist, Frank Stanley; balloon pitch, Elsie M. Giroud; Teddy bears, B. Lamb.

Staff: William J. Giroud, general manager; P. S. McLaughlin, business manager; Ross Manning, general representative; Alfred P. Young, secretary-auditor; Louis G. King, contracting agent; Wilbur Hows, chief electrician; Tom LaBazzo, night watchman.

A diamond ring and an Emerson radio set, donated by local merchants, will be the gate prize on closing night of engagement here. Reported by Alfred P. Young.

HI-DE-HO Funhouse and Ride Combined



For Parks and Travelling Shows.

RIIDEE-O-RIIDE

12 and 18 Cars
Sells on Its Merits

Facts from Ridee-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 35 rides sold and not one used ride has been placed on the market.

SPILLMAN AUTO SPEEDWAYS

Seven cars grossed \$11,560.70 over a period of fourteen weeks.

Get in on these proven money makers.

World's Largest Builders of Amusement Rides.

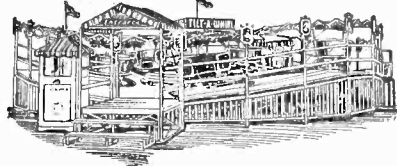
SPILLMAN ENGINEERING CORPORATION,

North Tonawanda, N. Y.

TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS
WILL MAKE MONEY FOR YOU TOO

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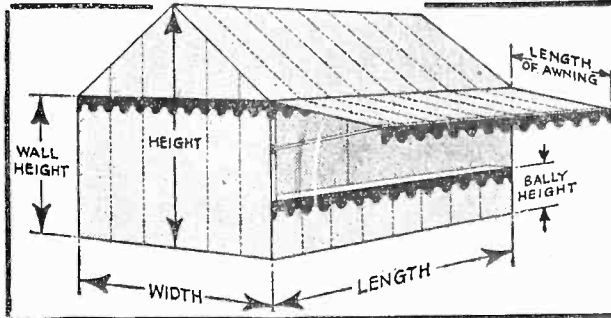


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Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

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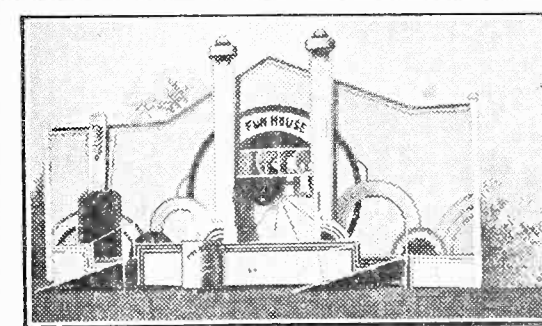
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Give Measurements as Indicated BUY

from Factory SAVE Money

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26th and Reed Sts., Phila, Pa.



Modernistic Kiddie Auto Rides and Streamlined Carrouseis

"RO-LO"

New "Walk Thru" and "Ride Over" Creation!

All New Patented Features. The BIGGEST FLASH and strongest public appeal ever placed on a Midway.

Loads one wagon. Two people operate. Many shows already sold, including Gooding Greater, Happyland, Coleman Bros., Joyland, etc.

Allan Herschell Co., Inc.

North Tonawanda, N. Y.

LOOK! LOOK! LOOK! WHAT 1c WILL BUY

GOOD CANDY—Flashy Colored Boxes. FOR Shooting Gallery, Fish Pond, Slum Spindle, Country Stores and all Concessionaires using GIVEAWAY MERCHANDISE

Choice of Boxes—"Arabian Nights," "Days O' Gold" and "High Jinks"

\$10.00 per Thousand Packages.

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S. T. JESSOP, Pres.

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CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

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FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

GOLD MEDAL PRODUCTS CO.,

133 E. Pearl St., Cincinnati, Ohio



WHEELS
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.75

BINGO GAME

75-Player, complete. \$5.25, including Tax.

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 237.

Heavy Convention Walking Canes.

Dark Mahogany Finish

Price Per Cross, \$21.00.

SLACK MFG. CO.

124-126 W. Lake St., Chicago.



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

GREAT GORILLAS from Africa and garages!

NEW TITLE for Motordrome: "Thrill Arena!" It is on Royal American.

SHOWMEN are born. They do not just happen.—Wadley Tif.

ROY E. STEIN, press agent T. J. Tidwell Shows, lettered from Midland, Tex., that everything on that show is now running smoothly.

Ever hear of the World of Merit Shows?

VIVIAN RICHBY letters from Sanford, Fla., that she is a mentalist with Royal American Shows and that she has been thinking of Charlotte Tindal.

MANY reports reaching the carnival desk of *The Billboard* have it that Floyd Newell is press agent for the Mighty Sheesley Midway! Do you believe it?

WHAT CARNIVAL has the largest population for season. Francis F. Healy, press agent, says Royal American has 1,200.

thel Amusement Co., with which he will be this season."

BOB STEWART cards from Knoxville, Tenn.: "Have returned to Barfield's Cosmopolitan Shows and closed contracts for the fairs at Bluefield, Va., and Dayton, Tenn."

As to going in the pop-corn business: Any one can pop corn, even children. Pop-corn business is on the boom this year.

Some people go in business for themselves while other people go out of business for themselves.—Tillie Few Clothes.

FRANK J. LEE wired from Cape Girardeau, Mo., that the floodlights on Sol's Liberty Shows are 10,000 watt. Frank J.: Do not let anyone break one of them.—Red Onion.

F. J. BLIGH cards from Atlanta: "Now that the carnival season is on let us trust we will get nothing but factful show letters from the news writers and press agents of the various carnivals."

a concession but has postponed the venture until 1939. My, what a disappointment this must be to some carnival managers.

NOT SO long ago: A carnival manager came in his office and asked his press agent if he would write a confidential letter for him. The press agent replied: "Would be very glad to if you will hold my head off the typewriter carriage." The manager did.

ROBERT BERGE letters from Rochester, N. Y.: "Benge & Scott United Shows are set to open in Gasport, N. Y., first week in May. Viewing the business situation from all angles, I am confident season 1938 will be a good one."

FRANK ZORDA cards from Reynoldsville, Pa.: "Arrived here with troupe to join Bantley's All-American Shows and shall endeavor to make my Side Show one of the best; in fact, the best I ever had."

UNIFORM BANDS: They should be that in costing and in the quality of music each member plays on his individual instrument. Get the idea?

SOAPY GLUE wants to know how many "suckers" there are in the world. Sorry we cannot tell him, but to hear some concessioners talk one would think that every person who comes in a show lot is a "sucker."—Unkle Jerk.

MEDUSA VAN ALLEN letters from Ashtabula, O.: "Been off road year and half. Planning to go back. Wintered in Cleveland with my companion, Mrs. Delia Welch. She says she is homesick for the tents and the music of a Merry-Go-Round organ."

ADJUSTER to sheriff's deputy: "Like to explain my proposition to the High Sheriff." Deputy: "Sorry, but he is out of town this week; he was expecting you, however."

CHARLES B. HEMPHILL cards from Pittsburgh: "My advertisement in *The Billboard* to place glass blowers and spun glass work brought over two dozen replies. Booked for season with Arena Shows. *The Billboard* drawing power is wonderful."

W. H. LAMBERT cards from Greencastle, Ind.: "Mrs. Lambert, who had ball games with Groves Shows last season, was released from the hospital here April 11 and then rushed to the Coleman Hospital, Indianapolis, for an emergency operation."

A real showgirl tells us she has played practically all the important "bloomers" on the Pacific Coast during her career in show business.

DICK COLLINS letters from Birmingham: "Flood here and the fact that the lot in Gadsden, Ala., was under water forced Max Gruberg to have his shows stay over the second week. It was not that old gag, 'Show remained over second week at request of mayor and city council'."

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

- Single Sheets, 8 1/2 x 14, Typewritten, Per M. . \$5.00
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NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample. \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 35c.
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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

POPCORN PEANUTS

CARTONS-BAGS-CONES-SEASONING, APPLE-STICKS.

COCOANUT, COLORING, GLUCOSE, POPCORN, SALT, PEANUT WARMERS, GRANULATED PEANUTS

The best references in the world we can give are "Buck" Weaver, Bob Russell, "Buzz" Buzzella, Mrs. J. C. King, D. H. Jessup, "Smokey" DiCappio, Joe Lynn, Al Moore, H. D. Washburn, Mrs. Sacoble, J. McCarrin, T. R. Owens—and many others. **CARNIVAL AND RESORT MEN**—A postcard will bring you our Special Low Price List. Write for it! **WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE . . . WE HAVE IT!**

MOSS BROTHERS NUT CO.

231 N. 2d St., 5th & Bingham (So. Side)
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ORANGE SYRUP

PURE FRUIT
Write for our special low prices and deals on

Free Dispensers

Finest and Fastest Drink in the world. 400% profit. Start selling this summer or combine with present business.

CALIFORNIA ORANGE JUICE CO., 4538 W. 130th Street, Cleveland, O.

BUDDHA PAPERS—SUPPLIES

FULL 1938 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.

G. W. TERPENING

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OPERATORS, PHOTOMAT & MINUTE PICTURE MEN

We are headquarters for Mirror Frames, Up-to-date Folders, New Style Electric Bulbs, Black Box Cards, Button Plates and Frames, Developers, etc. Send for new Catalog and Price List. It is free.

M. K. BRODY

1116 S. HALSTED ST., CHICAGO.



FRANCIS F. HEALY AND GLADIOLA HEALY, his wife, who recently made their debut in the carnival business as publicity agents for the Royal American Shows and joined at Tampa. Francis has been publicity director of the South Texas State Fair, Beaumont. Gladiola was a reporter for *The Beaumont Journal*. Both have been interested in fair and other outdoor amusements in Beaumont for five years. They are natives of Illinois and were married in New Orleans in 1935. He attended the University of Chicago, after which he became a reporter for *The Chicago Evening American*. During his career as a newspaper man he has also been bureau manager for *International News Service*, Pittsburgh, and a feature writer on *The Chicago Times*. Both Mr. and Mrs. Healy bring a wealth of writing and newspaper experience to the press wagon of the Royal American Shows. Data for this sketch furnished by Elmer C. Velare, business manager of the shows, who states that the new press wagon will be the best equipped in show business and that at places of exhibition during season 1938 that one of the Healys will be found in it at all times.

HILARIOUS and mirthful midway! That is what all of them should be.

WHEN a showman thinks he is fooling the public he is many times fooling himself.—Wadley Tif.

ACCORDING to the Imperial Shows' letterhead, Robert Kenosian, Harry Zimmer and Edward A. Hock have interests in that organization.

TED LEWIS cards from Paterson, N. J.: "Will have girl revue on B. & V. Shows. Built a new front for it. Season opens in Lodi, N. J., April 23."

ASSISTANT DIRECTOR, DIVISION OF CONCESSIONS: This is Walter K. Sibley's new position. He is with the Golden Gate International Exposition, San Francisco.

Wonder what horse racing has got to do with the carnival business?—Soapy Glue.

DID YOU NOTICE THAT: Several of the smaller carnivals have started to consolidate and that Leo M. Bistany is putting out the Orange State Shows again.

MRS. HARRY MARTIN cards from Pittsburgh: "Harry Martin, Big Eli Wheel foreman, is now in quarters of Blumen-

TEX STUART, scenic artist with Max Gruberg's World's Exposition Shows, was to have returned to that management this season, but some matters came up that prevented it, he informs from San Antonio.

What good does it do to order poster paper and then leave it in the express office or bill room? Billposters are supposed to post paper, not waste it.

MRS. EARL C. HALL letters from Santa Ana, Calif.: "My husband has been ill since April, 1937. He cannot work and is somewhat despondent. He has been in show business over 30 years and would like to hear from his friends.

RALPH ARSENAULT wrote from Saginaw, Mich., that he planned to take out

100 Percent Satisfactory

Du-Plex Wheels are of proven popularity. More and more are being used every season because they are outstanding profit-payers and easily handled. Why not a Du-Plex No. 5 on YOUR Midway? Write for additional information.



ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

POPCORN
5c AND 10c PACKAGE
DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.
STAR BRAND POPCORN CO.
48 Franklin St. New York.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
State gallery and all details in first letter.
Open All Year Round.
SCHORK & SCHAFER.



MARLO LeFORS started off the history of her life in show business with this greeting to *The Billboard*: "Dear old *Billboard*. Been reading you since 1911. What a book!" She started in the profession with Three LeBoas, dancing act. 1913-'14 Cole Bros.' Circus. 1915 Al G. Storey Dramatic Tent Theater. 1916-'17 Campbell Circus (High Grass Bill Campbell). 1918 J. H. Eshman Circus. 1919 Harvey Hobart Tashmanian Circus. 1920 Barnes-Carmuthers Fair Booking Association. 1921 Ed Gardner's Echoes of Broadway, musical comedy. 1922 married Ted LeFors. 1923 free act for Billy J. Collins booking office. 1924 Four Collins, high act. 1925-'26 girl revue with Dodson's World's Fair Shows. From 1926 the act has been known as Marlo and LeFors and has played for leading booking offices, Polack Bros., Rogers & Harris, Bob Morton, J. C. Roberts, and Moose indoor circuses. The act is now with the White City Shows on the Pacific Coast. Marlo is a member of Eastern Star and Pacific Coast Showmen's Association, Los Angeles; Heart of America Showmen's Club, Missouri Show Women's Club and Performers Club, Chicago. Photo by McCroskey, Los Angeles.

cil! Young Stokes, shows' billposter, was in Gadsden with Gruberg and Collins when the date was canceled. Stokes Sr. observed that the show would have to get the fire department to pump the water off, but Stokes Jr. said quietly, "Fire department! You mean a fire department tugboat!"

HARRY HARRIS, formerly with John H. Marks Shows, was a visitor in Cincinnati last week and visited *The Billboard* office. He is now in the book-selling business and said he was doing well. He spoke very highly of the Marks organization.

PAUL LA PAGE (Paul-Pauline) cards from Baltimore: "Been off the road since summer of 1936. Now booked with Art Converse's side show, which will be with American Exposition Shows, one of F. E. Gooding units. I will be the annex attraction."

July 4th comes on Monday this year. It is a good idea to arrange bookings and movements accordingly, so that Saturday, Sunday and Monday can be played as holidays.—Unkle Jerk.

ED SQUIRES, press agent Rubin & Cherry Exposition, letters from Atlanta: Wish to thank *The Billboard* for its fine co-operation. Expect to have Jack E. Dadswell with the show in Richmond, Ind. Rubin Gruberg plans to have him take pictures of the new fronts and midway scenes."

A. J. HAAS letters from Clear Lake, Ia.: "Mrs. Haas and myself returned to our cottage here after three months' sojourn in Texas and California. While in Los Angeles I met Sam Brown, an old friend, whose show we were with in 1921. Also met a lot of other showfolk of old trouping days."

Real good show letter writers always put the route of their shows at the bottom of their weekly letters. Let others follow this good example. Send in your route as far in advance as the manager of the show cares to have it published.

T. E. DANIEL, general utility man for Broadway Shows of America, visited *The Billboard* offices last week, coming from the shows' quarters in Covington, Ky. He stated that J. F. Dehnert, manager, would open the regular season in Covington and would then play several weeks in the Cincinnati sector before taking to the road.

JULIENNE AND J. ROBERT WARD letter from Columbus, O.: "Due to previous agreement, made six months ago, we closed with much regret a very pleasant engagement with M. C. Hutton Marine Hippodrome at Birmingham. We have never been associated with a finer group of people, both professionally and personally."

Seems kinder foolish for a carnival owner to keep his general agent in a town all winter so he can book it by raising the price from \$2,000 to \$4,000 for the date. Be funny if "the boys" could not work there after all this expense in keeping the agent there and raising the price.

EDYTHE SIEGRIST letters from Melbourne, Fla.: "Booked my act, "Those Daring Young Men on the Flying Trapeze," with Cunningham Exposition Shows and will open season April 30 at McConnellsville, O. Billy Siegrist, formerly with this act, has been replaced with George Ragland. George was formerly with Charles Siegrist's act."

"Wedding in Ice" Was Indeed Verry, Verry 'Fishy'!

An amusing sidelight on recently staged "wedding in ice" at Corpus Christi, Tex., is recounted by "Reverend" Albert Wright of "Righteous Church" of Western States Shows. "Reverend" Wright, forced to perform ceremony when local minister failed to put in an appearance, had previously deposited a quantity of fish in ton and a half of ice, delivered several hours before the wedding was to be performed. The fish, caught that morning, was piece de resistance at a cookhouse dinner to Owner-Manager Jack Ruback and the visiting Geore L. Crowder, of Beckmann & Gerety Shows.

When finally incased in an igloo-style frigid prison, bride and groom did not complain of cold. They did say, however, that "Reverend" Wright's denizens of deep had left behind a most cloying and nauseating odor and that they were forced to hold their respective noses very firmly all thru nuptial vows, thus accounting for nasal sounds emanating from ice when "Reverend" Wright shouted: "Well, do you or don't you?"

The final "I do" ended in a sort of moan, and visiting showmen were indeed impressed when youngsters were removed from ice in an apparently comatose condition.—Walter Hale.

BAND DIRECTORS and managers: Photos of bands in uniform will be considered for publication in *The Billboard* if booked for the season and the names of members of that band accompany the photograph. Kindly do not write or type on the back of photos. Put the information on a separate sheet of paper and send it in same envelope with photo.

PLEASE remember that *The Billboard* is the only trade journal covering all branches of the amusement industry. Its accurate, unbiased and brief news stories, reviews and services have already been recognized by the majority of people interested in show business.—B. A. Bruns, circulation manager.

L. R. LEWIS letters from Columbia, S. C.: "Jimmy Sakobic arrived from Florida with his family. His youngest son, Shirl, was married some two months ago. He stopped here and put up diggers, pop corn, candy apples and roll-down with Smith's Greater Atlantic Shows. Later he joins Royal Exposition Shows in Pennsylvania."

F. L. FLACK, manager Northwestern Shows, letters from Detroit: "Opened the season here April 2 but weather conditions have been very bad, rain, cold and snow as regular program almost every day, and as a special added feature we had a street-car strike for two days. However, all our people have shown the true showman spirit, taking it all with a smile, so why worry."

JOE V. PALMER letters from Detroit: "Visiting Michigan Showmen's Association clubrooms here. President Louie Margolis is very popular with the members. Four carnivals here and all banging away. My wife, Margie, and myself

will again be with Conklin Shows. Good luck to *The Billboard*. Soon be in Hamilton, Ont."

LISTEN TO common sense: All carnivals cannot have the largest and most brilliantly illuminated midway in the world. Let the credit rest where it belongs, to the first one that made and sustained such a claim. Think up something different if you managers want to make an impression with both the show fraternity, press and public.

HARRY E. DUVALL cards from Washington, D. C.: "Back from California. Bad weather there this winter. *The Billboard* kept me well informed as to what has been going on in show business. Will handle prize candy packages on Strates Shows, making third season. Trust *The Billboard* keeps up its good work on behalf of outdoor showfolk."

IF MANY MORE men are put on relief carnivals are going to have a tough time getting extra help. Sometimes on long moves it is necessary to hire extra help to get ready to open on time and to have some "flunky" tell one of the bosses who needs help that he cannot work because he is on relief is very exasperating. Work and not relief is what this country needs.—Red Onion.

ANENT Jack E. Dadswell's future: Any man who is as good with a typewriter and the camera as he is need never worry about what he is going to do. However, Jack E. did not follow up with the story he promised as to what he was really going to do after closing with Royal American. Let us not doubt your loyalty to the carnival business in the future, Jack E.—Red Onion.

A performer can have the best act of its kind in the world but if he does not let those who buy and sell acts know about it he is not getting anywhere. Act owners, stop being plodders and pikers if you have a good act. Advertise it and let show business know you are in show business, not on the fringe.—Red Onion.

LOUIS BRIGHT cards from Hot Springs, Ark.: "Word from management of Texas Long Horn Shows stated that the show encountered rain, wind and cold weather in Henderson, Tex., and remained over for second week. Several concessioners joined there. Band and calliope are carried, and show purchased a new Chevrolet panel truck for sound car."



IT WAS IN BERLIN, GERMANY, March 20, 1938, that this photo was taken at the home of Ritter's Midgets. Part of the house can be seen in the background. Bill Powell, of Goodman Wonder Show, is seen here with Mrs. Ritter, the little people and the family watch dogs. Ritter's Midgets toured the United States and Canada with Rubin & Cherry Shows several years ago. Powell arrived at Little Rock, Ark., last week following his European tour.

BILL RICE, director general Mighty Sheesley Midway, letters from Charlotte, N. C.: "Opened here April 9 to fair business considering cold weather. Savannah, Ga., total blank due to rain and cold. Show closed Sunday instead of Wednesday. Will do some business here if weather permits. Next two stands, Greensboro and Winston-Salem, N. C., are in fine shape due to the tobacco markets."

LOUIS GALL cards from Lewisburg, Tenn.: "Was with Blue Ridge Shows. Eight weeks of bad weather. While making the jump from Tracy City to Adairsville, Tenn., I had a tire blow-out going down a steep hill. I lost control of car and trailer turned over and was demolished. Car loaded with Chairplane and it was badly damaged. Occupants escaped with only bruises. It will take some time to get fixed up right again. Glad to say that my working-men are sticking with me despite all mishaps."

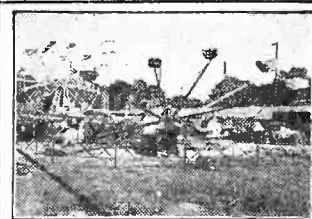
EVANS
MONEY MAKERS
Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.

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 \$7.50 up
of All Kinds

FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.



Lands on One Semi Trailer.

OCTOPUS
LOOP-O-PLANE
TWO BIG WINNERS
UNEQUALLED FOR PERFORMANCE AND PROFITS

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.



C. W. NAILL SHOWS

MONROE, LA., TILL APRIL 24.

WANT Ferris Wheel Operator that knows his business. ALSO WANT Whip Man. Must join on wire. WANT Small Shows—Snake, Illusion, Midgets or Fat People. Concessions: Frozen Custard, High Striker, Ball Games, and have a few Stock Concessions open.

C. W. NAILL SHOWS, 417 Layton Ave., Monroe, La.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original ball bearing Motor. 10 patents. Latest 4/20/37. Double heads, one piece bands run 100% true. Originalators. 1 lb. Sugar brings \$2. Guar. Catalog free. NAT'L FLOSS MCHN. CO. 310 East 35th St., New York City.

SPECIAL TARGETS

For Short-Range Galleries. These Targets are made perfect, so there is no misunderstanding, in five different sizes. Some easy and some hard. Prices \$7, \$8 and \$10 a thousand. Write or wire for samples. RED CIRCLE GUN CLUB, 695 Washington St., Boston, Mass.

15 Years Ago

(From The Billboard Dated April 21, 1923)

Charles F. Watmuff, general representative of Great Patterson Shows, grabbed off what was considered one of big plums of 1923 season when he contracted his organization as one of big features of Cincinnati Fall Festival to be held that fall. . . . Thomas B. Vollmer and wife (Princess Violet) joined Dyckman & Joyce Shows in Litchfield, Ill. . . . Smith's Southern Shows rolled into Cedar Grove, W. Va., for a week's stand after a successful opening engagement at Smithers, W. Va. . . . George Schwabbe, of St. Louis, and S. B. Williams, of Kansas City, organized a new show under title of Midwest Exposition Shows at Little Rock, Ark.

Despite fact that they were greeted by one of severest cold snaps of winter, Dixieland Shows made their spring opening at Blytheville, Ark., to good attendance. . . . Tom Hasson joined K. G. Barkoot Shows as general agent after a successful promotion of Elks' Circus at Harrisburg, Pa. . . . Leslie H. Stevenson, special agent for Wortham's World's Best Shows, was arranging special events and promotions in connection with American Legion Circus at Oklahoma City. . . . Members of John T. Wortham Shows held a beautiful and impressive memorial service in Beaumont, Tex., April 6 at graves of Will H. and Homer V. Jones, who lost their lives in a wreck of Wortham's World's Greatest Shows train in November, 1922.

An extreme cold wave caused postponement for three days of Miller & Roberts Shows' opening in Hamlet, N. C. . . . Slim Haskett, of Mitchell, Ind., was appointed manager of H. S. Kirk's United Shows. . . . Johnny J. Jones Exposition played to capacity at its opening stand in Washington, D. C. . . . Ben Botsford, press agent, was confined in Commonwealth Hospital, Boston, suffering from pneumonia. . . . George W. Johnston again signed as general agent for Ed Koch's Dixie Amusements. . . . M. L. Morris, special agent of Nat Narder's Majestic Shows, while en route to Dayton, O., stopped off in Cincinnati and visited *The Billboard* offices. David Sarsfield again signed as superintendent of electrical department of Coleman Bros.' Shows.

DEE LANG

(Continued from page 44)

bottom. Noteworthy thing of Lang midway is profusion of light from mammoth floodlights at entrance to those around midway, giving it daylight effect from one end to another. Rides are all illuminated with thousands of globes, and show seen from a distance made an impressive sight.

Dee Lang Progressive

Dee Lang has made marvelous strides since he launched his own show and each year brings out a prettier show than one previous, also sees a bigger show under Dee Lang banner.

While show officially opened April 2, inclement weather was responsible for showing only two nights first week, and even those nights show was barely able to open. However, Saturday, April 9, a big crowd was in attendance and good since that night, so when show pulls off lot early tomorrow morning attractions will have enjoyed a fair week.

Staff: Dee Lang, owner and general manager; Claude R. Newcomb, secretary; Mrs. Norma Lang, treasurer; William H. Baker, assistant manager; Robert Morlock, general agent; Walter White, bill-poster and sound truck; Barney Williams, electrician; Marlon McElroy, head porter; Ted Reid, scenic artist; Ed Silver, painter; Howell Adams and Ernest McFadden in charge of gates.

Shows and Rides

Shows: Crime, Ray Miller; Snake, Wesley LaPearl; Athletic, Irish McGee; Colored Minstrels, H. B. Blackburn; Wild West, Kid Forkum; Hollywood Musical, Jean and Gabe DeKreko; Monkey Circus, Omar Shipley; Bolero Girl, Bobby Barrow; Crystal Maze, Charles DeKreko; Ponies, Clarence Stannard; Life, Joe Darpel; Penny Arcade, P. E. Waughn.

Rides: Kiddie, Lloyd Schemmel; Merry-Go-Round, Roy Hildebrandt; Twin Big Eli Wheels, Charles Fury and Walter Potts; Dodgem, Lloyd Stalter; Caterpillar, Virgil Stalter; The Octopus, John Mathies; Chairplane, Kenneth Ritchie; Loop-o-Plane, Tex Johnson.

Danny LaRouech in charge of cook-house; John Sweeney, corn game; Barney Williams, pop corn. Others operating concessions are Euby Cobb, C. D. Todd, A. Korieczek, L. Calimari, Mr. and Mrs. Joe Jones and family, Benny Merritt, Red Kelley, Mrs. R. Brown and E. E. Schudde.

BOOMERANG

The New Sensational Ride
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA
Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.

FRUIT FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS.
Manufacturers of a Complete Line of Flavors, Certified Colors, Citric Acid, Cups and Safety-Edge Tin Spoons.
WRITE FOR SAMPLES AND PRICES.
All Flavors guaranteed to comply with Pure Food Laws.
PURITY EXTRACT MFG. CO.
19 S. FOURTH ST., ST. LOUIS, MO.

ROYAL EXPOSITION SHOWS

Playing the Cream of Western Pennsylvania Oil and Steel Centers.
OPENING FRANKLIN, PA., SATURDAY, APRIL 30, TO MAY 7.
Celebrations Start the Last Week of May.
CAN PLACE worth-while Grind Shows and Fun House. WILL BOOK Loop-o-Plane. CAN PLACE a few more legitimate Concessions, including Devil's Bowling Alley, Fish Pond, String Game, Cigaret Shooting Gallery, or any other legitimate 10c Stores. WANT Working Men in all departments. Report April 26, Franklin, Pa. Address
BERT ROSENBERGER, Manager, P. O. Box 493, Brookville, Pa.

FREAKS AND SIDE SHOW ACTS

CAN USE 2 more Feature Side Show Attractions, also Flageolet Player or Scotch Bag Piper, or Strong Ballyhoo Act. WANT Ticket Sellers that can make openings and help put up and tear down. State lowest salary in first letter.
PETER KORTES, in care of BECKMANN & GERETY SHOWS
SAN ANTONIO, TEX., April 18 to 23; then ST. LOUIS, MO., April 26 to May 7.

W. C. KAUS SHOWS, INC.

NOW OPENING IN BALTIMORE, MD., ON BALTIMORE AND CATHERINE STS.
Want Legitimate Concessions of all kinds, except Bingo. Monkey Show, Fun House or any Show that can really produce. Rides: Octopus, U-Drive-It Cars, Ride-o, Single or Double, Loop-o-Plane, Ponies, Candy Apples, Waffles and Custard Machine, American Palmistry and Shooting Gallery. Our next location will be Fort Avenue and Woodall, in Baltimore. All communications send to
W. C. KAUS, General Manager.

MARKS SHOWS, INC., CAN PLACE

AT ONCE
Talker capable of handling Front on best framed and flashed Monkey Shows on the road. Manager to handle beautifully framed Crime Show; must be good Lecturer. CAN PLACE experienced Publicity Man; must be sober and reliable. CAN USE one more high sensational Free Act. State full particulars and best salary. CAN PLACE outstanding Side Show Freaks and Acts. Write or wire
JOHN H. MARKS, week of 18th, Richmond, Va.

TILLEY SHOWS

Wants to book Fun House and Concessions.
Show Opens April 23 at Champaign, Ill.
Address Ladd, Ill., till 21; then Champaign, Ill.

WANT PARTNER WITH CASH FOR BEST FRATERNAL AUSPICES PROMOTION EVER CONCEIVED. MINIATURE GREYHOUND RACE TRACK

Playing 10 to 15 day stands under strong auspices and STATE FAIRS. Have 60 Italian Greyhounds, Patent Electric Rabbit and Certificate Wagering System. Need from \$3,000 to \$5,000 more for portable equipment. Dogs race on 1/16 mile oval, either indoors or on lot. Entire outfit will move in one baggage car with personnel of 20 people. Will gross as much as 30 car show. GREYHOUND RACING is a sport which appeals to the public as well as fair managers and committees.
M. W. (WATT) CLARKSON, Mgr. Mme. Blanche Cordier's Racing Italian Greyhounds, Route 3, Box 272, Miami, Fla.

Kuntz Museum

WASHINGTON, April 16.—Following close here Kuntz Palace of Wonders will open with Endy Pros.' Carnival at Goldsboro, N. C., in a new tent and with 20 new banners. Among new features that will be presented will be Joe Lee, Punch and Judy; Cleve Bramel, seal boy. Fat Redding will be emcee and Charley Johnson, talker. Gravityto, man of thrills, will be with Fred Thomas' side show on Strates Shows as inside lecturer and manager. Owner Kuntz, who has been in Garfield Hospital here for last eight weeks recovering from a broken leg, is back on show. He is buying new car and house trailer. Excella, contortionist, rejoined for summer. Reported by Frank Gravityto.

SHEESLEY STARTS

(Continued from page 44)
ice cream, cake, roller skates and passes to shows and rides.

Daily half-hour broadcasts were aired from the carnival lot by WSOC, which broadcast freckle contest and numerous other stunts and contests. Candid Camera Night was held Monday, with all shows brilliantly illuminated and a \$10 prize for best picture.

Clown Ernie Murray landed his picture on the sports page of *The Charlotte Observer* when he clowned with Nick Altrock, baseball's No. 1 clown, at an exhibition game between Charlotte and the Washington Senators Sunday. Murray also crashed the exhibition game between Washington and the Boston Red Sox at Gastonia Monday.

Newell, specialist in staging special nights, on Wednesday night put on a Men-Free Night on suggestion of *Charlotte News* columnist C. A. Paul.

New girl show in modernistic front and new furnishings proved popular. Newell offering \$10 prize for best name for shows, not yet named. Several new rides, with Octopus and Scooter among most popular.

HENNIES OPEN

(Continued from page 44)

rived in Fort Smith at 9 p.m. April 14, giving a full day to set up and be ready for grand opening Saturday afternoon, with a Children's Matinee sponsored and promoted by *The Fort Smith Tribune*. Radio Station KFPW, of Fort Smith, is plugging shows on the air, with studio programs scheduled starting today. *Fort Smith Southwest-American* and *Times Record* have heralded show with art and stories.

Out-of-town visitors noted during week being Slim Johnson, of Mid-West Novelty Co.; Phil Little, of Dallas; Max Goodman and Dr. Friedman, of Little Rock, and Ned Torti, of Wisconsin De Luxe Doll Co.

Mrs. Daisy Hennies, of Kansas City, mother of Harry and Orville, arrived first part of the week in Shreveport to remain with show on its 1938 tour. Reported by Joe S. Scholibo.

CRYSTAL SHOWS

(Continued from page 44)

opening days this show ever had. Show moved from quarters Tuesday and everything was ready to open Thursday evening.

D. Lavender, president of baseball club, praised Bunts for good job he did in renovating Crystal Shows for season. Lavender has sponsored shows twice. Bunts built all new panel fronts and all canvas is new. Rides are in excellent shape under supervision of Chas. Staunko. All fronts were artistically painted by shows' scenic artist, Bernie Bernstine. Doc Carlo Marco has two shows this year, Life and Fantanania. Both shows did nice business Thursday to Saturday.

William Payssoux, of Gastonia, N. C., has one of best framed side shows this show has ever carried and doing excellent business. Doc Hall has Snake Show and packed customers in. "Tops," however, of all shows is Minstrel, carrying 30 people with a 12-piece band; featuring Bozo and Lightning Smith, comedians of highest class and shows' own discovery.

Free acts are Bob Bovey, high pole; Flying Sullivans, three people, and Arthur Carver, clown. Reported by R. G. Felmet.

RED RIVER SHOWS

BEST IN THE WEST.

Opening May 12, Under Strong Auspices.
CAN BOOK two more Rides that do not conflict with Ferris Wheel, Merry-Go-Round or Kiddie Ride, and two more Shows with own Tops and Banners. Before May 5 write BOX 31, Hamilton, Ontario.

Secretaries Please Note—Have only a few unfilled dates. Write Headquarters, 914 Strathcona St., Winnipeg, Manitoba.

W. S. CURL SHOWS

Wanted Legitimate Concessions—Penny Arcade, Pitch-Till-You-Win. Want Acts and Freaks for Side Show. Girl to work snakes, Girls for Girl Show. Can use Mulatto Dancer. Show opens May 7, London, O., auspices Legion; Marysville, O., on the streets to follow; Lancaster, O., Rainbow Vets' Celebration. Celebration committees, we have a few open dates; get in touch with us. BOX 27, London, Ohio.

McKee

Tishomingo, Okla. Week ended April 2. Location, uptown. Weather, good. Business, fair.

Monday of this second week for show was ruined by rain, but Tuesday night a good crowd was out and attendance increased nightly. Little Farm did well. Manager McKee and Joe Teams made a trip to Oklahoma City. Sam Leonard, general agent, returned from booking trip. Mrs. Ernie Newland visited week-end with her aunt in Denison, Tex. Visitors from Regal United Shows were Mr. and Mrs. Claude Williams, Jimmie and Clara Bell Farnell, Al and Ma Nation, George Fritchios and Red Smith. A. J. O'Dell, from Williams Shows, also visited. MRS. L. A. NEWLAND.

Al G. Hodge

(Motorized)

Terre Haute, Ind. Week ended April 9. Auspices, Grotto. Weather, rain and cold. Business, poor.

Because of continuous rain management decided to hold show over for another week. City officials and the committee co-operating. Special events, such as underprivileged children's day, orphans' day and public wedding were postponed until second week. Staff: W. M. Tucker, manager; Tressie McDaniels, business manager; Bob Hallock, general agent; W. Switzer, publicity; Marvin Laird, secretary; Mrs. Geraldine Laki, assistant secretary; Vic Miller, 24-hour man; Tommy Lewis, billposter; Pat Laki, commissary; Art Signor, general superintendent and electrician; Terry Templeton, assistant electrician; Charles Spicer, night watchman; Everett Hammond, constructor; Red Neil, mechanic; James Kelsey, porter; Ray Tucker, front gate, with B. Conner, assisting; Dutch Patterson, rear gate; Paul Jones, tickets. Rides: Big Eli Wheel, Harry Cameron, foreman; Archie Randall, second man. Merry-Go-Round, Cicero Brooks, foreman; John De Ford and Bob Walker, helpers. Tilt-a-Whirl, Chet Holland, foreman; Rusty Sprout, second man. Chairplane, Johnnie Leeley, foreman; Cliff Harwood, second. Loop-o-Plane, Jack Stone, foreman; Joe Smith, second man. Kiddie Merry-Go-Round, John Kubiak. Autos, Harry Jackson. Blue Goose, Dick Kemp. Ponies, Evan Handrick and E. L. Smith. Shows: Big Snake, Doc Waltz; Nudist Colony, Danny O'Conner, manager; Athletic, Jack Steele, manager, with Sailor Murphy and Roughhouse Johnson. Society Circus, Farmer Burns, manager. Minstrels, Pork Chops, manager. Girl Revue, Bill Harrington, manager; Mildred Brown, Dolly Sykes, Irene Smith, dancers; Bunny Leeley and Case Corbin, front. Snake, T. L. Jones, manager. Concessioners: Whitey and Florence Pratt, peanuts and pop corn; Eddie Brenner, corn game; M. McClellan, cook-house; Virgil Lebs, diggers; Marvin Laird, scales; Bill Lake, long-range gallery and penny arcade; H. Thomas, three ball games; Graham Davis, cigaret gallery and watch-lar; Sam Goldstein, Johnnie Green, Jack Wish, Ben Kaplan, Chick Moore, Mrs. Randolph, E. Franks, Mickey Stark, Mrs. Smith, Mike Demcoe, H. Dinsmore, C. Snyder, T. Caruso, Harry Rubin, R. Johnson, B. Swartz, R. Morgan, D. Murphy, Dick Lennon, E. L. Smith, Bill Bailey, Mrs. Tressie McDaniels, B. Sullivan, H. Marshall and E. L. Stokes. Canvasmen, Art Gardner, Shorty Wilson, Brownie Neil; E. L. Maines and H. Davis, marquee. Free acts, Great Ricardo, Jordan and Gladys and Winnie and Dolly. ART SIGNOR.

Douglas

Seattle, Wash. Week ended April 2. Auspices, Chamber of Commerce, Daffodil Festival.

Coronation of festival queen Saturday, March 26, and result, business was good. There was no show Sunday, but opened again Monday night in snow. Doc Carr has domestic animals, and Warden Speed, Crime Show. Harry Goodman, Harold Cottle, Slim Regan, Curlee Jones, Al Hamilton, Ray Miller, Roy Peterson are concessioners. Lisco Pearson is secretary; Ted Shultz, night watchman; Bill Myers, lot superintendent; Johnny Coyle, sound truck; Paul Custer, spotlights, and Jack O'Day, side wall. Visitors: Clark Wille, Harry Gordon, Jimmy Kling, Fritz Hinkle, Tommy Gibson, George Shaffer, William Rainwater, Wayne Endicott, Mr. and Mrs. John Snobar. CURLEE JONES.

Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

Burdick's

Cleveland, Tex. Week ended April 2. Location, downtown. Weather, rain and cold. Business, fair.

Eaton Sisters experienced difficulty and inconvenience because of dampness of rigging. They performed each night despite protests from personnel. Fair weather came Saturday and stay wound up with a good balance on right side of ledger. LAVERNE LUTHER.

World of Fun

(Baggage cars)

Inman, S. C. Week ended April 9. Location, Amos street. Weather, good. Business, fair. Free gate.

Show opened here unexpectedly and ahead of schedule because of another show wanting to open here. General Agent J. C. Scully is away on booking trip. Dick Palmeter joined with concessions. Billy and Joe Muldoon's midway cafe is center of much activity. John Steblar has new bingo. Mr. and Mrs. James Paradise came in from Harrisonburg, Va. Elizabeth Johnston has new penny pitch and Vera Steblar new pop-corn stand. Staff: J. J. Steblar, owner; J. E. Steblar, manager; Vera Steblar, secretary; J. C. Scully, general agent; Joe Steblar, lot and light superintendent; Whitey Davis, ride superintendent; Jack White, banner man. Visitors: John Hobbs and his agent, M. L. McAbee, of Don Elro Shows; R. C. Lee, of Lee Amusement Co. WHITEY DAVIS.

Crowley's

Seminole, Okla. Week ended April 9. Auspices, Lions' Club. Location, ball park. Weather, fine. Business, very good.

Lot too small to get all shows up and much credit is given Myron Clevenger for way he laid out lot. Sam K. Thorn, wife and son, have funhouse, Funola. D. E. Pence, who has Crime Show and Miss America, has fully recovered from a bad case of influenza. He was confined in bed for over a week. All Crowleyites were sorry to hear of sudden death of Huber Hall's brother, Arthur W. Hall, of Quanah, Tex. Mr. and Mrs. Huber Hall have cookhouse. Mr. and Mrs. W. M. Wilson were called to Leavenworth, Kan., as Bill's father is very sick. Bud Gross has a new trailer. Fay Miser added Carmaletta Martin to her revue. Myron Clevenger added new pop-corn machine to his concessions. Henry Gardner and Al McIntosh, entertainers, are new members of Bud Gross' *Cavalcade of Wonders*. Mr. and Mrs. Art Hansen have cane pitch and milk bottle ball game. Personnel of new Skooter is, Bill Gordon, foreman; Mrs. William Gordon, tickets; ride boys, Leslie Baugh, Russell Hackett, Jack Elmore and Tex Chisholm. Charles Davis is now working diggers. New arrivals on concession row are Joe C. Jones, high striker; Mr. and Mrs. Ned

Moreland, candy floss; Harve Cassteel, nail store. Visitors: Pop Hill, Jack Edwards and wife, Greater United Shows. Vess McLemore added a huckley buck and has Pat Paterson and Jake Wigley as agents. GEORGE WEBB.

Golden State

West Los Angeles, Calif. Week ended April 2. Auspices, Business Men's Association. Weather, fair. Business, good.

This was best spot of season to date. Once again this show was on virgin land for carnivals. After going thru rain and floods it was a treat to land on location where lot was dry and sun shining. Opened with a bang and looked like old times again, shows, rides and concessions playing to capacity business. However, good business was accounted for by untiring efforts of Ralph P. Losey, promoter. Trade Show tent lay at far end of midway, measuring 280 by 80 feet. It was packed with local exhibits, ahead of anything writer has seen in many a day, it actually looked like a county fair. In this spot show put into service new public-address system to advertise show, a panel job, with 75-watt output. It is so brilliantly illuminated it gives effect of shooting meteor as it passes thru streets. Karl Miller joined with Girl Show, all panel front. Girls gorgeously costumed, had fine business. Top honors went to Side Show, with Dick Kanthe's Athletic Arena running close second. Visitors as guests of William Hobday, general manager, were Mr. and Mrs. O. N. Crafts, owner of show; Roy E. Ludington, manager Crafts Big Shows, and missus; Mr. and Mrs. Earl Hanscom, of same show; Mr. and Mrs. Harry Seber, of girl show rote, who leave to join Conklin Shows; Joe Glacy, Mr. and Mrs. Charley Smith; Jack Hobday, secretary of Crafts World's Fair Shows; George Moffet, of United Tent and Awning Co. CHARLES SANKER.

Majestic

Magnolia, Ark. Seven days ended April 2. New east end showgrounds. Weather, variable. Business, poor.

Opening stand disappointment. Hundreds of cars passed lot, en route to recent oil strike, mile beyond, did not give show a look in. Kahama's Hawaiian Show; Mr. and Mrs. R. M. Bryan's photo booth and coupon ride ticket box were only units that did business worthy of mention. Last minute Manager McHendrix decided against two Arkansas dates anticipated; made a hurried trip to Tennessee, booked Milan for seven days starting April 9. Walter Harris and wife with sound car and advance paraphernalia left immediately to take care of second work. Bob Burns' Athletic Show and concessions, booked for Magnolia date only. With his family went on to regular engagement with another show. Baggage cars left McNeil Sunday midnight for 364-mile jump to Milan, Tenn.

Motive equipment left Monday a.m., leaving behind a host of friends, with good wishes from this small but very hospitable town. Danny Klein, manager, and Mrs. Hendrix, writer, and wife, stopped in Pine Bluff, Ark., for a very pleasant visit with ex-trooper Ed W. Danniels. CHRIS M. SMITH.

Wright's

Lancaster, Calif. Week ended April 3. Auspices, American Legion. Location, 10th street. Weather, windy and exceptionally cold. Business, with exception of Saturday, poor.

Wright's Golden West Shows ran into very bad weather, and owing to exceptionally high winds impossible to put up canvas setting-up day, with result show did not open until Wednesday. Bitterly cold thruout week with exception of Saturday, when show got a break in weather and had best Saturday of season to date. Friday night personnel of show were guests of Legion at skating rink. Al Bradley proved to be quite an adept on skates and gave an exhibition that surprised locals. Frank Babcock and Doc Hall were visitors on their return from a visit to Clark's Greater Shows at Bakersfield.

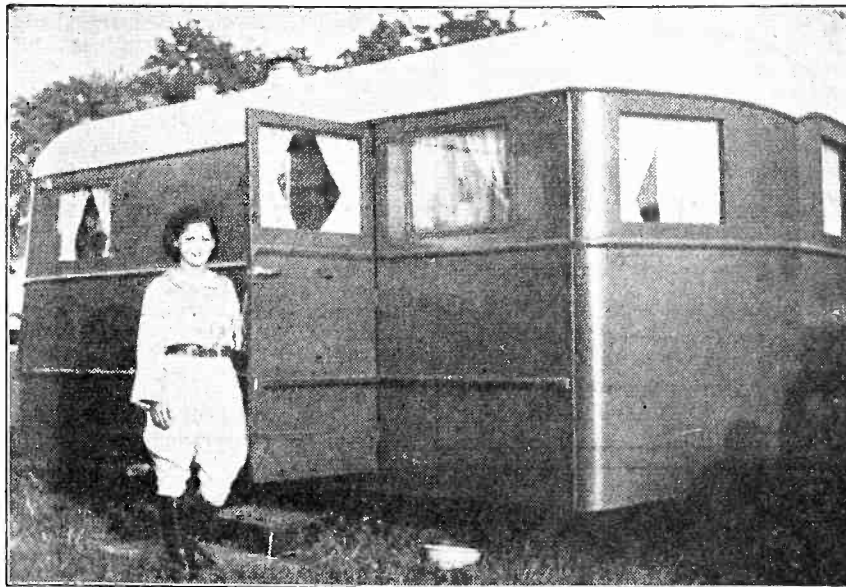
East Glendale, Calif. Week ended April 10. Auspices, Business Men's Association. Location, East Colorado and Langley. Weather, ideal. Business, fair.

This was third week for show in Glendale this season. Shows and rides got nice play, but concessions off from previous spots. Mabel Wright entertained visitors from Crafts Shows, which included Mr. and Mrs. Elmer Hanscombe, Mr. and Mrs. Dick Kanthe, Mr. and Mrs. Spot Raglan; Ruth McMann, Mr. and Mrs. Herb Usher and Mrs. Moxie Miller. Ed Smithson, general agent, was back and reported many dates booked. Joe Davis, lot superintendent, gave a party to few friends on occasion of his birthday. EDWARD SMITHSON.

Hilderbrand's

Alhambra, Calif. Week ended April 2. Weather, cool first part of week, warming up last half, giving show a nice balance.

O. H. Hilderbrand's new specially built high intensity searchlight, built by Cinemarc Co., was delivered here. Light mounted on new flashy trailer has 40-mile beam, each light has 93,000,000 candle power, costing show \$5,200. Manager Coe placed George Powers in charge of lights. He had charge of all Kleig lights at one of major picture studios. As new beam was shot around midway some of members were beaming. They were Hazel Seeborg, Verna Fisher, Bert Warren, Betty Coe, George Coe, Fred Stewart and Danny Calahan. Parked outside of entrance here was Coe's house trailer, painted cream and Oriental red with silver roof, colored awning and white porch furniture. Mr. and Mrs. Lahey have their Dinner Bell Cafe up. Mrs. Jeffery chef, Margaret Balcomb's office looks good in new front flash. Fred Stewart's Myrtle Show opened, a panel front grind show, managed by L. W. Mitchell, with Eva Tanner working inside. New front curtains arrived for Max Williams' Gay Nineties Show. Lawrence LaLonde's Slide Show added new idea in bally front, color red and silver, with panels across top of banners. Laone and Claude Barle's French Casino had Clover Miller, Hollywood artist, touch up paintings on their wagon fronts. Mel Rennick, female impersonator, and Dorine, specialty dancer, joined French Casino here. Athletic Show, managed by Oscar Bird, topped midway. All rides had big week and Johnnie Hicks sold out. Fern Cheney is with it now. Johnnie Cardwell has new house car. Four Rockets, Hustr Troupe and Captain Smith's diving ponies, free acts, received press notices in all daily papers. Mrs. May Stewart moved her Palace of Past and Future to Ten-in-One Show. Secretary and Treasurer Bob Booker is now major-domo of office wagon, George Morgan taking over other duties on show. Laone Barle entertained Olga Celeste and Joyzelle Von-Rosen, known as "Joyzelle," dancer from Paramount studio. Mr. and Mrs. E. W. Coe and Mr. and Mrs. O. H. Hilderbrand and Betty Joan were busy entertaining and escorting city officials and visiting showmen around. Pete Oullette, general agent, and F. H. Clark left on business. Konga Show opened here to big business. Shows' new restrooms and ladies' lounge met with instant approval by patrons and city health officials. Lounge is in charge of Mrs. B. P. Kane. Fred Stewart,



TEDDY WALTERS, MOTORDROME RIDER AND AVIATRIX of Speedy Palmer's Hell Drivers, is shown here with her house trailer. Photo furnished by Mrs. B. W. Norris was taken at Daytona Beach, Fla., past winter when the Art Lewis Shows played there.

assistants and Chief Mechanic Harry Rhinhart have all rolling stock ready for big jump over ridge.

CLAUDE A. BARIE.

J. F. Sparks

(Motorized)

Columbia, Tenn. Week ended April 4. Weather and business, bad.

Show remained for Mule Day celebration. Rides were moved to downtown location and did capacity business all day and far into night. Estimated that 50,000 visitors were in city for celebration. Perfect weather prevailed throughout day. Entire ride crew is to be commended for their untiring efforts in dismantling and setting up rides for Mule Day. Mr. and Mrs. Sparks had as guests over week-end their daughter, Mary Elizabeth; Nellie DuBerry and Pat Gardner, classmates of Miss Sparks. She attends Cookeville High School, Cookeville, Tenn. Mr. and Mrs. L. J. Heth were visitors to show Sunday, stopping en route to Clarksville, Tenn. Other visitors from Heth organization were J. J. Fontana, Charles Strickler, George Kelley, Alvin Bain, Mr. and Mrs. Lee Mize. Mr. and Mrs. Elwood Dillon and party, en route to Maysville, Ky., were guests of J. F. Sparks, owner and manager.

JAMES H. TIMMONS.

Kreko's West Coast

Menlo Park, Calif. April 5 to 10. Auspices, American Legion. Weather, showers. Business, good.

Usual April weather and business about same as last year. Visitors: Phil Williams, general agent. Crafts shows: Bernie Davis, J. J. Davis Co.; Mrs. Will Wright, Wright's show; Bill Kendel, Kendel & Graham Novelty Co.; Mr. and Mrs. Les Hart, of San Francisco. Edith Walpert headed midway with her new bingo game. Leona Cook accepted an engagement at one of leading night clubs in San Francisco. Mike Krekos, manager, daily visitor at races at Tanforan. Louie Leos hoping for larger lots

so he can give better locations. M. E. Arthur added another side show. Ruddy Jacobi came here with Mrs. Jacobi and dog and went on front of M. E. Arthur's Ten-in-One. Carl Holt packed them in here as usual with his Nights in Paris. Marie Jessup entertained 12 auxiliary sisters at a bridge party and luncheon at her apartment in Oakland Monday. Those in attendance were Thelma Barron, Leona Cook, Hazel Christenson, Margaret Farmer, Barbara Helwig, Jessie Loomis, Emily Mettler, Betty Robison, Edith Walpert, Allie Wrightsman and Betty Yeagler. First weekly drawing for PCSA was conducted by Marie Jessup and Edith Walpert. Receipts were \$22.50, Charles Youngman winning half, other half going to club's holding fund. Faye Ridenor is handling *The Billboard* sales. Charles Walpert entertained at cocktail party Friday night at Kit Kat Cafe.

W. T. JESSUP.

Crafts

East Los Angeles, Calif. Week ended April 9. Auspices, American Legion. Location, 9th and Atlantic boulevard. Business, decidedly off. Weather, cool nights.

This, second location being played in metropolitan area, responded with none too large gross. Mrs. Marie Klenk departed with her concessions and Ragland-Korte Catering Co. took over three ball games. Philip Stopeck back again with devil's bowling alley after sojourn on No. 2 show few weeks. Elmer Hanscom busy past two weeks remodeling interior of electric wagon. All new externally operated switches have been installed, overhead conduits, mammoth oil switches; in fact, every modern feature to comply with State, county and city regulations has been put in transformer section. Spacious semi-trailer measures 33 feet in length and one of show palaces of shows with brass railings over rubber inlaid steps, floor covering of rubber tile, swanky leather easy chairs for tired electricians and circulating ice water thruout. J. E. Thomp-

son's two-headed cow still making dailies with oddity publicity. . . . Jimmie Lynch installed a new-type cigaret vending machine in cookhouse. Baby goat born on Miller animal show couple weeks ago in performing goat herd was named "Nanny," but renamed "Billy" by trainer when truth was learned. Roy Myers, foreman of Heyday ride, and his crew go to town in getting that device up and down. George Williams and crew on Skooter also move fast, as do the Octopus crew and Jake Boyd with the Roll-o-Plane. Hubert Vansikle is now foreman on Twin Loop-o-Plane. Patty Murphy still handling Big Eli Wheel; Joe Duran Merry-Go-Round, ably assisted by J. B. Vansikle. Red Turner handles kiddie playland rides. All ride boys wear uniforms, white caps with gold badges. Red Crawford, with Fearless Pauline featured, motorcycle stunt riders in Lion Motordrome, practicing new feature tricks with Fresno Kid playing "Daniel in Lion's Den." Eddie Kanthe on Athletic Show meeting all comers. Orville N. Crafts, with both his shows playing in Los Angeles area, was able to visit back and forth every day. Mrs. Stella Hanscom celebrated her umpteenth birthday here and was recipient of many gifts and remembrances. Happy Hatfield, shows' mechanic, completed his lengthy house trailer and painted it a fire chief red. Roger Warren, Sam Hinson, Polock Kitchener, with crew, left in quarters to assemble and get equipment ready for opening of No. 3 show. ROY SCOTT.

White City

(Baggage Cars and Trucks)

Hanford, Calif. Week ended April 10. Location, circus grounds. Auspices, LLL. Business and weather, fair. Pay gate, 10 cents.

Elusive California sunshine appeared for first time in seven weeks. Ted and Marlo LeFors and Lucille King drove 350 miles to attend Circus Night as guests of Al G. Barnes-Sells-Floto Circus in Los Angeles. Mrs. C. F. Corey and Teddy Leavit made trip to Los Angeles to obtain an orchestra and performers for 49 Camp they are opening. Mrs. Myles Nelson gave breakfast party to celebrate her husband's birthday. With experience and knowledge of 30 years in show business, Lucille King has organized an ultra-exclusive club under title of R. A. T. Club. Edward Newton, of Newton Kleig Light Company, a visitor. Betty Corey arrived from Los Angeles, where she is attending school, to spend Easter holidays with her parents, Mr. and Mrs. C. F. Corey. Virgie Waters spent week-end visiting in Visalia. Virgie Miller Martin back on show after an absence of three weeks in Los Angeles. Claude Renner and Johnnie Sterling made trip to Oakland on business. Ted LeFors purchased several new concessions.

May Collier exhibited great courage and determination when she ascended her high-diving ladder and performed her act during a high wind. Mr. and Mrs. John Petty joined with a concession. Johnnie Hertl purchased Myles Nelson's housecar and is remodeling it. Lucille King's program over KTKC was a success. Marlo LeFors, aerialist, rose from her sick bed and proved herself a real trouper by continuing with her act. Lady Luck smiled on Ellis Hoag, chef in Pa and Ma Slover's cookhouse, when Chinamen of Hanford paid off \$175. Golf bug struck show and among devotees seen daily upon greens are Swede Olson, Charles Marshall, Carl O'Mar, Aubrey de Pellaton, Ted LeFors, Ralph Chinn, Dick Thornton and Ted Saleet. Jean Casper arrived to join Swede Olson's ball game. General Agent Arthur Hockwald wired from Utah conditions there are on upward trend. Moxo Barker and his troupe of performers, playing local theaters en route, were visitors. Mr. and Mrs. W. B. Sinclair entertained several showfolk at a frog-leg dinner. General Manager C. F. Corey was confined two days with illness but has recovered. Mr. and Mrs. Mike Collins' athletic show reported fair business. WALTON DE PELLATON.

World's

Birmingham, Ala. April 4-9. Auspices, VFW. Location, Cotton avenue and Fourth street, West. Weather, rain, flood, tornado. Business, except one fair day, none.

First week everything in category of bad weather—perfect bloomer. Hundreds, homeless, many hurt and buildings damaged, but luckily show property escaped

serious damage. Special praise is due Earle Heaton, city detective, who did everything possible to make things pleasant. Co-operation of auspices and radio stations, three of them, wonderful. Elizabeth Fenn staged a public wedding that had it been possible to celebrate on day announced would have doubtless drawn largely, but it had to be postponed on two occasions. Lew Lange and Mrs. Lange, latter vice-president of Ladies' Auxiliary of National Showmen's Association, joined here. DICK COLLINS.

Western States

(Motorized)

Corpus Christi, Tex. March 27 to April 9. Business, first week good; second week poor. Weather, bad.

Plenty of advance publicity by Walter Hale, courtesy of Beckmann & Gerety Shows. Well-arranged midway. Very profitable first week. On air lanes twice daily, front-page publicity, public "Ice wedding" and Kenneth Blake's nightly fire dive made front-gate ticket box top money. Bill Carr's reproduction of "Frontier Days" gave opening performance here. Artistic painting of front by Scotty Norton drew many compliments. Hymie Ruback and Ben Block were visitors from San Antonio. M. Burges, secretary of Corpus Christi Fair, was a congenial host to Owner Jack Ruback during engagement. Mr. and Mrs. Frank Downs arrived to take over publicity department. Second week was a total blank. LARRY MULLINS.

L. J. Heth

Clarksville, Tenn. Week ended April 9. Auspices, Loyal Order of Moose. Location, Baseball Hill. Weather, cold and rain. Business, bad.

Bad weather first week. Show stayed over second week. Show given splendid support by local daily, *Leaf Chronicle*, with Frank Goodleaf, manager, a daily visitor on lot, and Walter Griffin, story man, giving show good space. Secretary Joe J. Fontana has been away on business in Kentucky. Special children matinee a tie-up with local drug store. L. J. Heth showed everyone a new organ that arrived here. TOM PARKER.

Blue Ribbon

(Motorized)

Lagrange, Ga. April 2-8. Location, West Point road. Weather, rained out. Business, blank.

Only 50-mile move for first run of season and everything arrived early Sunday morning. Fact that show is all motorized this season makes moves much faster. Due to new and wet lot much difficulty was found getting on. Monday night, which was advertised as a special night, admitting all ladies free, found a fair crowd. Tuesday it started to rain and turn cold and rest of week was lost entirely. Thursday a bad storm hit at 3 a.m. All hands were up and entire midway lighted up, but not a bit of damage was reported. Everything was quickly staked down. Cookhouse was opened and served coffee to wet and cold men who were braving storm to save show from blowing away. Show left Lagrange Saturday morning and moved to next spot, Alabama City, Ala. Page's Kiddie Band still going over big. Band is giving a special concert every morning at different schools and is highly complimented, especially from kiddies. JACK GALLUPPO.

Gold Medal

(Motorized)

Nashville, Tenn. April 4-9. Location, Fifth avenue North, opposite baseball park. Auspices, American Legion Band. Weather, fair and warm. Business, good.

Earl Taylor and entire cast of *Glorified Follies*, who are playing an engagement at Princess Theater, were entertained by Manager Bloom Tuesday night. Flying Lesters are putting on a real performance. Bucky Allen and Morris and Mrs. Hellman busy with well-flashed concessions. Bucky has modern corn game. John Lappin taking tickets on side show and liking it. Uncle John is a retired mail carrier from Chicago and spends summers trouping with his nephew and niece, Ray and Lacey Daley, who have Cavalcade of Wonders. Dottie Moss topping midway with her thrill arena with riders Ruth King, Betty Frenzel and Pody Sims. Ride help are all experienced men around show and get rides up early and down same way. On twin Big Eli Wheels are Russell Loyd, Melvin Easley and Nick Brown. The Octo- (See CARNIVAL LETTERS on page 54)

Immediate Shipment

WIRE ROPE

FOR RIDING DEVICES

Whip—Caterpillar—Hey-Dey
Lindy Loop—Tilt-A-Whirl

All Work by
Expert Splicers

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Broderick & Bascom Rope Co.

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IMPERIAL MOTORIZED SHOWS

OPENING APRIL 30, GRAND RAPIDS, MICH., DOWNTOWN LOCATION.
WANT HIGH AERIAL ATTRACTION FOR SEASON.
WANTED—SECOND MAN TO HANDLE BANNERS. KOBACHER WIRE ME.
CAN PLACE GRIND SHOWS OF MERIT. Also RIDEE-O, OCTOPUS or CHAIR-PLANE.
WANT COOK HOUSE, CUSTARD, PALMISTRY, LEAD GALLERY, SCALES, GUESS-YOUR-AGE and MERCHANDISE CONCESSIONS. Reasonable rates and real treatment. RIDE HELP FOR TILT-A-WHIRL and KID AUTOS. Must Drive Trucks.
FAIR AND CELEBRATION COMMITTEES interested in booking ORGANIZATION carrying 15 Pay Attractions with NO OBJECTIONABLE features contact us at once for dates.
EDW. A. HOCK, REID HOTEL, GRAND RAPIDS, MICH.

WANT--WEST BROS. SHOWS--WANT

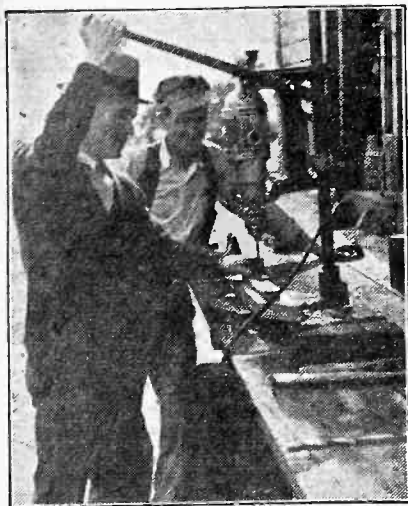
PIT SHOW—Have new 120-foot Top, Banners; Motordrome, Penny Arcade, Unborn Show. Major Jacobin wire. Capable American Readers for Mitt Camp, Ball Game Agents, Scenic Artist, Ride Help come on.
FREE ACTS—Must be High and Sensational—DO NOT MISREPRESENT.
WEST FRANKFORT, WEEK APRIL 18TH; CANTON, WEEK APRIL 25TH;
QUINCY, WEEK MAY 1ST — ALL ILLINOIS.

L. J. Heth Shows

WANT Shows with or without own outfits, Experienced Chorus Girls, Tap and Specialty Dancer. Office pays salary. Velma Dew, Vivian Fox answer. Legitimate Concessions open. WANT Party to take charge of Athletic Show immediately. Some Ride Help. First Show in Owensboro, Ky., 14th and Triplett St., Downtown Location, under St. John's Day League of Masonic Lodge, Week April 25th to 30th.

Spring-Quarters News and Gossip

As Reported by Representatives for the Shows



HOWARD INGRAM, trainmaster, and Steve Knutney, funhouse operator with the Mighty Sheesley Midway, are shown here outside the blacksmith wagon at quarters, Savannah, Ga., recently. Howard is doing a little drilling while Steve is looking on. Photo by Floyd Newell.

Cetlin & Wilson

GREENSBORO, N. C., April 16.—The last get-together of Cetlin & Wilson Shows' personnel prior to opening was held at Carolina Club Saturday, April 9, with the following present: Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Cetlin, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. Charles Cohen, Dr. R. Garfield, L. W. Jeannette, L. C. Miller, George Hirshberg, Marlan Candler, Wilma Payne, Nellie Henderson, James O'Dell, Hank Lambert, Mr. and Mrs. Fred Utter, Mr. and Mrs. Harry Bentum. Talks were made by several, everyone high in praise for management. All are 100 per cent for making it the banner year for C. & W. John W. Wilson expressed his thanks to all present for their expressions and their hearty co-operation in the past as expressed for the future. Ted Miller is to feature photos for publicity this year. Fred Utter is going in for better lighting on the midway. Neil Hunter for faster train moves. George Hirshberg wants bigger returns to the office. Duke Jeannette, Leo Carrell and Doc Garfield all want larger grosses. Mrs. Cetlin and Mrs. Wilson's ambition is to have the best girl revue on the road. Mr. and Mrs. Jean Shriver and Mr. and Mrs. G. W. Hamilton were late arrivals but got right into the spirit of the evening. After dancing until the wee hours of the morning, all returned to their respective hotels, with the wish for more get-togethers during the season, which would be a benefit to all on the show. GEORGE HIRSHBERG.

Harris

FINDLAY, O., April 16.—Show is ready to take to road, opening in Shelby, O., April 30. Mr. Fryback, of Kokomo, Ind., has completed his two shows. Word from Greenwald-Parmelee is to join with their Athletic Show. Mr. and Mrs. Kent arrived at Indianapolis from Florida with crackerjack and pop corn. Mr. and Mrs. Al Frohmuth are joining with their cookhouse. Mr. and Mrs. Jack Lee, of Cincinnati, are joining. Lee will handle banners and paper. Mrs. Lee has pitch-till-you-win. Frank Hardin writes that he has his photo gallery ready. L. C. Spring will join with long-range gallery. He arrived from Florida and is staying in Dayton, O. Mr. and Mrs. Lovejoy, of Findlay, O., have corn game ready. Manager Roxie Harris purchased a new Hudson sedan and Dodge truck and new 40 by 60 top. BISSIE HARRIS.

Imperial

(Motorized)

GRAND RAPIDS, Mich., April 16.—Everyone is on go at quarters. Everything will be in readiness for opening April 30, according to reports of Superintendent of Construction Jimmie Smith. New paper ordered with change of color scheme. Jack Brent and Walter Mathieson arrived to put finishing touches on their side show. Louie Sorensen ordered five new banners for his new snake show of large pythons. Girl show ready for Sorensen Sr. to put finishing touches on by him. Bob Kenosian has Merry-Go-Round finished. Looks like it just came out of factory. He started on his Big Eli wheels, which will be ready by end of next week. New canvas and new banners will arrive. Visitors: Don Elliott; J. B. Hendershot, of Sheesley Midway; K. G. Barkoot, of Barkoot Bros. Shows; Al Hock, of Hock Concession Co.; H. Ben Oliver, animal dealer. Harry Zimmer is visitor with wife every Sunday and quite a number of business people of city are regular callers at quarters. Edward A. Hock is on purchasing trip in interest of the show. AL HOUSE.

J. L. Landes

(Motorized)

CHAPMAN, Kan., April 16.—Everyone is working night and day getting ready for opening. Mr. and Mrs. C. G. Buton arrived with their rolling home trailer. C. G. is busy getting paper lined up for shipment to various towns. Mrs. Buton is getting corn game painted for new canvas. Verna Adams arrived and getting her ball game out to build it all over new. George Nolan is trying to find his store so as to get it freshened up. Sam Grammer and wife arrived.

They will be on concession street as usual. Sam has been guessing weights all winter. Jewell will handle one of Mrs. Landes' concessions. Bud Decker and wife, Babe, are on lot and are looking around for stores they will operate. Wally Brunk and wife, Marie, are here and cookhouse will be set up and that will mean a lot of paint and carpenter work will have to be done to make improvements over last year. Owen Dodd arrived and is painting and getting the Merry-Go-Round ready. Meriin Finley has Lindy-Loop to paint. Mrs. Landes is fixing her new house trailer to entertain friends this summer. J. L. Landes is busy looking after gang and keeping them in materials to do building, rebuilding and painting. W. F. DELMAINE.

Royal

BROOKVILLE, Pa., April 16.—Staff: Bert Rosenberger, general manager, and Sam Spencer, assistant; George F. Dorman, office manager; Sam Burgdolf, business manager; William Storey, adjuster; Ramon Mettler, press; Walter Baker, lot superintendent; George Heffright, superintendent of rides; John Pyne, billposter. With promise of warmer weather and snow disappearing everybody in better spirits. Opening Franklin, Pa., April 30. Mr. and Mrs. Bud Foreman returned from Osceola Mills, Pa., with news that Foreman's father has successfully undergone a major operation and doing well. George Price, foreman of Chairplane, reports ride ready to paint. Andrew Blackmon has Octopus ride ready to open. Herbert DeMilt admits he is not up on monkey business, having taken count in a short battle with big black ape in animal barn. Irving Lewis received word from Bud Brewer, who is stopping in Cincinnati, that he was prepared to report. R. B. Lichtler reported and will begin repainting sound truck and looking over amplifying system. Jack L. Murray starting for show from Ocala, Fla. William Storey is leaving Alabama and will be in for opening. Artist Hubert Johnson finished two panel fronts and progressing nicely on another set in pictorial work. Mr. and Mrs. Al Wallace and cookhouse boys, Kara King, Ernest Nash and all old crew are leaving Ocala, Fla. Mr. and Mrs. Cliff W. Patton are planning to arrive before opening. Patton will have front of the new animal show and Mrs. Patton will have concession. Manager Rosenberger braved elements for a visit to barn. Assistant Manager Sam Spencer is in contact with shop work every hour of day. Several members of band are here. New red uniforms with a big dash of gold embroidery and a library of King, Jewel, Chennette and Chambers will give plenty of "big top" flavor. All ready to swing into *Happy Days Are Here Again*, modulating into old stand-by *The Billboard March*. RAMON METTLER.

Bantly's

(Baggage Cars and Trucks)

REYNOLDSVILLE, Pa., April 16.—Spring brought a number of new and old faces to quarters and no time was lost putting them to work, getting ready for opening in Du Bois, Pa., April 30. General Manager Herman Bantly has taken charge and has worked wonders during past few days, altho handicapped by plenty of snow and cold weather. Writer is back on job again after an attack of lumbago, which had him laid up two weeks. First of new arrivals was Pearl and Frank Sheppard. Frank will again handle electricity and lot. Pearl will again be ticket seller on main gate. Charles Tashgy, who will manage girl, posing and reptile shows, arrived with crew, including Jimmy Hurlock, talker, for girl revue; Eddie Levine, pictorial artist from Baltimore, who will do artistic work on posing show front, and Tommy Vaughn, chauffeur and handy man for Tashgy. Frank Zorda, side-show manager, arrived, as did Pete Zanin, manager of Sportland. Ray Milliron was a welcome visitor and will return April 20. C. M. McGinnis, new Big Eli Wheel foreman, and wife arrived. Ella Carver, featured free act, wires that she will be in soon. Mike Houck and Albert Urban, ride help, very active. Martin Lunn and wife were guests of Mr. and Mrs. Bantly for several weeks before leaving for Ocean City, Md., where

Lunn has interest in several concessions. Eddie Philbert, visiting for a few days before leaving for Tampa, where he will pick up his new truck and other paraphernalia. Mr. and Mrs. Bantly, Martin Lunn, John Long and writer while returning from Pittsburgh visited with Agent Crump and wife, of Sam Lawrence Shows, at Moore Hotel, Indiana. Pa. Red Deegan, local boy and friend of showmen, on hand greeting new arrivals. Red is bartender at Imperial Hotel, assisting Mac Kirkland. Show wants to thank *The Billboard* for hundreds of replies we received thru advertisements. While on trip to Pittsburgh Mr. and Mrs. Bantly and party had a very pleasant chat with Harry Dunkle, front man for Cetlin & Wilson. HARRY E. WILSON.

Winters

(Baggage cars and trucks)

BURGETTSTOWN, Pa., April 16.—Hot, cold, rain, snow, sleet, fair and warm again. That was menu that weather man dished last week. Work was slowed up, concessioners, showmen, riders and staff gathered around fire in dining hall. As usual, Al Bartells and Brown E. Miller carried off honors as story-tellers. Boys under direction of Superintendent Joe Winters are working again. Manager Curtis L. Bockus and General Agent H. H. Howard off on a trip. Writer has been extremely busy this week answering replies received from advertisement in the Spring Number of *The Billboard*. Mr. and Mrs. Nano Decinto arrived. They left their truck at quarters and went to Pittsburgh to visit friends. Letter from Bob Coleman states that he is leaving Florida and due to arrive Monday. Merritt S. Anderson will start north from Chesnee, S. C., April 16. New Merry-Go-Round top and side wall arrived, also shipment of electrical supplies from Brighton Lamp Co. Special paper ordered from U. S. Printing and Engraving Co. CARL O. BARTELLS.

Dodson's

(Railroad)

ST. LOUIS, April 16.—Arrangements are completed for opening. Engagement starts April 20. Special billing and publicity campaign is under way. Special line of pictorial and block paper recently received from Temple Lithographing Co. A three-color illustrated circus-style program stressing presentation of free acts and Charles Clark and brass concert band will be used. Work at quarters is practically completed. General Manager C. Guy Dodson promises to have everything on midway in perfect operation hours before public is allowed to pass thru new main entrance arch. Melvin Dodson Jr., 20, is getting his first experience in fundamental rudiments of advance work this spring under able guidance of his father. He and Ed Breur will alternate towns as special

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining 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—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/4 x 14. Per C. . . . 1.50. Stapling Bingo Cards on same, Extra, per C.50. Bingo Card Markers, in strips, 25,000 for 1.80. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago



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 Spinnerheads. For service plus satisfaction, send us your order. Write or wire.

ELECTRIC CANDY FLOSS MACHINE CO.,
202 Twelfth Ave., So., Nashville, Tenn.

Rubin & Cherry

ATLANTA, April 16.—Show left quarters at Lakewood Park here Wednesday morning. All flat cars are painted a battleship gray, and 140 wagons are painted orange. All equipment bears Rubin & Cherry name in black, with a silver shadow background. This equipment, together with newly redecorated Pullman and private car of Mr. and Mrs. Rubin Gruberg, reflects quality inside and out. Many members left by motor and in trailers ahead of show train, being anxious to get to Richmond, Ind., for set-up. Zaccchine Family, with motor cars, trailers and cannon equipment, left on time. Many Rubin & Cherry associates will report in Richmond. Train arrived Friday, leaving Saturday and Sunday for preparing midway. Mountain of Flesh will be a feature attraction, total weight is 1,234 pounds. Cocoanut Joe Lopez, Hawaiian composer and radio artist, and family will appear as feature in Aldridge's *Hawaii*. Cleo Hoffman has Venus, new posing attraction. Mr. and Mrs. Max Kimmerer will meet show train in Richmond. Max will present a completely reorganized midget show. Katherine Julien's troupe of monkeys seem to enjoy driving new auto racers. ED SQUIRES.

Beckmann & Gerety

(Railroad)

SAN ANTONIO, April 16.—With opening only a few days off quarters' activity very strenuous as finishing touches administered to new fronts, wagons, stages and other equipment. Charlie Nolan signed with George Vogstad to lecture in new illusion show. Doc Jack Murphy, after a winter of walkathoning, arrived ready with remarks. Countess Taska, glamour girl, arrived from New York flanked by three canines, a maid and chauffeur. She will star in Nancy Miller's girl revue. Auditor Glenn Buck in from Chicago, his waistline greatly enhanced. Fred Baker, who recently underwent an appendicitis operation, out of hospital a trifle wain but ready for rigors of road. Jess Shoat, minstrel manager, arrived from Houston, where, judging by bloom in his cheeks, insurance business in which he was interested must have been good. Edgar Neville, veteran concession secretary, celebrated a birthday with a party of convivial friends and proved himself no mean exponent of terpsichorean art. WALTER HALE.

Tilley

LADD, Ill., April 16.—Latest arrival at quarters is Tex Monroe and side-show crew. Manager Joe Tilley has gone to considerable expense in making side show something out of ordinary. Ticket sellers and ticket takers on side show will be dressed in scarlet and gold colored uniforms, and large lobby boards, with photos of acts, will replace some of banners. Wilbur Tucker and his *Harlem Jamboree*, with 12 former vaudeville entertainers, will be another attraction. Tucker halls from Rockford, Ill. ROBERT KOBACKER.

agents. Vanguard of concession operators from Florida and points south headed by Mr. and Mrs. Clarence Sherman arrived. Vittorio Zucchini, human cannon ball, featured free act, drove from his home in Tampa, accompanied by wife, Olga, and brother, Theobaldo. Jack Blackstone, manager of California Aerial Marvels, arrived with members of troupe direct from Los Angeles. Daily rehearsals are being held by band musicians under direction of Charles Clark. Mr. and Mrs. Ray Balzer, after a pleasant winter in Milwaukee, will be on show. Balzer is commander of Arthur E. Dodson American Legion Post. He is making preparations for an active season of Legion work. **DAVE CARROLL.**

Endy Bros.

GOLDSBORO, N. C., April 16.—Straining at leash for Monday opening. Two hundred arrivals this week, with 50 more to join. Kittle Docen's runaway 'gator will be christened just that. Broke open case in Jacksonville, Fla., en route and absence not discovered until arrival here. Meantime rascal was caught by cycle cop and landed in zoo, as well as Page 1 Florida papers. Kittle had girl show with Endy 1935 and 1936. Ben and Martha Weiss steamed in with new Lincoln Zephyr, followed shortly afterwards

by his tractor-trailer. Mr. and Mrs. Eddie Lippman arrived. Eddie is business manager again, this making his third year in that capacity. Ralph N. Endy still basking in Miami Beach recovering from a tonsil ailment. Due in next week. Painting still going on. New canvas for girl show to be stretched Monday. Shorty Forrest's dog to be a mama any day now. Billetti Troupe pinch-hitting for Great Wilno as free act. American Eagles dropped in on way to Weldon, N. C. Frozen Delight truck getting prettied up for arrival of new electric freeze machine. Among those here are George Welsh, Wendell Kuntz, Speedy Merrill, Whitey Ryan, Bobby Mansfield, Mack Crowan, Robert Flynn, Elmer Meyers, John Risley, Louis Hersh and Jack Gallagher. **GLENN IRETON.**

World of Mirth (Railroad)

RICHMOND, Va., April 16.—Glad-handing continues to enliven quarters activity here as new and old timers arrive to make ready for opening at Alexandria, Va. Among newcomers who arrived recently are Charles Docen, with his freak animals; Cliff Karn, wife, Gertrude, and their two little girls. Others who arrived are T. W. Kelly and wife, who came up from Sarasota, Fla.; Jack Ward, youthful *Miss America* impresario; Art and Marge Gordon, of Swing Club; Rube Nixon, wife and crew of Monkey Speedway. Nixon and his wife left for Fairmont, W. Va., where they were called by sudden death of Nixon's 77-year-old mother, Mrs. H. H. Green. Mrs. Green, whose death was caused from pneumonia, is survived by her husband and several other children, none of whom have been engaged in show business. Another who has been called home by illness of parents is Lawrence H. Bowe, veteran mail man and *The Billboard* agent, who rushed to Bridgeport, Conn., where both his father and mother are critically ill. Reports of collapse of Norman Selby Jr., son of famous Kid McCoy and well liked when he was mail man on this show three years ago, have saddened those who knew him. Selby, always robust and genial, is said to have suffered a severe stroke and faces total blindness if he should recover. Quarters work, handicapped for several days by adverse weather, is again being rushed at full speed, with prospects indicating all projects mapped out for completion before inaugural will be finished. Weather now for several days has been ideal for outdoor work. Leon Reeves, well-known

painter and scenic artist, is winning many admirers in his debut with this show. His panels for new Snow White and Seven Dwarfs attraction, Fred La Reine's feature, are his classics thus far. **GAYLORD WHITE.**

F. H. Bee

SPRINGFIELD, Tenn., April 16.—All equipment has been taken from quarters and erected on lot ready for opening. From all appearances show will be finest as well as largest Bee ever opened with. Bee disposed of all old canvas past winter and every show tent is new this year without exception. Writer will entrain for West Virginia to complete bookings in that territory, which will start within a few weeks. New color scheme for Tilt-a-Whirl is something that Mrs. Bee should be proud of, as it is different from any ever seen before. Happy Stewart did himself proud in laying out lot here, as there was so much new stuff added. F. N. Ogilby, former general agent, was a welcome visitor and was very high in complimenting Bee on show. Bill Jarvis, blacksmith and mail man, around pointing out gadgets he invented for some of rides. He made several threats that he is building a new sensational ride. **WILLIAM R. HICKS.**

Royal American (Railroad)

JACKSONVILLE, April 16.—Shows are here to open official season at remodeled Duval County Fair and Exposition for eight-day engagement. Fairgrounds will be closed Easter by fair board decree. For past month E. Ross Jordan, fair manager-secretary, has directed remodeling of fronts and interiors of agriculture, women's, industrial and live-stock buildings. Grounds surrounded by new, higher and barbed fence. R. L. Millican, president of fair board, staged annual banquet and entertainment for 250 dignitaries Friday night preceding exposition on grounds, Royal American supplying larger part of acts and music. Two day before opening, 12-foot mechanical elephant, manipulated by Doc Sunshine, paraded streets. New gadgets aid in making elephant turn sharp corners. Sedlmayr and Velare brothers are experimenting with air-conditioning on two special trains, several coaches now being equipped. They will also announce a new train-loading device being perfected by RAS engineers. Four battleship searchlights of 6,000,000 candlepower have been synchronized so as to play concentrated beam on sky. Weather during final working weeks at Tampa quarters and on move here was perfect. Last to arrive on midway for opening was Ruth Pontico, 757 pounds, who purchased new Tampa home some days ago. **FRANCIS F. HEALY.**

Sol's (Motorized)

CAPE GIRARDEAU, Mo., April 16.—A fleet of motor equipment consisting of 55 semi-trailers, many privately owned trucks and fine living trailers left quarters yesterday. Made 100-mile run nicely and "Quality Street Midway" was soon in the air from front arched entrance, containing two built-in box offices, to back gate of completely filled horseshoe fun center. When darkness set in all lights were cut out and five 45-foot light towers, 200 feet apart, each surmounted by a 1,000-watt beacon revolving lamp, were plugged in. Mayor Edward L. Drum, Park Superintendent Frank E. Martin, Chief of Police Charles Schweer and Dr. I. W. Upshaw, chairman of American Legion, were first to greet Manager Sam Solomon. Mayor Drum with well-chosen words welcomed Sol, as everyone calls him, to City Park, which is a beautiful setting for this enterprise. Sam Solomon, one of first owners of a motorized outdoor show in America, has an "all new but the title" show. Finishing touches have been put to each front and rides look fine. Lot Superintendent Tom Berry did a splendid job in arranging concession row as well as all amusements, using every foot of park space. A large red circle painted on office wagon reads, "The show that is different." Nick's Animal Circus, taking the place of Dodson's Hollywood Monkey Circus, has largest front on show. Scooter covers the most ground of the rides. Collegian Band and Orchestra, from Philadelphia, arrived to join Al La Beaties' Gay Paree vaudeville and musical revue. Final details were worked out and big preview Friday night. Official opening Saturday, April 16, which will be covered with photo men and reporters from local

newspapers, which have been giving show stories and art the week preceding engagement. **FRANK J. LEE.**

CARNIVAL LETTERS

(Continued from page 52)

pus has Vic Walton and Duke Roland; Fuzzy Brock, Loop-o-Plane; Baron Von-West, kiddie rides; Casy Jones, Loop-the-Loop; Charles Sullivan, Merry-Go-Round; Tom Sweep, boss canvasman; Paul Wotring, chief mechanic, with Ernest Lewis as assistant; Chuck Powell, boss painter; M. E. Frenbel, sound truck and prize candy privileges, with wife, Thelma, ball games. Staff: Oscar Bloom, owner-manager; H. B. Shive, general representative and publicity; Pat Ford, special representative; John Hood, special agent with advertising truck; Emil Graff, superintendent; Gene Franklin, chief electrician; Osa Ash, secretary-treasurer; Red Lawler, front gate and boss ticket seller. **H. B. SHIVE.**

Zimdars

Union City, Tenn. Week ended April 9. Auspices, American Legion. Location, fairgrounds. Weather, rain. Business, good when weather permitted.

Same old story. Spot showed promise but weather never gave it a chance. Another tough lot to spot trucks but the show was up Monday. Harry H. Zimdars purchased an International truck. Ben All, mentalist, is again playing theaters. Flying Valentinos, free act, are claimants to being only act using all-girl flyers doing over and under and sack double tricks. In order to rectify an error in concession list, Leo Claire has his own ham and bacon store. **BUDDY MUNN.**

West Bros. (Motorized)

Cape Girardeau, Mo. April 1-9. Weather and business, bad. Auspices, National Guard. Location, city park.

Show opened season here with smallest gross ever. Three light towers, 45 feet high, built by John Tatge in quarters are proving successful and attracting attention. These towers are in three sections that are lowered by cable into bottom section, leaving only one piece to be handled on move. They are also lowered at night if windy. Two concessions vied for honors, Cliff Barnhart's cookhouse and Virginia Laughlin's corn game, management of Sam Liberwitz. Eddie McAdamis and Milton Nelson left with Mrs. Laughlin's No. 2. The Octopus for Charleston, Mo., to join Barker Shows. Cliff Barnhart, show photographer, was busy all week snapping pictures of show. Mr. and Mrs. Laughlin entertained Mr. and Mrs. Clyde Harris with a steak supper Monday night, and Tuesday night this correspondent, together with Mr. Laughlin treated Capt. Percy Little, Lieut. Francis Pfeffer and L. H. Butler to steak supper. Mrs. Gussie Liberwitz, up for a visit with Sam, joining in with Mrs. Mabel Pierson, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Clayton Holt, all from Sol's Liberty Shows; J. C. Gordon, Gordon radios, was guest of Mrs. Laughlin in office party. Earl Bruce Barham Jr. had as his guests over weekend his grandparents, Judge and Mrs. George Barham, and sister, Shirley June, who motored from Blytheville, Ark. Youngster also assisted Mr. and Mrs. Laughlin in entertaining hundreds of his schoolmates from Morley during annual Morley Day party. Wednesday night was "newsie night," with some 60 newsboys as guests of show. **BRUCE BARHAM.**

Buckeye (Motorized)

West Point, Miss. April 4-9. Auspices, North Mississippi Live Stock Show. Weather, rain. Business, fair.

Show was erected on wet lot. Much credit to all ride men for splendid way they worked on wet grounds. Joe Galler on hand to see that plenty of sawdust and shavings were provided. Opening time lot looked fine. Many of local business men were out to look the show over. Side show has been completed. Banners were purchased from George Bellis Co. Manager J. W. Helms, of local stock show, commented that this was largest and best lighted side show that had ever been exhibited in this locality. No sockets are ever left dead. Motto of show is "Why have a light socket if there is not a light burning in it." Bee Kyle purchased new neon sign and clock and had them installed on her high-dive equipment. **KENNETH WYNNE FRANKLIN.**

HARRIS-TRAILERS, Troy, Ohio
DISTRIBUTORS
COVERED WAGON TRAILERS
New 1938 Models, New and Used 37 and 36 Trailers in Stock.
Factory and Salesrooms
623 S. Clay St.

WANTED
HIGH-CLASS CARNIVAL
For
IREDELL COUNTY AGRICULTURAL FAIR
WEEK OF OCTOBER 17-22.
Also FREE ACTS for Grandstand, 50,000 Gate Expected.
Write
GEORGE NEEL, Manager,
Box 518, Statesville, N. C.

DUG THOMAS SHOWS
— WANT —
Shows with or without own outfit. Good opening for Tilt, Loop or Mix-Up. WILL BUY used Show Equipment of all kinds suitable for motorized Carnival. State all first letter. CAN PLACE few more Stock Concessions. Opening Springfield, Mo., April 25. Our Celebrations start in June.
AL C. BECK, Manager,
304 W. McDaniel Street, Springfield, Mo.

14 WALLACE BROS. 14
Fairs SHOWS Fairs
WANT FOR D. A. V. CELEBRATION
APRIL 25th TO 30th
EVANSVILLE, IND.
Concession — Reasonable
WANT Monkey Speedway, Mechanical City, Wax Show, Acts and Freaks for 10-in-1, Musician and Performer for Minstrel. Can place Kiddie Auto, U-Drive. Will pay cash for Eli Wheel; must be in good condition; no junk. Exclusive for sale on Frozen Custard; deposit required. Clarksville, Tenn., this week; Evansville, 25 to 30.

NEW ENGLAND MOTORIZED CARNIVAL, INC.
Playing Ossining, N. Y., April 25th to 30th
WANT Grind Stores of all descriptions. Good opportunity for Grocery Wheel.
WILL BOOK Grind Shows with or without own outfits.
COMMITTEES OF CARNIVALS THROUGHOUT NEW ENGLAND GET IN TOUCH WITH US.
We have eight Rides, six Shows and two Outstanding Free Acts.
Address all communications to
NEW ENGLAND MOTORIZED CARNIVAL, INC.
Week of April 18 to 23, Somerville, N. J.; Week of April 25 to 30, Ossining, N. Y.

GENERAL AMUSEMENT ENTERPRISES
OPENS MAY 2 AT BONHAM, TEX.
18 Fairs and Celebrations Already Booked, All in Texas.
WANTED—Shows with or without outfit. Good proposition for Shows with own outfits. CAN PLACE few more legitimate Concessions. We own all the Rides. WILL BUY Show Tops and Equipment. CAN PLACE Foreman for Eli Wheel and Little Beauty Merry-Go-Round now. Write or wire P. O. BOX 760, Greenville, Tex.

Buffalo Shrine Sale Shows Big Increase

BUFFALO, April 16.—Advance sale for Shrine Temple Indoor Circus opening here on Monday is 200 per cent ahead of that of last year, said Bob Morton, of the Hamid-Morton Circus Co., which will produce it in the Broadway Auditorium for the fifth consecutive year. The entire house for Monday night's performance was purchased by H. William Pollack, Pollack Poster Print. House has been sold for Wednesday night to Sattler's department store. Attendance last year was more than 80,000 and indications are that it will be exceeded next week. Advance promotion has been under personal direction of Bob Morton, representing Hamid-Morton and National Producing Co., who said the show will be kept intact for dates to come in six consecutive weeks.

Detroit Show Draw Heavy

DETROIT, April 16.—First Michigan Sportsmen's and Boat Show in State Fair Coliseum here played to about 85,000, averaging 10,000 daily, said Sheldon H. Fairbanks, of Campbell-Fairbanks Exposition, who produced the show, which was extended an extra day thru last Sunday. Canoe exhibitions, log rolling, fly casting and ski jumps were on the bill. Practically all exhibit space, about 55,000 square feet, was sold. Admission was 40 cents.

Whisker Derby in Roundup

ROUNDUP, Mont., April 16.—At the second annual Days of '49 Celebration here, as last year, there will be no rodeo, and local attractions will be confined to picturesque costumes pertaining to pioneer days. Citizens will again wear old-style clothes and there will be a "whisker derby" for men. Parade is expected to be bigger than ever, with prizes for floats and costumes. George A. Swertelle is secretary-treasurer of the celebration.

Chester Firemen in Success

CHESTER, W. Va., April 16.—Sponsored by Chester Volunteer Firemen, an indoor fair in the city building on April 7-9 was one of the most successful of its kind in upper Ohio Valley, said Chairman John Allison. All display space was taken. There was a wild-life exhibit, concessions and a bill which included Carmen and Crowley, comedy acrobats, and Barney Arensen, tight wire, booked by C. A. Klein, Klein's Attractions. Attendance was capacity.

Readying for Utah Fetes

SALT LAKE CITY, April 16.—In the city's preparations for Covered Wagon Days Celebration, contest for queen is creating lively interest. She will ride in a special float in the Pioneer Day parade and will be crowned by Governor Blood at the annual ball. Ogden is making rapid progress with Pioneer Days Celebration and Monte Young has again been awarded a contract for rides and shows. Mayor Peery is chairman.

Green Bay Books Thrillers

GREEN BAY, Wis., April 16.—C. W. Hinck has been booked to furnish airplane crash, motorcycle races and auto pushball contests at a celebration here sponsored by Brown County Fair Association and American Legion Post. Erv Kesting will furnish midget auto races and Midwest Fireworks Co. displays on both nights.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)



FLYERS OF TOMORROW, Freddie and Chuckie Valentine, aged 4 and 3, are being coached on the trapeze by their dad, principal flyer of the Valentine Troupe, seen at fairs and celebrations. They are sons of Mr. and Mrs. Freddie Valentine, and holding the children is Mrs. Billie J. Collins, wife of the well-known agent.

Oshkosh Show Offers Acts

OSHKOSH, Wis., April 16.—More than 4,000 attended the fifth annual Industrial and Home Show in Armory B here on April 6-10, sponsored by Civic Progress Association. Hal, Carl and Hank, musical act; Allen Taylor, imitator; Mary Lou King Dancers, Twin Cities Harmonica Harmonizers and the Furman Three were on the bill.

Milwaukee Grants Permits

MILWAUKEE, April 16.—City council on April 11 voted to permit Bay View Post, Veterans of Foreign Wars; clerical union of the American Federation of State, County and City Employees and Madonna del Lume Society to hold festivals.

Shorts

FOR Nelsonville (O.) Centennial Celebration a historical pageant will be staged by John B. Rogers Producing Co., contract having been secured by Bill Martin for the company.

FOR annual Warsaw (O.) Home-Coming Celebration Chairman Fred G. Bucklew said downtown streets will be used and plans are for a half holiday, with stores closed and presentation of free acts, rides, shows and concessions.

AT ceremonies next month when Great Bend, Kan., new Municipal Auditorium is dedicated Henry Busse's Orchestra, a number of vaude acts and 12-girl dance line will be on the program.

AT SIXTH Annual Tri-State Band Festival, Enid, Okla., several marching contests were canceled and attendance was small due to a two-day blizzard. Chamber of Commerce, sponsor, plans to hold the event later in April next year. Many concessioners were there but reported only fair business.

FOR Meadville (Pa.) 150th Anniversary Celebration a historical spectacle, *French Creek Panorama*, has been written and will be directed by French Sensa-

HELP This Department by Telling Committees About It.

Two for One

OMAHA, April 16.—Frank L. Mangin, press agent for Tangler Shrine Circus here, landed generous newspaper space when he had the head of the street car company rule that Mary and Margaret Gibb, Siamese twins, could ride cars for one fare. He placed nice pix of twins boarding a street car.

baugh, who directed Wheeling (W. Va.) Centennial, Mobile (Ala.) 225th Anniversary and Davenport (Ia.) Centennial and was also connected with Richmond (Va.) Cavalcade of the Cavaliers.

FEATURE attraction at Western Reserve Historical Association Commemoration Celebration in Warren, O., will be the Stratosphere Man.

REGARDLESS of seizure proceedings against the Houston Coliseum filed by builder of structure, officials of Greater Houston (Tex.) Food Show planned opening on April 20 with 80,000 tickets distributed. Show Manager W. J. Wile said Western States Shows would be on the midway and there would be music by Dixieland Jazz Band and a floor show.

AT ANNUAL Enid (Okla.) Merchants' Industrial Show, April 18-23, a stage show, featuring band, chorus, vaudeville acts and a 40-people show, will be under direction of B. C. Truex, Truex Attractions. Included are concessions, rides and exhibits in convention hall and adjacent buildings.

NEW WATERFORD (O.) Volunteer Firemen's Street Fair will have as chairman C. A. Klein, active in promotion of the event for several years. He said more acts and other attractions will be used than in former years.

ROLAND C. BLESER is chairman of the second annual Snow Festival and Ice Carnival, Two Rivers, Wis., sponsored by the American Legion Post. Celebration to include appearance of Northwest Territory ox team caravan.

ANDERSON-SRADER

(Continued from page 44)
lights garlanding midway and 110-foot tower, gave a good setting for the year's sendoff. Dare-Devil Daniel, free act, is

working one performance a night from tower.

M. A. Srader, manager, and H. W. Anderson, general agent, in office on second day, said lots of work left to do yet. Anderson is handling advance.

Srader reported 35 hands had been working past six weeks in Wichita quarters putting equipment in shape. Opened with window-card billing and expects to use radio plugs and other mediums. Lighting system best drawing card, as U. S. Highway 81 passes half block west. Free gate used first few days; nickel gate normal. Show will be on south lot 10 days, then move to lot north of city. Several shows failed to arrive for opening. Anderson said they use half-half rail and truck moves during season.

Roster: Merry-Go-Round, Pearley Hustus; Big Eli Wheel, Elvin Bishop; Tilt-a-Whirl, Bill Hynes; Octopus, new this year, Clyde Bishop; Mix-Up, Ralph Sooter; Airplane, Rugh Carlin; ponies, M. Howard; Kiddie Autos, M. Stanley; Pit Show, M. La Longe; Bird Show, Jack Lane; Hillbilly, Doc Holt; Girl Review, Mrs. Albert Martin; Hula, Albert Martin; Athletic, George Finney; Monkey Show, M. Stanley. Sailor Oliphant, lot man. Concessioners: Jack Bullard, Albert Martin, Gabe King, Freddie Howey, Doc Harris, Earl Richardson, Jockie Jones, Mrs. Sailor Oliphant and Vern La Vern.

WANTED

Good clean, small Carnival with three or four Rides for Home Coming and Celebration at Matherville, Ill., on July 22, 23 and 24, 1938. Sponsored by Matherville Boosters' Club. Carnival will set on Main Street. Address all communications to MR. DON HEBBELN, Secretary of Boosters' Club, Matherville, Mercer County, Ill.

WANTED

Independent Rides, also Games of Science and Skill, No Gee Wheels, no Grift, for our Annual Carnival, to be held August 11, 12 and 13, around the Public Square at Danville, Ind. Address communications to C. E. BAKER, Danville, Ind.

NOW BOOKING

ATTRactions FOR ANNUAL DAYS OF 49 CELEBRATION
ROUNDUP, MONT., JULY 3 AND 4.
Address GEO. A. SWERTELLE, Secretary, Days of '49, Roundup, Mont.

ATTENTION!

Civic Organizations wishing to raise money this summer, arrange to present one of our Special Events. We produce everything from a Three-Ring Circus to Baby Parades.

TAYLOR TROUT ATTRACTIONS, 1012 Postal Bldg., Miami, Fla.

CARNIVAL WANTED

FOR ARCOLA HOME COMING FAIR
JULY 25 TO 30, 1938
Special Attraction Broom Corn Palace, Arcola center of Great Broom Corn Belt, where people have money. Played to 26,000 at last celebration. Address THOMAS F. MONAHAN, Arcola, Ill.

WANTED AT ONCE FOR MERCHANTS' BOOSTER CELEBRATION

ENGLISH, IND., APRIL 25th TO 30th, INCLUSIVE

SPONSORED BY ENGLISH FIREMEN ASSOCIATION.

\$300.00 of Merchandise To Be Given Away Free. 24,000 Tickets Out Now Within 50-Mile Radius. WANTS RIDES—Kiddie Rides, Ferris Wheel, Tilt-a-Whirl or Octopus, for season's work. Wire. WANTS SHOWS—Three good, money-making Shows at once. WANTS good Girl Show. CONCESSIONS—Will sell X on Cook House, Corn Game, Photo Gallery, Diggers, Penny Pitch, Frozen Custard. Percentage. Candy and Cracker-Jack, Mitt Camp, Scales, Candy Floss, Novelties. CAN PLACE Bumper, Cigarette Gallery, Milk Bottles, Fish Pond, Pitch-Till-Win, Cat Rack, Country Store, Nail Joint, High Striker, Shooting Gallery, Duck Pond, Hoop-La, Bowling Alley, Knife Rack, String Game, Cane Rack, and other legitimate Concessions. Wheels that will work for Stock. No grift. WANTS Sound Truck, Ross Canvasman (Blue answer), Sign and Scenery Painter. Ride Help wanted. CAN USE one more good Man for Advance work. Wire

THE CELEBRATION SHOWS

English, Ind., Until April 30; Merchants' Booster Celebration, Huntingburg, Ind., May 2 to 7, Inclusive.

A LONG STRING OF CELEBRATIONS AND FAIRS TO FOLLOW

WANTED

GOOD 4 TO 6-RIDE CARNIVAL

With Concessions to play biggest show Montana July 2, 3, 4. Wire FERGUS COUNTY AMUSEMENT CO. Lewistown, Mont.

Amusement Company Wanted

SIXTH ANNUAL HOME COMING, CUBA, MO.

Successor to the Crawford County Fair
FRIDAY AND SATURDAY, JULY 29 AND 30—ALWAYS A "RED ONE"
Write A. M. MUNRO, Cuba, Mo.

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ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parrakeets for Wheels. **SLAKE KING**, Brownsville, Tex. jel1x

FOR SALE—LARGE MALE OSTRICH, LIVE Alligators of all sizes. State sizes wanted. **ALLIGATOR FARM**, Box 37, Lantana, Fla.

LARGE DENS HEAVY FAT SNAKES—INCLUD- ing Rattlers, Bulls, Kings, etc. \$15.00. No delays. **THE AMAZON SNAKE FARM**, St. Stephen, S. C. jel18x

LIVE ARMADILLOS—PERFECT SPECIMEN AND Good Feeders. Each, \$2.00; Pair, \$3.50. All sizes. Prompt delivery. **APELT ARMADILLO FARM**, Comfort, Tex. ap23x

LIVE BABY ALLIGATORS, \$1.25 EACH, PRE- paid. Prompt delivery. Cash with order. **C. M. LEIBOLD**, 5917 N. E. 2d Ave., Miami, Fla.

MONKEYS, PARROTS, CHIPMUNKS, LOVE- Birds, Finches, Parrakeets. Largest importer on the West Coast. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. Write for complete price list. ap30x

OFFERING 10-11 FT. ROCK PYTHON — And Large Den Mixed Snakes, both for \$65.00. **THE AMAZON SNAKE FARM**, St. Stephen, S. C.

PLENTY SNAKES—ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chamelcons, Monkeys, Prairie Dogs, Coati-mundis, Guinea Pigs, Rats, Mice, Parrakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. my14x

SMALL SPRING CUB BEARS, \$30.00 F. O. B.; 1 Yearling Brown Cub, \$40.00. List Free. 35 years business. **W. B. CARAWAY**, Alma, Ark. x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN EASILY RECEIVE 25 LETTERS EACH day containing \$1.00. My unequalled working plan and formula, \$1.00. **FLOYD COAST**, Route 3, Emlenton, Pa.

LEARN VENTRILOQUISM BY MAIL—SMALL cost; 3c stamp brings particulars. **GEO. W. SMITH**, 125 N. Jefferson, Room 717, Peoria, Ill. x

BUSINESS OPPORTUNITIES

BARBECUES — INTERIOR AND EXTERIOR Models, from \$145.00 up. **PEERLESS STOVE & MFG. CO.**, Dept. B, Columbus, O. my21x

PERMANENT ADDRESS MAILING SERVICE— Hold or forward all mail, \$5.00 yearly. Re-mailing single letters dime. **RANDOLF**, 1803 Pierre, Shreveport, La. my14

POP 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. ap30x

ROADMAN'S GUIDE—SEND FOR CIRCULAR describing Money Makers' Manual—greatest book published. Tells how to start shows, where to buy flash goods, novelties, hundreds other money-making ideas. **PAINE'S**, 15 Amherst, Worcester, Mass.

SELL SNOW BALLS—OWN A BUSINESS. 400% profits. Outfits, \$4.75 up. Free price list, circular. **SNOW BALL COMPANY**, Jacksonville, Fla. my7

UP TO \$300 WEEK—BEING EARNED PUTTING on Movie Shows in small towns, at lodge meetings, churches, schools, fairs, etc. Our Combination 16MM. Sound-Movie Projector offers you big opportunities. Write **WENZEL CO.**, 2509 S. State, Chicago. x

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 MA- chines, 1c or 5c slots, only \$20.00 each. Original cost \$175.00 each. Remit 1/3 deposit. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. ap23

A-1 CONDITION—25 TURF CHAMPS, 1 AIR Races, \$35.50 each; 1 Ball Park, \$32.50; 1 Classic, \$29.50, and 1 Broadway Angel, \$22.50. Immediate delivery 1/3 deposit. **KENTUCKY ELECTRICAL SERVICE**, 669 S. Broadway, Lexington, Ky.

AK SAR BEN FREE GAMES, \$95.00 (FLOOR Sample); Keeney Free Races, \$75.00; new Jennings DeLuxe Sportsman, \$45.00; Turf Champs, \$29.50; Pikes Peak, \$23.50 (floor sample); Flicker, \$15.00. One-third deposit. **MARKEPP**, Cleveland, O.

ARCADE OUTFIT — 20 DROPS, 20 MUTO- scopes, Athletic Machines, 4 Jap Poker Tables, 2 Miniature Bagatelle Tables. **GRAMAD AMUSEMENT CORP.**, 631 Fulton St., Brooklyn, N. Y.

ARCADE MACHINES—LARGEST ASSORTMENT in the country, including Fortune Tellers, Baseballs, Athletics, Rifles, Skeeballs, Cranes, Supplies. **MUNVES**, 555 W. 157th, New York.

AUTODERBY, \$12.00; GENCO FOOTBALL, Stoners Races, Long Beach, \$19.50 each; Silver Flash, Power Play, \$25.00 each. Many others. Bargain prices. **MUNVES**, 555 W. 157th, New York.

BARGAIN—1 MILLS Q. T., 5c, \$42.00. TERMS 1/3 deposit, balance C. O. D. **G. W. LOWE**, 305 Elizabeth St., Delmar, Del.

BARGAINS GALORE! — BALLY EAGLE EYE Radio Rifle, 30 shots for 5c, reconditioned in first class operating condition, \$115.00 each; lots of 3 or more, \$99.50. Rock-Ola Demonstrator School Days Radio Rifle, 10 shots for 5c, sacrifice, \$69.50 each; lots of 3, \$59.50. 1 Demonstrator Popmatic Late 1937 Improved Model Automatic Popcorn Machine, black cabinet, \$95.00; 1 Pacific Marksman, reconditioned, \$49.50; 1 Crak Shot, \$49.50; 4 Demonstrator Kellogg Popcorn Vendors, sell 8 bags per minute, operators' list \$129.50, sacrifice for only \$99.50 each; 100 Assorted Novelty Pin Games: Crossline, Roly Poly, Lucky Star, Top Hat, Mad Cap, Bolo, Gusher, Genco Baseball, Diamond Mine and many others, all reconditioned ready to operate, your choice, 1 or all, \$5.95 each. Terms: 1/3 deposit with your order, the balance C. O. D. 2% discount if full amount is sent with order. This is a complete list. Send your order immediately. **LENKE COIN MACHINE CO.**, 31 W. Vernor Highway, Detroit, Mich. x

BUCKLEY TREASURE ISLAND DIGGERS, ERIE Diggers, Iron Claws, Merchantmen, Mutoscopes, Candy Bar Venders, Arcade Machines, Mills Modern Scales, 200 Peanut-Gum Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa.

CLOSE OUTS—5c FOK ESCALATORS, \$16.00; Caille Cadets, \$25.00; Pace Comets, Jennings Chiefs, \$30.00; War Eagles, \$27.00; Lion Heads, \$22.50; 1c Watling, \$15.00; Jennings with Pace IP, \$10.00; Blue Fronts, \$35.00; Paces Races, \$75.00; Chicago Metal Safes, single, \$18.00; double, \$18.00; Dux, Stoner's Races, \$18.50; Chico Derby, \$14.00; Tops, \$25.00; Bumpers, \$6.50; Reel Spots, \$9.00. Deposit required. **AUTOMATIC SALES**, 2470 Broadway, Toledo, O. x

FOR EXCHANGE—PANAMA DIGGERS, LATEST type made, slightly used. Will exchange for 1c Mutoscopes, low type. **BOX 861**, care Billboard, 1564 Broadway, New York.

DIGGERS — BUCKLEYS, ERIE, MERCHANT- men, Mutoscopes, Iron Claws, Candy Bar Machines, Arcade Machines, Atlas Baseball Machine, Toledo Free Weighing Scale. Bargains, 200 Peanut Gum Venders. **NATIONAL**, 4242 Market St., Philadelphia, Pa.

EIGHT ADVANCE TWO-COLUMN CHOCOLATE Bar Venders, \$4.50 each; ten AMI Merchandiser Escalators, 5c Vender, \$5.00 each; sixteen Youchew Gum Machines, \$2.00 each; four Columbus 5c Peanut Venders, \$4.50 each; ten Ball Gum Machines, capacity 500, \$2.00 each; ten Northwestern 1c and 5c, vends everything, \$7.50 each; fifty Robbins Gum Machines, vends Wrigley, looks new, \$4.50 each; Gum, 25c 100. 100 other good bargains. Send list. **RAKE COIN MACHINE CO.**, 5415 Woodland Ave., Philadelphia, Pa. x

FAIRGROUNDS, \$69.50 — MECHANICALLY perfect, good appearance, immediate shipments. Many others. Third deposit. **AUTOMATIC AMUSEMENT CO.**, 628 Madison, Memphis, Tenn.

FOR SALE—GOTTLIEB'S DERBY DAY, \$35.00 each; one (1) of first models Gottlieb's Derby Day with Clock, \$25.00; Turf Champ, \$35.00 each; Preakness, \$39.50 each; Arlingtons, \$75.00 each; Keeney'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, Okla. ap23x

FOR SALE—THREE NICKEL MILLS FUTURI- ties, Gold Award, perfect condition, look like new, \$45.00 each; ten old-type Nickel Bells and Venders, look good, mechanically right, just the thing for clubs and uncertain locations, \$15.00 each; one Dime and one Quarter, perfect condition, \$25.00 each; Mills Blue Fronts and Jennings Big Chiefs, \$45.00 up; Pay-off Tables; Turf Champs, \$25.00; Flickers, \$19.50; Rays Track, \$65.00; Electric Eyes, Nickel Play, \$19.50. All in perfect order. Novelty Games: Chicco Baseball, \$35.00; Airways, \$30.00; Speed, \$25.00; Mystic, \$10.00; Crossline, \$10.00. One-third cash with order. **EASTERN SALES & SERVICE**, 29 Colony, Meriden, Conn. x

FOR SALE—12 CAIL-O-SCOPES, \$20.00 EACH; 4 Movies, complete, \$10.00 each; 3 Card Venders, \$10.00 each. Will trade for Claws, Diggers, Targets, Fighters, Skooky, Crossline, etc. Make offer. **BALDRIDGE**, 1935 Louise, Detroit, Mich.

FOR SALE—FAIR GROUNDS, \$75.00; ENTRY, \$100.00; Consoles, Bang Tails, Domino, Roulette Jr., Fair Park and Joker, each \$90.00; Paces Races, Mills Deweys and many others. **ROCKPORT NOVELTY CO.**, Rockport, Tex. ap30

GOODBODY'S BARGAIN LIST IS WAITING FOR you. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. my14

MILLS ESCALATORS, \$27.50; JENNINGS Escalators, \$27.50; Pace Blue Fronts, \$35.00; Mills Blue Fronts, \$39.50; Reel Spots, \$12.50; Turf Champs, \$29.50; Golden Wheel, \$19.50; Classic, \$19.50; Gottlieb's with clocks, \$29.50; Pace Races, \$90.00; Ray's Track, \$90.00; Bang-tails, Dominoes, Rolletto Jr., each \$99.50; Favorite, \$75.00; Advance Cigarette Machines, 120 packs, \$19.50. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

NORTHWESTERN PENNY MERCHANDISERS— Porcelain, regular or with toy attachments, perfect, \$4.75 each, lots of ten. Celluloid Charms, 50c gross up. Write for list. Stands \$1.25. Send 25% cash. **WARD PETERS**, Box 1973, Baton Rouge, La.

PENNY ARCADE EQUIPMENT — LARGEST selection, all makes. Skeeballs, Cranes, Pin Games, Exhibit distributors Machine, Supplies. List free. **MUNVES**, 555 W. 157th, New York.

RAYS TRACK, \$90.00; CHUCKALETTES, Jockey Clubs, \$45.00; Turf Champs, \$45.00; Bally Derby, Bally Bonus, All Star, Roundup, Peerless, Red Sails, \$15.00; Sunshine Derby and Baseball, \$17.50; Mills Q. T. Slot Tables, \$25.00; Multi-Play, \$20.00; Big Shot, \$10.00; Penny Tables, \$15.00; Insulated Rifle Range, \$50.00; Nine Ball, \$35.00. **C. H. BROCK**, 806 Walnut St., Duncan, Okla. x

ROTARY MERCHANDISERS, \$65.00—LATEST serials, scratchless cabinets. Wire or send one-third deposit. Used bargains galore. **MARKEPP COMPANY**, Cleveland, O.

SCALES FOR SALE — 25 PACE BANTAM, 3 Ridgeways, 5 Jennings Jr., all good condition. **L. R. PORTER**, Box 152, Alexandria, Ind.

THIRTEEN PENNY PLAY A. B. T. TARGET Skills—Model F, for sale, \$14.50 each. **AUTOMATIC PHONOGRAPH SERVICE**, Columbus, Miss.

TRADE FOR GOTTLIEB GRIP SCALES. WANT Penny Packs, A. B. T. Target Skills, Airways, Cargo, X-Ray Poker Machines. **MARION COMPANY**, Wichita, Kan. ap23x

WANTED — MUTOSCOPE FAN-FRONTS OR Factory Red-tops at right price. **REX NOVELTY COMPANY**, 255 Natoma St., San Francisco, Calif. ap30

WANT WURLITZERS, 716s, LATE SKEE BALLS, Sport Pages, for cash. **McLARTY MUSIC CO.,** 2210 18th St., Lubbock, Tex.

WANTED — MILLS GOLF BALL VENDORS, Track Time, Rock-Ola World Series. State quantity, price. **SEIDEN DISTRIBUTING CO.,** 1240 Broadway, Albany, N. Y.

WANTED—ATLAS, ALL AMERICAN, PACIFIC Baseballs, Hockeys, World Series, Bally Basketballs, Bumper Pin Games, Radio Rifles. **SONED,** 26 New Chambers, New York.

WANTED TO BUY—DERBY DAY AND LIBERTY Bell Consoles, Tanforan, Track Times, Exhibit Races, Dark Horses, Fairgrounds, Ak-Sar-Ben, Keenette, Arlington, Preakness, Long-champs. Send prices. **CLEVELAND-CHICAGO AMUSEMENT SALES CO.,** 2729 Prospect Ave., Cleveland, O.

WANTED TO BUY OR TAKE IN TRADE ALL types Consoles. **CLEVELAND COIN,** 8125 Superior, Cleveland, O. x

WESTERN GOLFMORE—WEEK OLD, \$70.00; Three Kazoos, three Gems, Penny Skillo, Gold Rush, 5c, \$4.00 each; \$90.00 all. 1/3 deposit. **GALENTINE,** 2107 S. High, South Bend, Ind.

WILL SELL OR TRADE—10 1937 POPMATICs, in perfect working condition, for Diggers, Phonographs or Late Slots. **MILLER VENDING CO.,** 615 Lyon, Grand Rapids, Mich.

WILL TRADE POPMATIC FOR LATE TYPE Slots, Wurlitzer Phonographs or Automatic Equipment. Mills Dials, \$27.50. **MARION COMPANY,** Wichita, Kan. ap30

5/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** ma14x

7 ROBBINS TWO-COLUMN CHROME GUM Vendors. \$3.50 each. **LESSLER,** Box 44, Clifton, N. J.

14-FOOT BALLY SKEE ROLLS, \$30.00; CAILLE 5c 7-play Slot Machines, \$70.00; Bally Baskets, \$35.00; Mills Clocker with Dividend, \$35.00; Blue Birds, \$15.00; All Stars, \$10.00; Bonus, \$5.00; Jumbo, \$5.00; Skill Roll, \$5.00. All machines O. K. **UNIVERSAL,** 1127 E. Washington St., Fort Wayne, Ind. x

25 PENNY RETURN PISTOL MACHINES, \$2.00 each; 50 Advance Climax Peanut Machines, \$2.50 each; 25 Exhibit Postcard Machines, \$3.00 each; 15 Iron Mutoscopes with Reels, \$30.00 each; Arcade Machines; one 5-Spot with 8x10 Tent Frame, 2 Rifles, Steel, \$75.00. **SKINNER,** 445 E. 87th Pl., Chicago.

100 ASSORTED VICTROLA RECORDS FOR only \$2.50; 5 Gabel Junior Phonographs, \$37.50 each; 2 Wurlitzer P-12, \$79.50 each; 3 Bally Arlingtons, \$45.00 each; 1 Bally Racing Form, \$17.50; 3 Bally Preakness, \$40.00 each; 4 Jennings Sportsman Deluxe, \$35.00 each; 2 Jennings Racing Clubs, \$65.00 each; 2 Gottlieb Miss America, \$25.00 each; 2 Gottlieb Speed Kings, \$25.00 each; 2 Gottlieb Photo Finish, \$37.50 each; 3 Gottlieb Multiple Races, \$97.50 each; 1 Pacific Royal Race, \$17.50. Syn-O-Fom, the finest cleaner for Pin Tables and Victrolas, for only 85c a quart. State your needs. **SOUTHERN VENDING MACHINE CO.,** 124 Market St., Danville, Va. x

1937 POPMATIC AUTOMATIC POPCORN MACHINES — Demonstrators, good as new, \$100.00; Tom Mix Radio Rifles, \$125.00; Rock-O-Ball Senior Bowling Alleys, \$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, Headgears. **CONLEYS,** 310 West 47th, New York. ap23

ATTRACTIVE GOWNS, WRAPS, COSTUMES, \$5.00 up; Fans, Trimmings, Rubber Busts, Opera Hose, Wigs, Eyelashes, Face Lifters, Rubber Face Masks, Artificial Nails, Strip Tease, Female Impersonators' Outfits. Catalog 10c, deductible. **SEYMOUR,** 246 Fifth Ave., New York.

RED BAND COATS, \$2.50; RED CAPS, \$1.50; 20 Passenger Bus, \$200.00; Red Velvet Curtain, 18x28, \$40.00. **WALLACE,** 2416 N. Halsted, Chicago.

SPRING SALE OF USED THEATRICAL COSTUMES—All modern wardrobe. Large variety of Jazz, Tiller, Modernistic, etc. Prices 25c and up. **MILES AMUSEMENT COMPANY,** 404 Ninth Chester Bldg., Cleveland, O. ap23

FORMULAS

GRAB THE PARK MONEY WITH THIS NEW Milk Chocolate Confection. Will outsell caramel corn. Make at home. Complete instructions 50c coin. **WALSH,** 911 S. Taylor, St. Louis, Mo.

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY, Chemists, BH-1142** Sunnyside, Chicago. tfnx

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GREY HAIR? — COLOR BACK NATURAL Shade. Won't stain scalp. Not sticky. Formula \$1.00. **LETTIE RHODES,** Queensborough Station, Shreveport, La. my7

PROFIT WITH YOUR OWN PRODUCTS — Newest Formulas, Trade Secrets, all lines. Catalog latest Money-Makers Free. **HODGE LAB.,** Elkhart, Ind.

Show Family Album



FIFTY-SIX YEARS AGO there was born in Cincinnati a boy who was given the name of George H. Lux. Four years later the picture on the left was taken. This same George H. Lux, who celebrated his 56th birthday anniversary on January 24 of this year, is now representative of the Erie Litho and Printing Company, subsidiary of The U. S. Printing & Lithograph Company. He was 14 when he went to work for the U. S. in Cincinnati and after 24 years there was transferred to the Erie concern.

No, the frail and somewhat anaemic looking individual on the right is not a member of the Boy Scouts' Eagle Patrol. He is today, physically, one of the biggest men in the carnival field and one of the profession's best general agents. During his career he general-agented a number of important carnivals, among them being the Beckmann & Gerety, Clifton-Kelley, Dodson World's Fair and Velare Bros.' shows. The picture, taken some 20 years ago, is that of Private Larry S. Hogan when he was general agent of the Nat Reiss Shows and ready to take up arms to defend his country. Hogan is this year general agent for Rubin & Cherry Exposition.

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.

WATERLESS SOAP—WONDERFUL FOR ME-chanics, Fabrics, Glass, Steel, etc. Also for removing Grease, Paint. Formula \$1.00. **JEROME JONES,** Hollins, Ala.

FOR SALE—SECOND-HAND GOODS

BIG 6 STUDEBAKER BUS—GOOD CONDITION. Worth \$1,000; now \$350 cash. **WM. LAMBERT,** 304 Woodward Ave., S. W., Atlanta, Ga.

FOR SALE—PORTABLE MAPLE RINK FLOOR, 40x96. Best cash offer takes. **CRYSTAL CITY,** R. No. 3, Wichita Falls, Tex.

FOR SALE—VAN WYCK, 24-INCH CANVAS-Covered Rolling Globe. Perfect condition with good box, \$20.00. **BYRD CHASIS,** Stanwood, Ia.

FROZEN CUSTARD MACHINE, YORK, USED one season, \$250.00. In storage Canton, O. **M. MILLER,** 711 West Seaside, Long Beach, Calif. ap23

CORN POPPERS, GASOLINE, ALL-ELECTRICS, Rotary, heavy giant Aluminum Popping Kettles, Caramel Corn Equipment. **NORTHSIDE CO.,** 1528 19th, Des Moines, Ia. ap23x

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Protato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS,** 1976 High St., Springfield, O. ma7x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Tenpins. Complete, attractive outfits. For detailed descriptions write **LAMANCE,** 792 Marion, S. E., Atlanta, Ga.

BARGAINS—HOLLYWOOD SEARCHLIGHTS, two sizes; powerful ballyhoo attraction. Either carbon or incandescent light. **ROY C. LEE,** 1705 McKinney, Dallas, Tex. ap30

BUS — 20 PASSENGERS, \$200.00; FIBER Square Trunks, \$8.00; Flashy Red Band Coats, Caps, Tent Curtains, Cellophanes. **WALLACE,** 2416 N. Halsted, Chicago.

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

CONCESSION WHEEL — ORIGINAL COST, \$125.00; Rhinestone trimmed Venet Curtain, Trunk, Tools, Lights, sacrifice, \$35.00. **R. KANCHER,** 214 S. 12th St., Philadelphia, Pa.

E-Z FROZEN CUSTARD MACHINE — CON-tinuous flow, ice-brine type. A-1 condition. Excellent Camping Tent, 8'x12', 6' sides. Bargain. **H. H. HARRIS,** Kinsley, Kan.

FOR SALE—SIXTEEN AND TWENTY-FOUR-Seat Chair Planes, complete with Motor, Fence, Ticket Booth. **CALVIN GRUNER,** Pinckneyville, Ill. ap23

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—TWO NEW LAUGHING MIRRORS, \$25.00 for both. **G. E. MOODY,** Fergus Falls, Minn.

FOR SALE—PRACTICALLY NEW 12x12 CON-cession Tent, C&G Snow Ball Shaver, Gasoline Corn Popper. A bargain if sold at once. **QUALITY PRESS,** New Boston, O.

LONG-RANGE SHOOTING GALLERIES—ONE built to set on trailer, steel side walls, 7 ft. x 30 ft. **H. B. SHERBAHN,** Wayne, Neb.

POPCORN POPPER, TWO MERRY-GO-ROUNDS, Electric Pickup and Loud Speaker, Band Organ, plays paper rolls. **DONALD P. BAIRD,** Administrator, Council Bluffs, Ia.

SKILL BINGO GAME—SIXTY SEATS. GAME located in Rockaway Beach. Real bargain. Communicate **AL COHEN,** 316 Shetfield Ave., Brooklyn, N. Y.

TEN DODGEM JR. CARS—IN GOOD RUNNING order. **SANS SOUCI PARK,** Wilkes-Barre, Pa.

60x140 TENT — 5 LENGTHS RESERVES, 6 Lengths Blues, Tangley Calliope with Engine, Blower, several Carbide Lights. **COUCHMAN,** 28 Elm, Iliou, N. Y.

14 SKOOTER CARS—SEE MR. DUBOIS, 1200 E. 63d St., Indianapolis, or write **BROAD RIPPLE PARK CORP.,** Indianapolis.

HELP WANTED

DRAMATIC OR MED TEAMS—THAT DO SPE-cialties preferred. Open May 2 in Illinois. **M. J. DRESSEN,** Chillicothe, Ill. ap23

MERRY-GO-ROUND MECHANIC-OPERATOR—For portable machine. Park location for season. Sober, reliable. **M. KINSEL,** Hotel Monticello, Toledo, O.

RELIABLE THREE-PIECE ORGANIZED ORCHES-tra, men preferred. Piano, Drums, Sax or Trumpet. Must furnish references. Send pictures. State qualifications. Steady work, good pay. **HENRY HINZ,** R. R. 4, Merrill, Wis.

RHYTHM PIANIST—TAKE-OFF, READ, JAM, transpose. Union, for small band. Small salary but sure. **BOX C-495,** Billboard, Cincinnati.

SECOND TRUMPET—CAPABLE OF FIRST ALSO. Union, single, experienced, read, take off, phrase. Salaried location work. **BOX C-475,** Billboard, Cincinnati, O.

WANT — MENTAL ACT, FRONT TALKER, Girl for Illusions, Musical Act, Cortortionist, others. Address **SIDE SHOW MANAGER,** 193 Passaic St., Garfield, N. J.

WANTED—CORNET, TROMBONE, OTHERS write. State lowest in first. Join on wire. **HARRY STURGIS,** care Broadway Shows of America, Covington, Ky.

WANTED — GOOD FREAKS FOR FEATURE, Girls, Mindreading Act, Side Show Acts of all kinds. Long season, salary sure. **CHARLIE CHRISTIAN,** Box 163, Reynoldsburg, O.

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

FREE! CATALOG 500 MAGIC TRICKS FOR pocket, parlor, club or stage. South's largest line. **LYLE DOUGLAS,** Station A-9, Dallas, Tex. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. my7

PINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY,** 1313 N. Wells, Chicago, Ill. Illustrated folder free. ap30

VENTRILLOQUIAL FIGURES—24-PAGE ILLU-strated Catalog, 10c. **FRANK MARSHALL,** 837 N. State St., Chicago, Ill. Used by all professional ventriloquists. my14

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Write for our low interesting quotations. **APELT ARMADILLO FARM,** Comfort, Tex. ap23

THE GIRL IN THE GOLDFISH BOWL—NEW, used or will sell Lenses and complete plans for building. **52 George St., Tenafly, N. J.**

M. P. ACCESSORIES & FILMS

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PORTABLE HOLMES PROJECTOR — SOUND, 3,000 Foot Magazines, Screen, \$395.00. Guaranteed in good condition. **JESSE SCOTT,** Smithfield, Va.

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE,** 117 S. 9th St., Newark, N. J. my14

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UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereophones, etc. Projection Machines repaired. Catalogue S. free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ap23

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AT LIBERTY ACROBATS

TOP MOUNTER AT LIBERTY—Pitch Hand-To-Hand Balancing, Comedian, Tumbling and a little experience on Roman Rings, Trapeze and Horizontal Bar. Ambitious and sober. Height 5 ft., 5 in.; weight 130 lbs.; age 20 years. Write **EMIL SINARD**, 102 Young St., Manchester, N. H.

TWO AERIALISTS, Girls. Will join any High Act. **MISS E. SMITH**, care Frick, 3412 Grace Ave., New York.

AT LIBERTY AGENTS AND MANAGERS

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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**, 1346 Twelfth Ave., Hickory, N. C. ap23

THEATER MANAGER—MARRIED, SOBER, RELIABLE, 20 years' experience. A-1 Projector Mechanic, Art Man. **F. J. WALLACE**, General Delivery, North Pleasanton, Tex.

YOUNG MAN—DESIRES POSITION IN THEATER as Manager of small or medium sized theater or as assistant; or what have you? Have studied theater management. Would prefer Southern Michigan, Northern Indiana or Northern Ohio. Write **DONALD GRINER**, Schoolcraft, Mich.

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GENERAL OR CONTRACTING AGENT—Or Billing Agent, or both. Press agent, press tips, auspices man, etc. Write an expert advertising banner sales and merchant ticket sales. No heat. References. Have new car and living trailer. Join immediately. Go any place. Any type show. **BOX C-494**, care Billboard, Cincinnati, O. ap30

AT LIBERTY BANDS AND ORCHESTRAS

NOW BOOKING FOR THE Coming Season—**DON RICARDO**, 650 N. Dearborn, Chicago.

AT LIBERTY FOR SPRING-SUMMER LOCATION—8-Piece Dance Band, 3 Saxes, 2 Trumpets, Piano, Bass, Drums, Girl Vocalist who does Toe-dancing Specialties. Average experience 10 years dance, theater, radio. Racks, uniforms. Neat, reliable. Preferably resort or connection with reliable booker. Union. State all. **GENE HOOVER**, 315 Mulberry St., Williamsport, Pa.

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

NATIONALLY KNOWN TEN-PIECE ORCHESTRA—Available for resorts, hotels, etc. All doubles, up-to-date, features Hawaiian Guitar. Location only. Go anywhere. Will consider room and board proposition. **BOX 299**, Billboard, Chicago.

ROY SANDERS' SYLVANIANS — 11 MEN. Union. Desire summer location. Now on location. **DEL EDWARDS**, 1017 N. 9th, Reading, Pa.

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TOP-NOTCH TEN-PIECE BAND — SMOOTH, sweet or swing out. Plenty personality and what it takes to pack them in. State all, ask all. Only reliable managers and bookers. Contact **RAYMOND DAAR**, 14 Collaton St., Buffalo, N. Y.

A 12-PIECE BAND—Swing and have own P. A. and plenty of flash. Also Girl Singer. Now playing one nighters in Michigan. Only reliable club managers and bookers answer. Will send photos on request. Write or wire to **ERNE HAYDN**, the Little Maestro, 498 W. Michigan Ave., Battle Creek, Mich. ap23

AVAILABLE IMMEDIATELY—Nine-Piece Swing and Commercial Band, organized past three years. All men single, union and sober. We have two changes in uniforms. Fronts, bus, p. a., library of special arrangements only, four arrangers in band. Vocalists, two sweet and two hot. Have always played nice hotels and clubs. At present working every night but desire change. Not only can we swing, but commercialize as well. Let's hear from you managers if you want a good band to keep your public well satisfied. Besides music being good our organization is smart looking as well. Write or wire **BOX C-471**, Billboard, Cincinnati.

FINE FOUR-PIECE ORCHESTRA—Prefer cafe, club or hotel. Many novelties and vocals. Smooth swing, good doubles. Sober, reliable, union, neat uniforms. Also Girl Singer if desired. Write or wire **ORVILLE REINOEHL**, care The Cave, Livingston, Mont. ap30

HORTON GIRLS' ORCHESTRA and Revue—Ten girls, two men. All star unit. Use five saxes, two trumpets, clarinets, violin, banjo, piano, drums and vibraphone. Six singers and dancers. Feature Horton Sisters Harmony and Dance Trio. Rhythm, harmony, talent and beauty in right proportions. Smith Sisters, sensational xylophone rhythm team. Cookie Johnston, strut specialist. Joanna and her violin. Snappy band uniforms, gorgeous costumes, beautiful setup. P. A. system, two mikes. Sixteen instruments. Organized five years, recently augmented. Play hot or sweet. Union. Large library styled music. Arranger and trumpeter **RUDY DeLeonardis** with unit. Novelty attraction in band unequalled anywhere. Bookers give license number. Operators of large spots write direct. **AUB HORTON**, South Bethlehem, N. Y.

LESSE LAYNE AND HIS ORCHESTRA—Five to fourteen men for cocktail or dance. Available for good summer engagement. Also singles. Reliable and will produce. Union. Write or wire all particulars in your first letter to **LESSE LAYNE**, 41 Orient Ave., Brooklyn, N. Y. Phone Evergreen 8-9457. my14

NATIONALLY KNOWN Society Orchestra—Nine men after May 1. Now non-union. Recently Emerson Hotel, Baltimore; CBS broadcasting, Hollywood. Current third season Edgewater Gulf Hotel. Wire **ORCHESTRA LEADER**, Edgewater Gulf Hotel, Biloxi, Miss.

OLLIE HOWARD'S EIGHT PIECES—Unexcelled musical entertainment. Latest equipment. Dependable. Summer resort, hotel, anything. State proposition first letter. Will answer all. Home address: Chanute, Kan. ap23

ORGANIZED TRIO—Available June 1st. Piano, Sax, Trombone, double two Violins, Clarinet, Hotel, Adirondacks or New England only. Dance and dinner music. Write **BOX C-459**, Billboard, Cincinnati, O. ap23

SENSATIONAL 14-PIECE BAND—Sweet, hot, swing. A real drawing card. State full particulars. Only reliable bookers and managers. Contact **STUBBY JORDAN**, 638 Jefferson Ave., Buffalo, N. Y.

SWING TRIO—Piano, Trumpet, Drums. Do vocals. Together three years. Union. Work small clubs and hotels. Really sell out. Present engagement until May 1. Now booking for summer. What have you? Wire or write **JED HADFIELD**, Princeton, Ind.

THE MODERNAIRES—Dance Orchestra from the University of Notre Dame (Ind.) wishes steady location for summer season. Twelve men, including leader and two vocalists. All dependable, highest type musicians. Fully equipped. Only reliable managers and agents answer. State all. **THOMAS ATKINSON**, 333 Alumni Hall, Notre Dame, Ind. ap30

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—ELEPHANT MAN. SOBER, RELIABLE Trainer, Head Carry. **BLACKIE BOWMAN**, 1005 Woodland, Emporia, Kan.

EXPERIENCED BANNER MAN—FOR CIRCUS, Minstrel, One Nighter or Large Carnival. **C. V. SUMMERS**, General Delivery, Jackson, Miss.

TALKER - MANAGER — DOUBLE SPANISH Guitar for Girl Show that can work. **JIMMY ROSS**, 434 W. 9th Ave., Flint, Mich.

YOUNG FELLOW, 23, WOULD LIKE JOB—Prefer Circus or Carnival. Not experienced but willing to work hard. **DONALD COOK**, 60 New Park, Lynn, Mass.

SMALL SALARIED JOB WANTED—Middle aged man. Concessions or light work. Ticket taker. No speller. Reliable. References Secretary Dallas Fair. **SHAW**, 237 S. Lancaster, Dallas.

STEWARD AND CHEF for small circus. Thirty years' experience. **H. B. HAYES**, Depot Square Hotel, Ossining, N. Y. ap23

AT LIBERTY COLORED PEOPLE

DRUMMER — EXPERIENCED DANCE AND Show. Swing, sober and reliable. Read, fake and young. Non-union. Desire job with an organized band or anything reliable. Outfit includes temple blocks and bells. All offers considered. Write or wire **FRED L. STITH**, 509 N. Bell St., Kokomo, Ind.

RANDOLPH'S FAMOUS Dark Wonders of Synco-pation 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. RANDOLPH**, 926 Argyle Ave., Baltimore, Md. my7

AT LIBERTY DRAMATIC ARTISTS

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.

YOUNG MAN—19, no car or money, will stooge for manager of dramatic company to learn business thoroughly. Salary secondary. **BOX 862**, care Billboard, 1564 Broadway, New York.

NOTICE—I am not the best actor in the world, but I sure would like to be. I have had experience in school and community plays and studied dramatics. I am 19 and have finished high school. **E. G. HOBGOOD**, 2101 22d St., Lubbock, Tex.

AT LIBERTY MAGICIANS

DALINI—Magician and Sleight of Hand Artist, and wife, Madame Ituby, Mentalist and Chalk Artist, want engagement with med., rep., or talking picture. Week stands or two a week. These are high class vaude acts that please all classes. Have house car, carry own baggage. Address **DALINI**, Magician, Eagle Bend, Minn. ap23

FEATURE MENTAL ACT—Mindreading, Crystal Magic. Business builder for theater, night club, hotel. Salary for Act, percentage on private readings. **PRINCE YOSE**, 280 Franklin, Buffalo, N. Y.

AT LIBERTY MISCELLANEOUS

MECHANIC—FIRST CLASS ON SLOTS AND Marble Tables. Will go anywhere. The best of references. What can you pay? **JACK BRUMBACH**, 1117 W. High, Jefferson City, Mo. ap30

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AT LIBERTY AFTER MAY 1—MOTION PICTURE Operator with 9 years' experience. Am not being fired but desire change in location. Prefer Coast region, either Texas Coast or Florida. Single, reliable and do not drink. Can furnish references from reliable companies. Write **DAN HUDSON**, P. O. Box 92, Pecos, Tex.

AT LIBERTY—MOTION PICTURE OPERATOR. Experienced, work cheap. Write **DUPREE JOHNSON**, Hume, Mo.

SOUND SYSTEM OPERATOR—SIX YEARS' experience. Can secure sound equipment. **KENNETH STOLL**, Mt. Pulaski, Ill. ap30

AT LIBERTY MUSICIANS

AT LIBERTY—TRUMPET. Experienced theater, road. 308 First St., Albany, N. Y. ap30

YOUNG VIOLINIST AND Composer—(Union) wishes a good position. Classical only. **HENRY BIRSH**, 105 E. 97th St., New York, N. Y.

ARRANGER—TENOR SAX AND CLARINET. Experienced in styled arrangements. Three years in last location. All essentials and willing to work hard. Location east of Mississippi preferred. Available April 23. **BOX C-496**, Billboard, Cincinnati. my7

BASS — STRING AND BRASS. SOBER, RELIABLE, union. Ex-Marine bandsman. Write **JAS. B. THOMPSON**, P. O. Box 93, Laurel, Miss.

DRUMMER—EXPERIENCED, RELIABLE, NEAT, union, young. Read or improvise. **BILL BARRY**, Punxsutawney, Pa.

DRUMMER — DOUBLES MARIMBA, VOCALS. For small band, location. Join immediately. Young, reliable, union. Feature Marimba in soft sweet band. **DRUMMER**, General Delivery, Parkersburg, W. Va.

EXPERIENCED GIRL MUSICIANS—(3) YOUNG and attractive. Saxophonist (Eb Alto) doubling Bb Clarinet; also sings; Violinist, classical or swing; String Bass Player, classical or swing. All read and fake good. Have worked with both men and girls' bands. Best of references. Willing to be booked individually. Union. Write **BOX C-493**, Billboard, Cincinnati, O.

EXPERIENCED TROMBONE — JAZZ OR Classical. Sight reader. Good tone, phrase well, arranger. Go anywhere. BOB CHRISTIAN, Russellville, Ark.

FAST DANCE TRUMPET — DOUBLE VOICE. Plenty experience. No joints. Address MUSICIAN, General Delivery, Denver, Colo.

LEAD TRUMPET — AGE 27, SINGLE. JUST closed two years with Owen Bennett as band leader, stage manager, truck driver, scenery and baggage man. Cut any show. Schooled mechanic, bookkeeper and college graduate. Can join immediately. JULIAN BABB, Dallas, Ga.

MODERN TENOR, CLARINET, FLUTE — FAST, take off, good reader. Young, experienced, reliable. Go anywhere, no panics. State all in first. MUSICIAN, 315 Chestnut, Boonville, Mo. ap23

MUSICAL DIRECTOR — LEADER — MODERN. References. Can double as company, stage, manager. MUSICIAN, 436 Crown St., Brooklyn, N. Y.

STRING BASS — READ OR SWING. WOULD like steady, reliable job. Have car. Will come at once. TED COOK, 15 Cornell St., Schenectady, N. Y.

SWING BASS FIDDLE AND ARRANGER. H. W. WILLIAMS, 289 Pleasant St., Benton Harbor, Mich. my7

SWING DRUMMER — MODERN STYLE. READ, fake, swing. Age 24, reliable, experienced. Join at once. Reference. Address LORAN BOSARCE, Reynon St., Biloxi, Miss.

SWING DRUMMER — STEADY TEMPO. ENTER-tainer, college man. Available June 1. Go anywhere. JAMES FLAKE, Arkansas Tech, Russellville, Ark.

TENOR MAN — DOUBLING ALTO AND CLAR-inet. Swing, radio, legit, concert experience. Age 26, sober, union. Prefer South. MU-SICIAN, 815 Broad, Columbus, Ga.

TENOR SAX — CLARINET — TONE, READ, FAKE, swing. Write or wire MUSICIAN, 148 Mill, Memphis, Tenn.

TRUMPET — EXPERIENCED BAND. ORCHE-s-tra. Write particulars. F. BELL, 806 Howard Ave., Altoona, Pa. ap23

TRUMPET — DOUBLES TENOR AND FLUTE. Fine Tenor Voice. Read and swing. Want location with good ork within 150 miles. Union scale only. Age 30. Plenty experience. ALBERT COMBATELLI, 1833 Marlow Rd., Toledo, O.

TRUMPET AND ALTO SAX MEN — SAX doubles Clarinet. Trumpet also Vocalist. Both thoroughly experienced, well equipped, young, sober, reliable. Hot or sweet take off. Excellent readers. Three years last band together. Prefer not to separate. Both avail-able April 25. State all first letter. BILL BROWNING, LYLE JOHNSON, care Nelson Tavern, Lebanon, Mo.

3d SAX — ALTO, CLARINET, TENOR, VIOLIN. Read, transpose, tone. Union, young, sober, experienced. Can join immediately. Wire, write WILSON SHARPE, 517 1/2 W. Howard, Muncie, Ind.

DRUMMER — Vibraphone, Marimba, Chimes, Soloist. Flashy equipment. Must be imported into States. Classy hotel, club, tavern anywhere. MUSICIAN, 307 Glenlake Ave., Toronto, Can. my7

DRUMMER — Solid swing; sober. 22; five years' floor show experience, good equipment. Everything considered. Vocalist. RAY DUDLEY, 11 E. Sixth St., Newjort, Ky.

MODERN GUITARIST — On location job eight months. Will be at liberty April 16. All es-sentials, union and a \$400 guitar. All offered con-sidered. References exchanged. FREDDIE STIVERS, 858 W. Sawyer St., Decatur, Ill. ap23

SAX, TENOR AND ALTO — Read and fake, mod-ern take-off. Voice, 36 and neat appearing. JIMMY SPIATUSS, General Delivery, Miami, Fla.

STRING BASS — Read, fake, solid swing, experi-enced, union, tuxedo, double Guitar. Willing worker. No panics. Write or wire immediately. MUSICIAN, 2813 Dewey Ave., Omaha, Neb.

TENOR SAX — Baritone, Clarinet, Voice. Read, transpose, improvise. Neat, reliable, willing worker. State all. I know there's a depression. Acknowledge all. JOE WENSTON, 852 Mangold St., Baltimore, Md. my7

TRAP-DRUMMER — Long experience. Age 44. Salary reasonable. Write or wire. WARD, 5033 Lake Park Ave., Chicago, Ill. ap30

TRUMPET — A sixteen-year-old dance trumpeter wants place in a reliable band about May 5. Have played with good bands and am now with a good band, but desire a change. Have a beautiful tone. Experienced in radio work. Guarantee satisfaction. Will take first or second trumpet in sweet orchestra, or fake second and Dixie takeoff (a real takeoff) in a swing band. Can be featured as one of the youngest swing trumpeters. State all in first. HARRY GISH, R. No. 1, Paducah, Ky.

3RD ALTO SAX. Clarinet or 2nd, 3rd Trumpet. Read, phrase, tone on all. No take off. Union, single, age 30. State all, no panics. JAMES CURRIE, Murray, Ia. ap23

BALLOONISTS AND AIR- plane Parachute Jumpers, Riggers licensed by Department of Commerce, Washington. Coast to Coast service. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. ap23

HELL DRIVERS — THRILL Acts. Head on automobile collisions, Roll-overs, Flaming Wall Crashes. One act or com-plete shows. Now booking parks, fairs and celebrations. Oldest and best. AUSTIN C. WILSON, 640 Bryson St., Youngstown, O. ap23

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AERIAL ACT FOR ALL OUTDOOR EVENTS — High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cin-cinnati, O. au27

ART ZIKE'S EDUCATED LIBERTY, MENAGE and Dressage Horses, including that sensa-tional star Redskin, Tony, in roaring flames; platinum dressage, Billy Hind Leg, and Gor-geous Sweetheart, the dainty albino high-school marvel. Available Fairs, Rodeos, Cele-brations. Write or wire. A. M. ZIKE, Sidney, Neb. ap23

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo). ap30

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FOR INDOOR DATES, FAIRS, ETC. — FAST Juggling Act while balancing on Slack Wire and Unicycle. Something really different. EDDIE & EDDIE, 441 Canton St., W. Stoughton, Mass. ap23

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acro-bat Act. BINKS CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my7

HIGH CLASS FREE ACTS — DOG AND PONY. Fairs, parks, celebrations. HAPPY DAY SHOW, Blanchard, Mich.

LOG-ROLLING CONTEST AND EXHIBITION — For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. SWANSON, World's Champion Log-Roller, Brinnon, Wash. ap30

AERIAL COWDENS — Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cin-cinnati, O. je4

AT LIBERTY — Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. my7

CHARLES LA CROIX (In Person) — Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for fairs, celebrations, etc. Very attractive equipment. Special large modernistic advertising posters free. Won-derful act, elaborately costumed. Price for act rea-sonable. Address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

FOR INFORMATION regarding the World's Great-est Trained Animal Act for every event write RICE'S ANIMALS, 1200 Linwood Ave., Jackson, Mich.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. ap30

LICENSED PARACHUTE and Stunt Men. Let us be the Drawing Feature to your Show with our Dangerous, Thrilling, Guaranteed Air Stunts. Also Free Ground Acts. Now Booking. STEWART PARACHUTE SERVICE, Elgin, Ill. je4

SENSATIONAL STUNT Driving Exhibition. Eight attendance-drawing thrillers, including guaranteed complete rollovers. Midwest Fairs-Celebrations. Re-liable; reasonable. LLOYD SHELDON, 56 Arthur Ave., S. E., Minneapolis, Minn. ap30

"SUM SUM," the Hollywood Clown, puts real life into any program. Class A Clown, also the Smallest Performing Dogs. Two separate acts. Write for details. Care Billboard Office, Chicago, Ill.

THREE ACTS — Tight Wire, Slack Wire and Roll-ing Globe. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CHRISTY, Keokuk, Ia. je4

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special, lighting equipment for night appearances. Bond if desired. BOX C-465, care Billboard, Cincinnati, O. au27

AT LIBERTY PIANO PLAYERS

DANCE PIANIST — YOUNG, WELL EXPERI-enced. Double Accordion and Arrange. PIANIST, 1030 W. 63d St., Des Moines, Ia.

EXPERIENCED PIANIST — READ, FAKE, ETC. Union, all essentials. BOX C-486, Billboard, Cincinnati, O.

PIANIST — READ OR FAKE. RHYTHM. AR-range. Can cut Shows. Prefer Wisconsin or Illinois. BEATRICE SIBOLE, 2722 Hall Ave., Marinette, Wis.

PIANIST — DESIRES CONNECTION WHERE you have day job and play on side. Asylum, mill, etc. Reliable piano work guaranteed. Write BOX C-497, care Billboard, Cincinnati.

AMERICAN PIANIST — Young man, scholarship winner, desires high-class connection. Union, wide professional experience as soloist, accompanist, orchestra work. State details. BOX C-491, Bill-board, Cincinnati. ap23

DANCE OR SHOW PIANIST — Can play 3rd Alto, double Clarinet. Experienced. Age 35. LEON MONDRON, 114 E. Hamtramck St., Mt. Vernon, O.

PIANIST — Non-union. Consider any reasonable offer with dance band. Read, jam, rhythm. Write all. DONALD KING, 14 Collatton St., Buffalo, N. Y. my7

PLENTY RHYTHM — Modern Style. Young, re-liable. Prefer location, small outfit, but will con-sider all. Join immediately. PIANO MAN, Letohatchee, Ala.

AT LIBERTY SINGERS

ESTRELLITA LUCAS — Latin-American Songstress. Long, successful winter engagement at the Palm Beach Hotel, Palm Beach, Fla. Desires band or club work. Go anywhere. Gen. Del., West Palm Beach Ho-tel, Fla. ap23

FEATURED BARITONE Singer — (Good Emsee), available for long engagements in hotels, clubs or cocktail lounges anywhere. Experienced NBC, Screen. 53 Driscoll, Tucson, Ariz.

MALE FEATURED BARITONE SINGER — Available for long engagements in hotels, clubs or cocktail lounges anywhere. Distance no object. Young, reliable, sober. A-1 voice and personality. Good emsee. Thoroughly ex-perienced NBC and screen. All communica-tions answered promptly. Congenial and sociable. Experienced as host. State all, please. CROONER, 53 Driscoll, Tucson, Ariz.

YOUNG, GOOD LOOKING BLUES AND PER-sonality Singer wants to join show or or-chestra. KAY DELARY, 418 E. 6th St., Des Mcines, Ia.

AT LIBERTY VAUDEVILLE ARTISTS

ALLROUND MED. TEAM — MAN AND WOMAN Change 10 days. State salary. KAY & EDWARDS, Deckers Camp, St. Paul, N. C.

LATIN-AMERICAN TEAM — NOVELTY ACT for all occasions. Singing, Playing and Danc-ing, featuring Spanish, Hawaiian and Oriental music. Man playing five various string in-struments. Both dance "Fandango" and "Tango." Also Universal 35MM. Sound Pro-jector with Sound Films; 16MM Bell ar d Howell Projector, Silent with Films to feature; Operadio P. A. System, complete. Transportation for the above. Can furnish 30-45 minute musical program; 1-2 hour program combined with pic-ture shows. Strictly educational program. Will work either percentage or salary with honest, clean and dependable managers, lec-turers and medicine men with tent outfit. Others please do not waste your stamps, we cannot be bothered. Willing to travel any-where. Write or wire, stating full particulars to MARCE AND LORING, General Delivery, Henderson, N. C.

MAGICIAN — MED. OR TENT. AFTER MAY 1. Can change good Magic for two or three weeks. Parts in Acts and Bits. Salary — you name it. SHRIMPLIN, Box 416, Alliance, O. ap23

AT LIBERTY — Med. Rep or Vaudeville. Versatile young man. Work in acts, bits, afterpieces, straight or eccentric comedy. Singing and dancing specialties, double orchestra. A-1 drummer, have outfit. State best salary and full particulars. Ad-dress ROY WYANT, Victo Hotel, S. Broadway, Oklahoma City, Okla.

MED TEAM — For Indiana or Ohio. Man Comedy; Lady Soubrette. Change two weeks. House car. Salary \$20.00 joint. Join now. CHARLIE STARR, 111thrd, Cincinnati.

TEXAS SLIM — Hot Banjo, Piano, Guitar. Change Specialties two weeks. Singing, dancing, musical novelty, parts, some straight. Positively must have ticket. Will secure same or send good reference. Wire soon. GILBERT C. BOYD, Raymond-ville, Tex.

CLARK'S SHOWS

(Continued from page 44) saying that his show would be present-able. As show looked on Bakersfield lot there is evidence that a lot of money was put in at quarters. Everything in way of equipment is a flash. Orange, blue and white paint on trucks with considerable pictorial work. Splendid lighting system, brilliantly lighted show fronts, big searchlights and bunch lights make midway brilliant and colorful. Show is transported on 33 28 and 33-foot trucks and semi-trailers. A number of de luxe housecars were parked near by. New wagon office is divided, front for business and end for lounging and reception room for committees.

Archie Clark said that he believed that in personnel of show there were some that held records for long service. Mr. and Mrs. H. J. Webber, Mr. and Mrs. J. Miller, J. E. Clarke and Mr. and Mrs. F. P. Redmond have been with the show 21 years. Many others have been 10 or more years with the show.

Pay gate. Every employee uniformed, with "Clark's Greater Shows" in gold on orange and blue caps.

Staff: Archie S. Clark, owner-man-ager; Mrs. Rose Clark, secretary-treas-urer; Al Fisher, general agent, and Hannah Lee, assistant; Frank P. Red-mond, lot superintendent; Harry Baker, chief electrician, and Bill McMullen, assistant; W. L. Swede Wilson, superin-tendent transportation; Bobbie Fisher,

special agent and banners; George Craven, special agent in advance; Dan Gilbert, sound technician; Joe Sumner, legal adjuster; George Rader, superin-tendent rides; Harry Horwitz, superin-tendent concessions; Gene Hudson, art-ist; Jim Carsey, searchlights; Edw. Big-ger, public-address system.

Shows Are Attractive

Shows: Ten-in-One, Wallace O. Con-ner, manager. New frame-up, pit-show-style top, banners, public-address system and indirect lighting. Arthur Wiggins and Joe Dale, on front; H. H. Smith, inside lecturer; Frances Connor, tickets; Ada Mae Moore, pythons; Mme. Dar-lene, sword box; Professor Winchester, ventriloquist; Togo, leopard man; Mme. Fanchon, mentalist; Paul-Pauline, in annex. On stage, backdrop with velvet hangings and unique lighting arrange-ment. French Follies, W. H. Westlake, manager. New attractive front and ban-ners. Natal Boghanny and Sam Hadassa, musicians; Rose PomPom, Harriet Thompson, Verna Ims, Mme. Florine, Chiquita Paula; Harry St. Clair, on front. Mickey Mouse, Fred Adams, owner and manager. Tommy Perry, inside; Hal Toles, front. Snake, Fred Adams; B. Williams; Joe Williams on front. Show features three pythons. Penny Arcade, Frank Redmond, owner; Tony Nelson, manager; Martha Guildler, cashier. Ath-letic, Jack Reedley, manager; Joe Tor-reon, on front; Joe Demetri, wrestler; Achilles, heavyweight wrestler; M. Car-doni and Nick Acrapolis, boxers. Barrel of Fun, Bill Williams, manager; Lee Glover, inside; Sam Elsey, tickets. Illu-sions of Orissa, Mahatma Black, magic; Arita, illusions.

Rides: Kiddie Autos, J. E. Clark, fore-man; Mrs. Anna Steele, tickets. Merry-Go-Round, Swede Wilson, foreman, and Bennie Qualls, Ed Galt, assistants; Roy Clarke, tickets. Ferris Wheel, John Armstrong, foreman, and Dan Gilbert, Dave Glover, assistants; Florence Matney, tickets. Tilt-a-Whirl, Cleo Qualls, fore-man, and Raymond Remer, Bill Brewster, Henry Mellon, assistants; Ruth McAdams, tickets. Scooter, Red McAdams, fore-man, and Joe Walker, Eddie Wasman, Norman Matney, assistants; Jeanne Covert, tickets. Octopus, Jack Hensley, foreman, and Andy Lahr, Finger Seitz, assistants. Loop-o-Plane, Ross Ferris, manager, and Swede McCoy, assistant; Muriel Davis, tickets.

Concessions

Cookhouse, Norman and Lillian Schuh, owners; Jack Newberry, chef; Bill Rose, fry cook; Jimmie McLaughlin, May Qualls, counter help; Lillian Schuh, cashier; Chuck Pennell, kitchen. No. 1 Lunch, George Minia, Ed Stokes. Frozen Custard, Harry Taylor, owner; Marie Taylor, manager, and Edith Mayer, Peggy Taylor, Bud Rasmussen, assistants. Spill-the-Milk, Harry Horwitz, Terry Schneck, Scales, Jack Glassman, Frank Medore, Piggly-Wiggly, George Weber, and Sam Miller, Art Thomas, assistants. Eerie Diggers, W. J. Curnow, manager; Ed Miller, assistant. Bumper, Sam Brown, owner; Manny Bernard, assistant. Knife Rack and Doll Rack, Florence Webber, Earl Going. Strings, Joe Steinberg, owner; Heinie Carruthers, assistant. Bal-loon, Peggy Steinberg, owner; Slats Roberts, agent. Long-Range Lead Gal-ery, Wiler Bros., owners; Adam Pfaff, Harry Stone, agents. Fishpond, Frank Redmond, owner; Doc Gilligan, Eddie Barry, agents. Dolls, Wiler Bros.; A. Hanian, ventriloquist; George Wiler, Jim Keyes, agents. Short-Range Lead Gal-ery, Hank Arnold, Mrs. Adam Pfaff, agents. Glass, Mr. and Mrs. A. W. Scott, Crystal Gazer, M. Merciana. Bot-tles, James L. Shute, owner; George Roberts, Elmer Garrison, agents. Lunch, soft drinks, Dutch Schuh; Myrtle Mazer, agent. Nails, F. Oberhauser; Henry Clevenger, Homer Linderwald, agents. Penny Pitch, E. Oberhauser; Tommy Thomas, Grat Blakely, agents. Penny Pitch, Rose Ferris, owner; F. H. Mc-Coy, Red Gallatin, agents. Hoop-La, Mr. and Mrs. William Harding. Bingo, J. Miller, owner; F. Nielsen, Hugo Bratten, Howard Weatherwax, agents. Doll Rack, Fred Beck, Joe Clancy, agents. Blankets, E. Schuh; Maurice Levagni, Karl Storms, agents. Bowling Alley, Mr. and Mrs. Edward Kams; Fred Pointer, agent. Novelty Ball Game, Bert Harris, Red Jones, E. Stillman, agents. High Striker, Neta Harris, Henry Brownleigh. Shoot-Till-You-Win, Gladys Kams; M. Turley, assistant. Pop corn, candy floss, peanuts and ice cream, H. J. Webber, owner; Em-met North, Jack Davidson, agents. Photo Strips, M. H. Wiler; Mrs. Mel Wiler, Grace Engelen, Sam Harrison, agents. Sun-day, April 3, Mr. and Mrs. Archie Clark had as guests Mr. and Mrs. Ed J. Walsf and Mr. and Mrs. Harry B. Levine, of Los Angeles.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Snow White, Dwarf Lamps Featured on Salesboard Deals

DETROIT, April 16.—Tie-up that every novelty man has been watching for arrived this week when George Schnurle announced that a Snow White Lamp is being placed on the market. Product has special licensing rights from Walt Disney and is fully protected. Schnurle will have exclusive national distribution in the salesboard field.

Four lamps in all are available, one of Snow White and one each of the three most popular dwarfs—Doc, Dopey and Grumpy. Figures are about nine inches high from lamp base and realistic in molding and coloring, and are repeated in brilliant coloring on the lamp shade as well.

A special counter display parchment in blue background holding all four lamps and designed in modernistic tier style so as to take up minimum of counter room but give maximum effectiveness comes with each deal. Lamps are illuminated on the counter and demand attention of customers in any store.

Two special deals are being offered by Schnurle, designed for either the large or small operator.



THE MAYOR'S PLEBISCITE in Woburn, Mass., should be very interesting. As related in the story adjoining this pillar, Mayor William E. Kane is asking Woburn's citizenry, "What do you think of bingo?" We're willing to place bets and offer 5 to 1 odds on the answer. It will be what it has been for a long time. Woburn's folks, just like folks everywhere, will say emphatically: "We like bingo—and we want it!"

BIG SCALE BINGO HAS REALLY COME TO FORT WAYNE, Ind., under U. S. Disabled Veterans auspices. The boys have not only provided the largest and finest hall in the city, but have been keeping it packed on party nights by aggressive promotion. Two huge display windows in front of the quarters are utilized for exhibiting major prizes, including such items as a living and bedroom suites, radios, easy chairs and the like. Showy placards catch the attention of passers-by, and generous newspaper space has more than paid for itself in the response it has brought.

J. H. WESTFIELD, of Indianapolis, was kind enough to send us a photograph of his new Bingo Electric Master Scoreboard. It looks like a cleverly worked-out, practical and attractive device which should increase player interest in a good many games. In addition to showing each number as called clearly and plainly the board has flash and eye appeal.

HARRY DRATH, of Masco Novelty Co., advises that he is set to spring a number of interesting merchandise surprises on the bingo field soon. Comparatively new in the field, this company has been doing well and has among its customers many bingo operators and committee heads of churches and organizations.

ANOTHER FIRM that reports good business since specializing in the manufacture of bingo equipment and supplies is E. S. Lowe & Co. Ed Lowe is considered an authority on the game and is

(See BINGO BUSINESS on page 62)

Recession Is Good For This Business

J. E. Brewer, widely known as the Rabbit Foot King, in commenting on the tremendous amount of business his firm is doing at present, stated that he believed it was due to current business recession.

"When things get bad even big business men who ordinarily are not superstitious," Brewer said, "begin to feel that perhaps a good-luck charm, such as a rabbit's foot, will pull them up out of the doldrums. That's why the rabbit's foot business booms during depressions and recessions."

Ops Fight Bingo Ban in Philly

PHILADELPHIA, April 16.—A bingo ban struck on three fronts in this area, but operators are preparing to fight back. First section to forbid games last week was Montgomery County, Pennsylvania, on the northwestern edge of Philadelphia, where District Attorney Smillie sent letters to chiefs of police ordering them to close all bingo, banko, beano and other games on the threat of criminal prosecution against operators.

Smillie's action followed a grand jury report that school children were being lured into theaters with the hope of winning money in games of chance.

Cumberland County, Pennsylvania, also banned games in the seven theaters there, allegedly on the behest of churches in the county. Churches are reported to have complained that the bingo nights in theaters competed with games being run in their parishes.

Attorney-General P. Warren Green of Delaware, in an opinion to the police departments of Middletown and Wilmington, Del., declared that bank nights and other allied games were illegal in the State.

Meanwhile local theater exhibitors and other game operators were awaiting a decision in the Philadelphia Common Pleas Court on the legality of the games here. A ruling in a test case in the courts has been pending for more than a year.

Bronx Bans Bingo; Game Continues On In Other Counties

NEW YORK, April 16.—With the conviction of the president and two members of the North Side Republican Club bingo died this week in the Bronx. District Attorney Samuel Foley declared that there would never more be bingo in his county.

It is said, however, that operators, churches and organizations are doing

"What Do You Think of Bingo?" Mayor Asks Citizens in Plebiscite

WOBURN, Mass., April 16.—Beano or bingo will be one of 14 questions Mayor William E. Kane will ask this town's citizenry in his contemplated plebiscite April 24, "America's first," according to the chief executive, who three weeks ago inaugurated the beano industry's first municipally conducted beano party.

Mayor Kane expects to go ahead with his plans to let taxpayers decide whether his many reforms are in keeping with their views. Plebiscite will be paid for by Hizzoneer. Election officials are expected to contribute their services and the experiment will be open for donations in the interests of democracy.

Direct Sellers Find Cottages a Haven For Clean-Up Items

CHICAGO, April 16.—Week-ends around summer colonies find many folks engaged in straightening up bungalows and cottages for summer occupancy and also find aggressive direct sellers on hand to supply the hustling and bustling cottagers' needs.

These direct sellers are offering every conceivable type of item. Leading among the items are such gadgets that come in handy in making repairs, and include metal rulers, hammers, saws, paint brushes, paint and varnish removers and paints.

Sellers are also featuring and are reported to be doing a good business with small radio sets, scatter rugs, low-priced lamps, clocks and other furnishings and decorative items. Coming in for a goodly share sales, too, are garden implements, since in addition to fixing up their bungalows and cottages, these folks are also busy retilling the soil about their homes and planting new gardens.

Another item, not fitting directly into the picture, but reported to be selling well, is the camera. Many folks do not have adequate cameras and equipment and are pushovers for the many low-priced ones now on the market. One direct seller is using a new sales twist on this item to good advantage. He comes upon the owner of a summer cottage which looks none too attractive after its winter tussle with the elements. He points out how interesting it would be to have a photo of the place before and after the work on it has been completed.

In certain summer colonies reports have it that there are almost as many direct sellers around as there are cottage and bungalow owners. And all are making money.

everything possible to convince Foley that bingo is a harmless pastime which has been responsible for much of the charitable work done by them in the past year.

In Brooklyn District Attorney William F. X. Geoghan announced his intentions to confer with the Bronx district attorney to discuss all phases of the game. After this conference Geoghan said he would "decide what action would be taken—if any."

New York's Police Commissioner Lewis J. Valentine stated that there would be no concentrated or city-wide drive against bingo from his department, while New York County's district attorney, Thomas E. Dewey, issued no statement at all on the status of the games still running in Manhattan.

In the opinion of several bingo authorities in the metropolitan area, bingo will not go down in other counties. Too many churches and other charitable organizations have found the game to be the only effective means of raising the funds necessary to carry out their work.

Salient points in addition to what the public thinks of municipal beano games include the voters' opinion of his campaign against inebriates and his idea for plopping the giggle water addicts into his now-famous hoosegow on wheels.

Hub Ups Bingo License Fee

BOSTON, April 16.—Beano or bingo games come under this city's category of license tariff increases. Henceforth churches, charitable, civic, educational, fraternal and religious organizations conducting weekly beano parties will plant down \$5 for a beano ticket per night in place of the former \$2 fee.

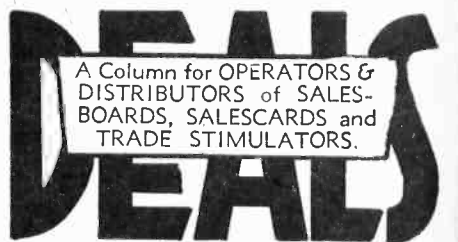
Green River Laws Killed

Three high court decisions uphold the rights of direct sellers

CHICAGO, April 16.—Fruits of the drive begun last December by leading direct-selling firms against various municipal ordinances prohibiting direct selling were seen this week in three high-court decisions which declared such ordinances as the Green River law unconstitutional. Green River ordinance is the law first passed in Green River, Wyo., which termed direct sellers a "nuisance" and placed a fine on all who attempted to earn their living by house-to-house selling. In short, it forbids a man the opportunity of making a living as a direct salesman.

In a decision handed down April 6 the Florida Supreme Court found the Green River ordinance unconstitutional in the case of a brush salesman arrested by police of New Smyrna Beach. This

(See GREEN RIVER on page 65)



By BEN SMITH

One of the boys in the office came to us the other day with some literature and a salescard mailed to him by a firm out West. Deal apparently gave away two Packard Shavers, one to the winner and one to the seller of the card. Here seemed to be a simple way of getting a Packard without paying for it and he wanted to know if it was as good as it looked.

The deal took in only \$12.65. For a give-away of two Packard razors the take was unusually low and we suspected something rotten in Denmark. We again read the sales letter that accompanied the card, more carefully this time, and sure enough there it was. Just one sentence told the story. "The winner receives a Packard Lektro-Shaver and the seller of the card also receives an Electric Shaver." But it was so cleverly placed that unless the reader was forewarned and suspicious he would just slide over it. The card, the letter and the circulars all were dressed to give the impression that two Packards were being offered, whereas the deal included only one Packard and one

(See DEALS on page 62)

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 cooperate 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.

Kal-Klok

In every business recession there are always some items that seem to forge ahead just the same. One of these is the new Kal-Klok calendar-alarm clock, according to reports of Silver Manufacturing Co. Altho production facilities for manufacturing Kal-Klok have been more than doubled, the demand is increasing so rapidly that a still bigger production schedule will soon be necessary.



Item has been demonstrated at some of the leading food and trade shows during the winter, and many well-known peeler and garnish set workers have given it favorable comment. It peels, slices, shreds and removes eyes and bad spots. It is a neat-looking device and easy to demonstrate. Firm will be glad to furnish information.

Rink Novelties

Reskrem Silver Co., specialist in emblem prize awards, announces a new line of novelties for skating rinks. Items consist of leather specialties such as key cases, wallets, etc., also ladies' compacts and dresser sets—all stamped with boy and girl skating figures and special names and addresses of rinks when required. Reskrem has long directed its efforts towards the skating rink industry in the matter of prizes and enjoys a wide reputation in that field.

Fur Fox Tails

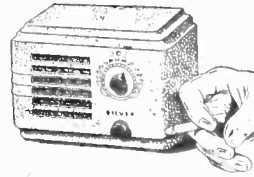
Early reports give every evidence that the fur fox tails will this season duplicate the sensation they created last year. The tails offered by H. M. J. Fur Co. are genuine fox tails of the large bushy variety. They come with red, white and blue ribbon streamer and cords for attaching to radiator cap, motorcycle and bicycle. Mike Abrams, of H. M. J. Co., reports that he had a number of customers last year who purchased the tails in large quantities consistently thruout the season and that some of these customers are swinging into action again.

Easy-Aid Peelers

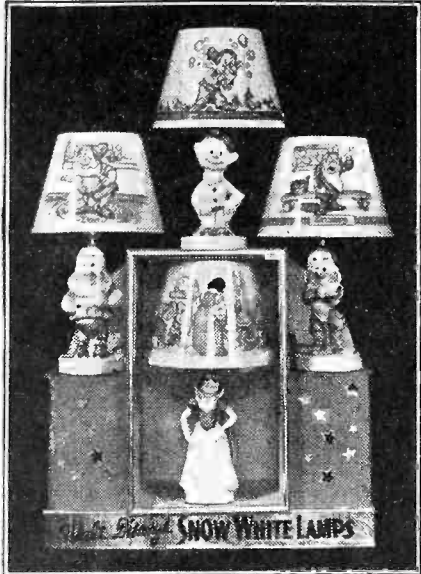
Following the new trend in peelers, G. N. Coughlin & Co. are marketing a new patented article which they call Easy-Aid.

Dwarf Radio

According to officials of the Silver Manufacturing Co., the success of the Silver Dwarf Radio has been nothing short of sensational. It seems the public was waiting for just such a radio. Small in size, it almost fits in one hand, yet it is powerful enough to compare favorably in tone and performance with radios two or three times larger. If you are not already using this item it will pay you to investigate the profit possibilities of this little radio.



SALESBOARD OPERATORS--JOBBER
So! You're Crying For Something New!
Well, here it is! So sensational that Fifty Million People are talking about it!
It's in Pictures — It's on the Air!
Millions will buy—

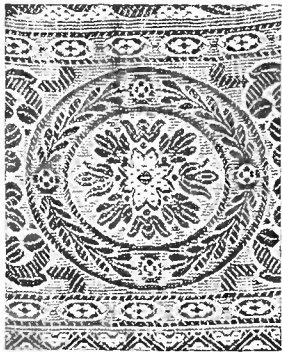


SNOW WHITE and DWARFS VANITY LAMPS
(Copyrighted and licensed by Walt Disney.)
COMPLETE SALESBOARD DEAL WITH MARVELOUS

Electric Counter Display MAKES IT SELL ITSELF.
Deal No. 1: Four lamps—Snow White, Doc, Dopey, and Grumpy—complete with electric display, 600 hole 5c board, with attractive printed top—all packed in one carton ready to put on location or reship. \$7.95.
Deal No. 2: Eight lamps—two of each number, with display as above and 1,000 hole 5c board. This deal allows display to remain intact much longer and speeds up play. Complete—\$13.65.
25% cash with order; Bal. C. O. D. RUSH YOUR REQUIREMENTS. We fill them in order received. Don't stall—Don't Wait.

This is a "NATURAL."
GEORGE SCHURLE
9512-9516 Grand River Ave., DETROIT, MICH.

JOBBER'S



Newest Sensation Heavy Quality Italian Bedspreads. Silky Flash. Territories now being allotted. Write Before It is Too Late.

Industrial Art Supply Company
3533 Gratiot Ave., Detroit, Mich.

ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches
As Low as **\$3.35**
No Extra Charge for Sample Order.
Send for FREE Extra Money Making Watch and Diamond Catalog.

NORMAN ROSEN
WHOLESALE JEWELER
801 SANSON ST., PHILADELPHIA, PA.

BAREBACK GLASSES

Nude or Pantybacks.
Whiskey Glass. Doz. .75
Cordial Glass. Doz. .80
Old Fashioned. Doz. 1.00
Highball, 9 Oz. Doz. 1.15
Highball, 14 Oz. Doz. 1.30
Above packed 6 in box. DE-CALCS for Glasses, 12 Designs, easy to apply. Packed 6 diff. in Display Env.
2.00 Doz. Env. For Large Glasses, 6 in dis. Env.
3.60 Doz. Env. BULK per 1000, Small, 20.00;
Large, 30.00 M. Sample Set small Decals, 25c; Large, 40c.
New Joke Items. Doz.
"U Gotta Go Gum" 60c
Squirt Lapel Baby 60c
Spooky Spider 1.20
Explo. Matches. .25
Cig'tte. Plugs best .30
Sand Cards, 6 dif. .30
Comic Medals .35
Sooner Metal Dog. .30
Sooner Pills. 6s 25
CHARMS. 50 new ones, 75c Gross.
Samples? Send 2.00 for 50 assorted.
MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

PITCH SPE. Gross
Wonder Mouse 1.50
Coin & Ring 1.50
Rattle Bars 3.50
Hindu Vanish 1.75
Imp Bottles 2.00
Coul't Ring 75
Squirt Cig'tte .80
4 Magic Paddle .90
Big 6 Folders .50

Our NEW 1938 CATALOG
Will be Ready about **APRIL 25th**

SEND FOR YOUR FREE COPY TODAY!
• CONCESSIONAIRES • NOVELTY WORKERS
• PITCHMEN • AUCTIONEERS • PARKMEN
• 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.

Carnival Novelties New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in box. Gro. **\$3.75**
BB2 Gillette Style Blue Blades. Per 1000 **3.00**
BB3 Flying Birds, Outside Whistle. Gro. **1.85**
BB4 Flying Birds, Inside Whistle. Gro. **2.35**
BB5 High Hat Fur Monks, 6 1/2 in. Gro. **3.75**
BB6 High Hat Fur Monks, 8 in. Gro. **\$6.75**
BB7 Piggy Wiggy, Compo., 8 3/4 in. Doz. **1.25**
BB8 Cell. Doll, 7 in., with Plume Dress. Gro. **8.50**
BB9 Swagger Sticks, 36 in. Gro. **5.50**
BB10 China Head Swagger Sticks. Gro. **6.75**
BB11 Jap. Cig. Cases. Gro. **4.50**
BB12 Reach Bouncer Balls. Doz. **1.15**
BB13 Carnival Print Balloons, No. 8. Gro. **2.35**
RR14 Spiral Balloons, 45 in. Gro. **3.50**

Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.
1938 CATALOG READY SOON. WATCH BILLBOARD FOR ANNOUNCEMENT.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

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

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** B38N309. Per Dozen. . . .

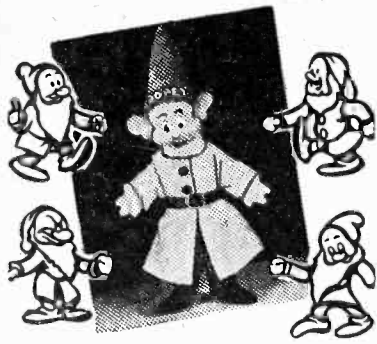
N. SHURE CO.
200 W. Adams St., CHICAGO

Ventriloquist Dummy Drum Major
Greatest Doll on the Market. Assorted Colors, 24 in. tall.
\$9.60 dozen In Cellophane.
\$10.20 dozen One Dozen to Case. Order yours today.
Ask about the Persia Charley Full Dress Dummies.
Send 25% with Order, Bal. C. O. D.
Persia Mfg. Co.
416 N. SANGAMON CHICAGO

Push Card Deal
A hot deal featuring a Casting Outfit with SOUTH BEND Quality Tackle, including Rod, Reel, Line, Baits, Loader, Spinner, etc., in Steel Casting Box.
Takes in \$13.95
64-Hole Card with 4 FREE NUMBERS, 3 Extra Winners.
Genuine EVERSHARP Pencils. Outfit complete, Each \$4.10. Lots of 6, Each \$3.85. Pencils, 30c Each Extra.
PUSH CARDS—Sample, Each 10c. Per Dozen, 90c; Per 100, \$5.00
General Merchandise Co.
401 W. State St., Milwaukee, Wis.

FUR TAILS \$5.00
Per 100
\$45.00 Per 1,000
Genuine giant-size fox tails with two strong cords for tying to bicycle, cap, radiator, hood, motorcycle, etc., and flashy red, white and blue silk streamer. Fair Workers, Concessioners, Special Event Workers, Premium Users in all fields cashing in bigger than ever this season. Rush Your Order Today.
H. M. J. FUR CO.
150 West 28th Street, New York City.

Snow White and the Seven Dwarf Dolls



Cash in on this Walt Disney movie sensation. Grownups and children alike are crazy about them.

- B18X103—Original 11" Dwarf Doll. Dopey, Doc, Sneezy, Happy, Sleepy, Grumpy and Bashful. Dressed in gayly colored removable clothes. Each \$ 1.05
- B18X106—16" Original Snow White Dolls. Each 1.44 Per Doz.
- B18X104—Flashy 14" Dwarf Dolls, 2 popular characters only \$ 8.00
- B18X97—14" Baby Dwarf Dolls... 6.00
- B18X105—Comp. 8 1/2" Dwarf Dolls... 2.00
- B18X107—14" Snow White Dolls... 4.00
- B18X108—Comp. Hi-Hat Dummy Dan. 3.95
- B18X98—21" Hi-Hat Dummy Dan... 8.00
- B18X99—21" Hi-Hat Dummy Dan... 16.20
- B18X100—33" Hi-Hat Dummy Dan... 24.00
- B18X96A—24" Gabby Joe... 7.80

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 381 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.

OUR SLOGAN

FOR OVER 22 YEARS

We Are "NEVER UNDER SOLD"

... has given us a tremendous following NOW ... We challenge every Buyer ... so make us prove it.

See competitors' catalogs ... Send us the orders with their prices and in every instance we guarantee you Better Values. Our line consists of Razor Blades, Toilettries, Slide-Line Merchandise, Notions, Novelties, Gifts, Salesboards and Deals.

Send ALL ORDERS to New York Only.

MILLS SALES CO.

Our Only Mailing Address OF NEW YORK INC.

901 BROADWAY, New York, N. Y.

WORLD'S LOWEST PRICED WHOLESALERS

ANOTHER EVANS SCOOP!

The Most

AMAZING SENSATIONAL LOW-PRICED PREMIUM

IN TEN YEARS!

Just What You've Wanted! NEW red hot ... in big demand! Priced so low you'll be astounded ... You'll find it hard to believe. Here's your opportunity to make the biggest "killing" of the season. Wire or write NOW for complete details.

EVANS NOVELTY CO.
946 W. DIVERSEY -- CHICAGO, ILL.

Extra Value! \$ 2.25 Each



5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 1 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE-SPENCER CO.

223 W. Madison St. Chicago

Sensational Sale of **FUR SCARFS** dyed **SILVER FOX** \$6.75 each packed in individual boxes, ready for your customers. Also a complete line of Fur Capes, Fur Jackets, etc. Send for free price list, featuring high quality, low-price numbers. Order today. 1/3 Dep. Bal. C.O.D.
H. M. J. FUR CO., 150 W. 28 St., New York.

DIRECT SALES STUFF

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN

By WALTER ALWYN-SCHMIDT

I don't know which of the many articles advertised in the Spring Special issue of *The Billboard* I would select if I had to go on the road tomorrow. However, I have shown the issue to a number of rural householders and they have told me that it includes many items which they could use. My suggestion to direct-selling readers of *The Billboard* is that they file away the issue for future reference.

Here's my suggestion for suitable spring articles. For city households: Hosiery, pajamas, underwear, shirts, clocks, watches, radios, cutlery sets, table lamps, beverage sets, cushions, door chimes, glass sets, spring furs, dressing-table sets. For small towns, cottage colonies, etc.: All the above, plus needle books, ties, key rings and cases, wrist watches, mufflers, bed spreads, cameras, shaving outfits, flashlights and water heaters. For office trade: Some of the above, plus cigar lighters, pen and pencil sets, fountain pens, adding machines, desk lamps, printing machines and strops. Also handle kitchen utensils, electric bulbs, toys and games. Keep an eye open for novelties these days. Many were advertised in *The Billboard* and others doubtless will appear soon.

Icy roads have been responsible for a number of accidents. Mildred Petersen's car slid off the road and was demolished recently, but she escaped injury. Which reminds me of Ben Nussman, who sold skid chains this winter. He met a farmer who was stuck in a ditch. He fixed him up with a set of chains, got him out of the ditch and sold the chains.

Notice to playing-card manufacturers! Many readers are interested in hearing about the new five-suit decks.

The unusual sometimes pays. Will

McSilvey tells me that he is doing good business in farm districts which have not yet been reached by electricity. He sells them battery-operated radios and cleaners for kerosene lamps. In between he fills in with strainers for kerosene stoves and triple-set cooking pots. He explains that almost every third farm he strikes still uses a kerosene stove and almost all farm homes own a few kerosene lamps. They use them when the electric lines are down, a frequent occurrence during the winter.

Bob Engels is in New York looking over the shop windows. He had been south for several weeks and reports that business was slow but sufficient to pay for the trip.

Annie Sprague, who sells kitchen aids, uses an aluminum advertising card as an introduction. Card can be used for cleaning silverware. It is placed in a pot, together with a soda solution, and the forks and so on are put on it. It's a good way of opening an account.

Account openers are much in fashion with direct sellers these days. It pays to spend a little money to buy a prospective customer's good will, especially if you have something to sell that costs a little more than usual. One man working New York offices with a novel type-writer cleaning outfit has a celluloid card with holes punched in it to make erasing easy. Another carries a disk containing a permanent calendar. A young saleswoman of my acquaintance gives a bottle opener to the person who opens the door. Another girl is doing wonders with a sample of face powder. All report that it is not the article that makes for the future sale but the manner in which it is used. "Don't make a mystery about what you are doing. Tell your customer frankly that you do it for the advertising and that you expect her to retaliate by treating you nicely."

D. J. McGuinness: Information on the way.

BINGO BUSINESS

(Continued from page 60)

known for the fine spirit of co-operation he shows to his customers.

Jep Jepson, supersalesman, says: "Keep your samples in good order. You are

VENTRILOQUIST DUMMIES 10c AND UP

THE HOTTEST ITEM OF THE YEAR!

SALESBOARD OPERATORS, SHOWMEN, PARKMEN, CARNIVALS, PITCHMEN, CORN GAME OPERATORS, CONCESSIONERS—

WE STOCK THE LARGEST VARIETY OF DUMMY DOLLS, RANGING FROM 10c TO \$6.60 EACH.

—OVER TWENTY DIFFERENT NUMBERS—

WRITE FOR FULL INFORMATION ON OUR COMPLETE LINE OF NEW KADETTE DOLLS, DRUM MAJOR BEARS, DRUM MAJOR DOLLS, PANDA BEARS, CELLULOID DOLLS, BALLOONS, BINGO MERCHANDISE AND BEACON BLANKETS.

OVER 10,000 ITEMS TO PICK FROM
NEW SURPRISE CATALOG READY MAY 1
WISCONSIN DE LUXE CORP.

1900-12 NO. 3D STREET MILWAUKEE, WIS.

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.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long

Assorted Color Back-grounds. Minimum Quantity 250.

With Indian Head or Local Scenes Painted in Colors, 5c Each.

AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

EXTRA PROFITS DAILY - FOR YOU!

- U. S. MADE GOGGLES—Carded and Boxed. Dozen, \$1.00.
- IVORY CHARMS—Large Assortment. Gross, 75c.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvasers—Sideline Merchandise.
- Salesboards, 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-P CENTRAL ST., KANSAS CITY, MO.

Selling Like Wildfire! **DRIVER'S LICENSE HOLDER & KEY RING.** Your license always with you—clean—when needed. Sample and full details only 25c postpaid.

1000 AND 1500 BINGO

Cards, printed on seven different colors of stock, size 3 1/2 x 5 1/4. Every one numbered and an extra serial number for checkup.

BLACK perforated MARKERS

A good quality card, 25 on a card, packed 1000 cards.

DOOR PRIZE COUPON TICKETS

With perforated stub, both numbered and printed.

SERIAL **PAPER PADDLES**

Attractive colors for all the leading wheels.

WRITE **SCHULMAN'S** 11 E. 19th St New York, N. Y.
WIRE **SCHULMAN'S** Nation-Wide Specialty Printers

RAZOR BLADE SALE!

LOW PRICES!

- DOUBLE EDGE BLADES—Blue Steel. Packed 5's. Cello. Per 1000... \$2.25
- SINGLE EDGE RAZOR BLADES—Packed 5's. Cello. Per 100... .40
- AUTO STROP TYPE BLADES—Packed 5's. Cello. Per 100... .40
- PEACOCK DOUBLE EDGE RAZOR BLADES. Packed 5's. Cello. Per 100... .40
- BIG BEN DOUBLE EDGE RAZOR BLADES. Packed 5's. Per 100... .35

Send for Catalog

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

carrying a sample kit and not a lost-article depot."

SPEAKING OF THAT SPIRIT of co-operation, how about a little from you bingers all over the land. Let's hear from you.

DEALS

(Continued from page 60)

which most definitely was not a Packard.

We explained this to our friend and he immediately chucked the entire business in the nearest wastebasket.

If he had taken the bait and the deal he would have squawked like the devil upon receiving a shlog razor instead of the Packard he thought he would get. But his squawking would have been so much water over the dam for he was never promised a Packard. About the only satisfaction he could have had would have been to spread the word around that he had been stung by a salesboard operator and thus kill prospects for other operators.

Now we will never understand why some operators insist on flim-flamming the public. Tricky promises and double talk in sales literature will always invite trouble and innocent operators suffer with the guilty when trouble comes.

Operators may find it profitable to investigate the money-making possibilities of the new Bingo Ball Gum Jar Deal recently introduced by the Bingo Ball Gum Mfg. Co. Tho it does not come under the classification of salesboard deals, it has many features which are similar to a card or board promotion. It has a definite merchandise tie-up and the claim is made that it is legal. Customer purchases scientifically foil-wrapped ball gum and plays bingo free with each purchase. Deal takes in \$30 and pays out \$13.

Murray Flerst, of Advance Distributors, may come to life one of these days with a deal which has been working locally the past few months.

Happy Landing.

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN
NEW YORK CITY.

458 Broadway.

Wall Cleaner and
Window Washer

Sample 35c

RADIO STROPPER CO.
SANDWICH, ILL.

KLEEN-WELL



UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.

PENS • PENCILS • COMBOS

GRODIN PEN CO., 396 Broadway, New York City.

ELGIN & WALTHAM

WRIST WATCHES \$3.95

In New Cases.

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

REX HONES

Now Less Than 3c Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-4, Chicago, Ill.



NATIONAL

Plunger Pens — Pencils — Combinations
LEAD THE FIELD



LOW Prices — Prompt Service.

Send \$1.00 for 5 samples or write for details.

NATIONAL PEN CO. 210 West 8th St., Kansas City, Mo.



Big Profits!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

HART MFG. CO.
311 Degraw Street, Brooklyn, New York.

The only Pen just like a Banker, is another Banker. Streamlined Bullet Shape. All Styles. Combinations-Plungers Vacuumack, Fountain Pens. Sheetwriters & Premium Users get my New Price List.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
1054 Mission St., San Francisco, Calif.

963% PROFIT

Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$5.00. MONEY-BACK GUARANTEE.

KAPLAN

B-1619 S. Kostner, Chicago, Ill.

MED. MEN OPPORTUNITY

Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

187 E. Spring St., Columbus, O.

RUGS

Beautiful Patterns of Oriental Masterpieces. Perfectly Gorgeous Replicas of Persian and Chinese Rugs. Clean up for hustlers. Now is the season. The boys get big money for our Rugs—you can, too. New Low Prices.

IMPORTED RUG CO.

2834 W. Garrison Ave., Baltimore, Md.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

ANDY MELFORD . . . from Dr. Dysert, president of the Board of pen fame, is reported to be working to fair to middlin' business in Cleveland with the ink sticks.

HAROLD (TOMMY) THOMPSON . . . and Charlie Martin, who have been operating a restaurant in Cincinnati during the winter to poor business, plan to leave for Louisville soon to work their rad layout. They info that they have something new in rad layouts and feel it should bring in the mazuma. After their stay in the Blue Grass City, they will work some of the fishing and swimming spots in Minnesota.

COURTEOUS ANSWERS to all seemingly foolish questions by your tip will go a long way in setting you in solid with the localites.

DOC WILLIAMS . . . pens from Chicago that he would like to read pipes from Mike Orr, Al Leach, Shorty Lubin and the other boys working in the East.

HARRY CORY . . . tells from St. Louis that he has booked his auction store on the Mighty Sheesley Midway and is looking forward to a big season. He adds that he would like to read pipes from Jack Melton, Andy Stenson and the rest of the jam men.

WHO IS MORE of an artist-salesman than the professional demonstrator?

S. A. SHIPMAN . . . wigwags from Erie, Pa., that Emil Seibald, of white mouse fame, is clicking in Leibling, Germany. Seibald, according to Shipman, will remain there until the end of April.

SYL LAVELLE . . . pencils from New York: "Bill Langer came home to the big burg for a visit after a successful engagement in a Buffalo store. Bill's sister, Elizabeth, a girl of the pitch, introduced him to me. He says he will return to Cleveland to open in a store there."

COMES A THOUGHT: When it comes to salesmanship the good pitchman has few equals.

W. M. CONGER . . . and wife, who have just returned to Cass, Ind., from Florida, report that Southern Indiana is in poor shape. They add that they would like to read a pipe from George Grooms.

KID CARRIGAN . . . advises from Columbus, O.: "Anyone who sells in this city must get an okeh from his or her voting precinct, and any med or food salesman must pass a rigid examination and then obtain an okeh

from Dr. Dysert, president of the Board of Health, before attempting to work. The law is being enforced too."

OFTTIMES WE HEAR the remark, "Those were the good old days," passed by old heads in the business. That the old days were real days for the pitchman cannot be denied. But have you ever stopped to consider this angle? What will our successors call these present days 20 or 30 years hence?

JIM BARBEE . . . and the Vista Delman Glee Club staged a royal entertainment at Palms, Calif., recently and about 30 members of the pitch fraternity attended. Included among them were Paul Leroy, Percy Galloway and Benny Dimon. Reports from the same spot indicate that things are beginning to pick up again out there.

"THERE ISN'T . . . much doing in this neck of the woods," blasts Texas Billy Flinnigan, of the Texas Billy Shows, from Savannah, Ga. "Merchants report that their business has decreased about 30 per cent. I haven't seen many of the knights of the road, but the city is open on a small reader to a clean worker. Locations are okeh and near one of the finest markets in the South. Have been laying off all winter and enjoying the fishing here since Christmas. Plan to open late this month."

THE TRAVELING professional demonstrator is schooled in environments that the townier never experiences.

RICTON . . . "Barnum of the sticks," tells from Junction City, Ga., that his organization is now in its sixth year of continuous operation under canvas. He reports that business is great and that he contemplates remaining in Georgia all summer.

SMOKEY PITTMAN . . . comes thru with his first pipe since last spring when he was seriously injured in an automobile accident. Writing from Spiro, Okla., he says: "We're still going strong in the spinach section here. Have been working all winter to fair results and expect the sales to increase when the weather breaks and we get some of that good old sunshine. We're working med, but this is not a med show, as we work candy and seats strong and our med is only mentioned about twice a week. We have been making it a practice to have the show stay not less than two and not more than four weeks in one town. Roster includes myself as manager, Mary Pittman, Montez O'Curran, Omer Hunter, Slats Cooper, Jimmie Moore, Elizabeth Moore and Eddie Massey. Recent visitors included Toby Shelton and wife, Billy Van Sandt and wife, Toby Johnson, Doc V. Lund, Oklahoma Scottie and Billy Terrell and wife. Would like to read more pipes from the oldtimers in the profession."

WE RECEIVED a highly laudatory pipe on a certain pitchman for publication last week. It was signed "Committee." What has us stumped is that we can't recall ever having heard of a Mr. Committee.

JACK ANTHONY . . . is working Chardon, O., to pretty fair results.

LEE GOODMAN . . . who has been pitching out California way for the last two years, scribes that he will probably connect with some carnival with the Lord's-Prayer-on-a-penny layout this season.

THERE'S NOTHING like being resourceful. We know numerous fellows who have built swell homes thru that accomplishment.

"ALL IS WELL . . . and I'm moving along okeh," blasts Hot-Shot Austin from Sallisaw, Okla. "This is my seventh week in Oklahoma territory and conditions are about the same as last year. Trade days are fair and you can get a little money. Have seen

OAK HYTEX SPIRAL and NOBBY BALLOONS

Here it is, boys, the BIG APPLE balloon you have been hearing so much about. That is what live-wire balloon men have nicknamed the Nobby balloon because it inflates in apple-like sections. Both Nobby, or the Big Apple, and Spiral are sensationally fast sellers. Each is offered in several sizes, including giant demonstrators. At Leading Jobbers. Be sure you get OAK-HYTEX.

The OAK RUBBER CO. RAVENNA, OHIO.

CROSSES and RINGS

For Sales Promotions!! BUY DIRECT AND SAVE!!! See OUR PRICES BEFORE Placing Orders Elsewhere!!! Send \$1.00 for line of CROSSES or \$2.00 for line of Cameo and Whitestone rings in gold and rhodium finish. New Catalog. OLYMPIC NOVELTY CO., 307 5th Ave., New York City.

DREXEL BLADES

Buy Direct from the Manufacturers. 20 Million DREXELS Sold in 1937. 50 Million Will Be Sold in 1938. Send 10c for Samples.

REGENT MFG. CO. 134 West 32d Street, New York City.

NEW YORK MAIL ADDRESS

Increases prestige and business.

PERSONAL 1c PER DAY
BUSINESS 2c PER DAY

Either service includes forwarding and postmarking from New York. No room or box number required on your stationery.

Established 15 Years.

CO-OPERATIVE MAIL SERVICE
126V Lexington Ave., New York, N. Y.

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.

Rare Imported Photos

Snappy Cartoon Books, Spicy Stories. Complete set of 10 Imported Photos, also 6 Snappy Cartoon Books and a 300-Page Photo called the Country Plumber's Catalog. Every page contains snappy cartoons, and spicy jokes and stories. Complete set, including everything 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.

ATTENTION!

Hustlers, we are now ready to supply you with new style Lord's Prayer on Copper. They sell on sight. Write for free sample. Dealers write for new low price. We buy and sell Penny Embossing Machines.

CHICAGO BRACELET CO. Chicago, Ill.
131 So. Honor St., Chicago, Ill.

PEN WORKERS SPECIAL LOW PRICES ON JUMBO COMBOS \$24.00 Per Gross With Telescope Boxes FREE.

We Manufacture Complete Line of PENS, PENCILS & GIFT SETS. Write Us Your Needs.

SUPERIOR PEN CO. 15 Beekman St., New York City.

Next Issue LIST NUMBER

Will Feature the Following Lists:

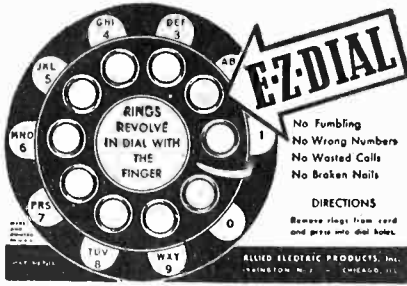
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard
Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

LIVE WIRES! CANVASSERS, AGENTS, BINGO OPERATORS, PITCHMEN

STREETMEN, CARNIVAL OPERATORS



Here is your chance to "cash-in". Make big profits selling E.Z. DIAL. Absolutely NEW! Nothing else like it. Most everybody a prospect. A SURE WINNER. So get in on the ground floor. Investigate at once. Send 10c (stamps or coin) for sample and complete particulars to:

Allied Electric Products, Inc. 78 Coit Street Irvington, N. J.

or working to the early passers-by. A few were seemingly off to a good start from the looks of the long green in their mitts. Gosh, I suppose I should be thankful for a good job, a swell wife and my local friends, but I get the blues so confounded bad just sitting here waiting for somebody to die so I can bury 'em. I left the med-show business in 1930 and it seems I just can't bring myself to sit here year in and year out watching the boys go by and just thinking over the past when I was one of them. Maybe you boys think that doesn't get a fellow, huh? Well, fellows, if any of you would like information about this section just drop in and see me. I'll do all I possibly can to help you out."

MAGIC DISC Pays You up to \$30 Daily! MEN-- WOMEN Cash in on LUX! This "MYSTIC" tiny disc makes thousands gasp by its uncanny method of boiling water steaming, sizzling hot in split seconds, 2 1/2 times quicker than any other practical water heating method! ENTIRELY NEW PRINCIPLE The LUX ELECTRIC WATER HEATER has dozens of every day uses. No larger than your fist, yet it boils water instantly for dishes, laundry, shaving, bath, illness; any emergency. No chemical action—no fire, no fussing, no waiting. Simply drop LUX in water, plug in light socket and—zoom! Clouds of steam rise before your eyes. LOW COST—EVERY HOME CAN AFFORD LUX New profit-sharing sales plan for agents. No investment. Dynamic demonstration clinches sales in two minutes. THE LUX COMPANY Dept. 47, ELKHART, IND.

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 newest styles in CROSSES WHITESTONE RINGS CAMEO RINGS ENGRAVING ITEMS HARRY PAKULA & COMPANY 5 No. Wabash Ave., CHICAGO, ILL.



OUR SCOUTS tell us that many members of the tripes and keister fraternity are in Cleveland but are not working due to lack of available doorways in the Ohio city.

PITCHMEN'S SAYINGS: "Bring out that red banjo and I'll give you an exhibition in sharp-shooting."—Razor Riley.

"HAVE BEEN IN SHOW business since 1899, first with the J. H. LaPearl Circus and then as a pitchman and sheetie, and this is my first attempt at writing a pipe, altho I always read them," scribbles Charlie Cox from San Antonio. "Some of them perturb me no little, however. For example, I recently noted where two pitchmen piped that they were paying \$25 per day in the Rio Grande Valley. I have worked almost all of Texas and never have had to pay for the privilege. I seem to get by all right on a s. r., and I do not know of a place where one must pay more than \$2 per day to work. My wife and I are selling med here and getting by. In addition, we're schooling three youngsters in the art of pitching. There are plenty of the boys and girls working here and all who know their line are making money. What's the matter with those fellows working California. Haven't read a pipe from any of them in a long time Pipe in, boys and girls."

SEND ALL pipes communications to Gasoline Bill Baker, The Billboard, 25 Opera place, Cincinnati.

DR. LEON STREETS "Opened our new med opera here April 11 to good business and med sales have increased nightly. Show line-up includes I. L. Cody, Ida and Arthur DeGoldia, Michigan's Rambling Rubes, Slim Streets, Mrs. Streets, Rose Streets and myself. Will play the alrdome in Phenix City, Ala., for a week and then head north."

SAM BERMAN is still holding forth in Grand Rapids, Mich.

MEMORIES: Remember when Frank Clark broke into the jam end of Pitchdom and was putting out the old straight razor to a tip composed chiefly of Negroes? And remember when he wound up his pitch by asking if all were satisfied and they said they were until he started to stuff their money into his pockets? Then three of the dusky boys started to sharpen the cutlery on the soles of their shoes and told Clark that they wanted their money returned. Well, to cut an otherwise long story short, they got their money and Clark left the tip with all satisfied.

WHAT ARE YOU boys doing up Minnesota way? Haven't had word from that sector for a while.

ANYONE CAN fall by the wayside and give up, but the real pitchman shakes off anything that comes along and continues to carry right on. You don't have to be persistent, but it certainly helps a lot.

WONDER WHAT'S wrong with the feminine members of Pitchdom. Aren't they working any more? Come on, girls, it doesn't take long to shoot a pipe.

WHAT ARE YOU doing, Tom Dean? Is the med opry in shape and ready to go?

REMEMBER THAT experience is instructive; luck is mythical.

ART NELSON is still banging away and telling it to Chicago department-store patrons to good results, according to word from the Windy City.

many of the boys passing thru here headed north. They all report that business is just fair. Expect to remain here about three more weeks and then head for Colorado."

MAURICE (SPEED) HASCAL letters from Cleveland that he expects to hook up again this summer with his partner, Ray Quilgin, who has been working in Texas the past winter with Jimmy Lobough. He says that by the time this pipe reaches print he will be making a pitch in Fort Worth, Tex., and adds that he would like to read pipes from Al Rice, Frenchy Thibault, Sammy Schoen, Al Wallien, Jimmy Wells and Jack Sherwood Hitchcock.

THINGS WE NEVER HEAR: "Go right ahead and work your pens. If that skin-flint local merchant says anything to you again about underselling him, let me know about it immediately.—Chief of Police.

JACK BRENNAN of fountain pen fame, is still working Northern Ohio territory and looking for a good spot.

DOC NEIL and Earl Douglas are reported to be framing a new tie layout for the coming season.

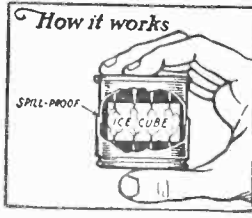
TRIPOD OPININGS: "Use ordinary good judgment and clean methods and you'll make a living under any conditions."

RED O'BRIEN of card fame, and Eddie Gaillard and wife, working scopes, are playing the sportsman's show which got under way in Minneapolis April 16 and runs for eight days.

DAVE SCHOEN and Owen Flippo are busily engaged preparing to start their string of fair dates.

SAY, FELLOWS, why not get the good habit of piping in regularly? Remember, hundreds of your fellow members of Pitchdom are eagerly reading the Pipes Column in every issue just to see what you think of conditions as you honestly see them. Pipe in the type of news that you would like the other fellow to give you concerning conditions in the section of the country he is working. Just a little co-operation on your part is all that's needed. Get the habit now.

M. M. MURPHREE formerly a black-face comic with med shows but now manager of Lincoln Memorial Cemetery, Dallas, evidently is suffering from a severe case of "itchy feet," as witness the following effusion which he pipes from the Texas city. Says Murphree: "This morning I looked out of the window and spring smacked me square in the face, because as I meandered up toward 'Deep Elm' street I noticed a number of boys setting up



PITCHMEN and DEMONSTRATORS JIFFY ICE CUBE CRUSHER

Liquors. Soft Drinks. Fruits. Equals work of \$1.00 Crushers. 25c by Dozen. 20c by Gross. Sample 30c. Delivered.

JIFFY, 29 E. 22 St., New York, N. Y.

BIG PROFITS! AMAZING NEW BUSINESS



Sell to Stores Did you make \$50 last week? If not, investigate this opportunity to get into a Big-Pay business of your own. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 50-10c goods. Put up on self-help Counter Displays. 200 daily necessities. Included is Laymon's Aspirin—approved by Good Housekeeping Bureau—and famous Twenty Grand Razor Blades. FREE book tells how you can build big-pay store route.

World's Products Co., Dept. 488-A, Spencer, Ind.

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

JOBBER DEALERS IN NOTIONS, NOVELTIES & GIFTSWARES seeking a direct buying source that will insure you the "World's Best Values", write at once for latest price list. MONARCH IMPORT CORPORATION 874 Broadway, New York, N. Y.

\$10000 PER WEEK Guaranteed or we cheerfully refund your money. Our men earn up to 400 per cent profit with the New Lite-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class Business men. A money maker without equal for you. Get full facts today. M. W. M. Co. Dept. 28 Aurora, Missouri

SILK BADGE RIBBON 3 Colors in One All Sizes RED, WHITE & BLUE RED, YELLOW & GREEN (Mexican). RED, WHITE & GREEN (Italian). We have in stock all kinds of Ribbon for Parades, Celebrations, Decorations and Fraternal Society Colors. Write for Wholesale Prices. PATERSON SILK RIBBON CO., 85 Orchard St., New York City.

End your correspondence to advertisers by mentioning The Billboard.

A HIT BY WALLY PITCHMAN'S DREAMS COME TRUE WHOLE NATION TALKING ABOUT IT WALLY'S LOVE BRACELETS Positively a Red Hot Number. Complete Stock on Hand. 6 Styles Stones, Plain and Engraved. In Boxes. Don't Wait. Be the first to Promote Sales. It's GUARANTEED BY WALLY. PRICES, \$18.00 to \$22.00 Per Gross. Send One Dollar for 5 Samples. Free, Mats and Guarantees Furnished. Also a Large Variety of Wally Crosses. WIRE TODAY, TOMORROW MAY BE TOO LATE WALLY CROSS & JEWELRY CO. 25% Deposit Required. 1162 BROAD ST., AUGUSTA, GA. POSITIVELY WHOLESALE ONLY

ACE BLADES FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c). ACE BLADE CO. 37 South Avenue, Dept. 101, Rochester, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$1 75 7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List, Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

Events for 2 Weeks (A New Weekly Service) (Week of April 18) ALA.—Birmingham. Elks' Circus, 18-24. CALIF.—Los Angeles. Home Show, 21-May 1. Oakland. Sportsmen's Expo., 22-24. Riverside. Dog Show, 24. Saugus. Rodeo, 24. CONN.—Derby. Spring Festival & Aerial Circus, 21-30. FLA.—Jacksonville. Duval-Jacksonville Fair, 16-24. ILL.—Chicago. Dog Show, 24. KY.—Henderson. Farmers & Merchants' Fair, 18-24. LA.—New Orleans. Rodeo, 24-May 1. MINN.—Minneapolis. Sportsmen's Show, 16-24. MO.—St. Joseph. Dog Show, 23-24. N. J.—Elizabeth. Dog Show, 24. Teaneck. Dog Show, 23. N. Y.—Buffalo. Shrine Circus, 18-23. N. C.—Charlotte. Dog Show, 22-23. Goldsboro. Merchants & Mrs.' Expo., 18-23. O.—Barnesville. Merchants & Mrs.' Expo., 20-22. Cleveland. Rodeo, 17-24. OKLA.—Enid. Industrial Expo., 18-23. Guthrie. '89er Day Celebration, 21-22. PA.—Philadelphia. Electric & Radio Show, 18-23. S. C.—Columbia. Dog Show, 20. TEX.—Flainview. Dairy Show, 19-23. San Antonio. Fiesta de San Jacinto, 18-23.

WASH.—Thomas Dog Show, 23-24. W. VA.—Wooding Dog Show, 24. WIS.—Madison Eagle's Carnival, 21-22. CANADA—Toronto, Ont. Royal Canadian Circus, 17-22.

(Week of April 25) CALIF.—Sacramento, Rodeo, 22-30. San Francisco, Fiesta, 20. Salt Lake, 29-May 1. Vallejo Mad Men Show, 25-30. CONN.—Ansonia, Merchants & Mfrs' Expo, 25-30. Bridgeport, Legion Celebration, 22-May 7. D. C.—Washington Dog Show, 29. FLA.—Ruskin Tomato Festival, 27-30. IA.—Des Moines Home Show, 21-30. ILL.—Port Leavenworth Dog Show, 27-28. LA.—New Orleans Rodeo, 24-May 1. MD.—Joplin Fiesta, 25-28. Kansas City Horse Show & Sportsmen's Expo, 25-May 1. Kansas City Dog Show, 30. St. Louis Police Circus, 25-May 3. NEV.—Las Vegas Rodeo, 29-May 1. N. H.—Manchester Dog Show, 20. N. Y.—Albany Spring Circus, 25-30. Newark Spring Carnival & Mardi Gras, 28-May 7. New York American Toy Fair, 25-May 7. Rochester, Sportsmen's Show, 22-May 1. O.—Canton Dog Show, 27-28. Youngstown Dog Show, 30-May 1. PA.—Pittsburgh Duquesne Garden Rodeo, 27-May 7. TENN.—Columbia, Cheese Carnival, 28-30. TEX.—Gladeswater Rodeo & Horse Show, 28-May 1. VA.—Norfolk Dog Show, 26. Richmond Dog Show, 27-28. W. VA.—Jackson's Mill Bull Show & Sale, 28. WIS.—Kenosha, Legion Home Show, 27-30.

be a nuisance, and the court finds said ordinance is unreasonable, unconstitutional and void."

To Clean Up Selling

Leading direct-selling companies admit there are some members of the direct-selling clan whose sales technique and tactics are not all they should be. For this reason they are conducting a survey to determine how direct selling can be purged of disreputable tactics so that the right of honest men and women to engage in solo selling may be preserved. To this end it is also reported the firms are developing a model ordinance to curb the dishonest canvasser and yet give full freedom to the legitimate salesman.

ROUTES

(Continued from page 33)

Brown, Evans, Magician; Milwaukee, Wis., 20; Harvard, Ill., 21; Chilton, Wis., 22. Daniel, B. A., Magician; Bowling Green, Ky., 19-20; Morgantown 21; Hartford 22; Central City 23; Owensboro 24-26. DeCleo, Magician; Orion, Ill., 18-30. Ken's Fun Show; Croghan, N. Y., 20; Copenhagen 21; Henderson 22. Marine Hippodrome; Winston-Salem, N. C., 18-21; Raleigh 22-24; Greensboro 25-27. Marquis, Magician; Helena, Mont., 20; Anacosta 21; Butte 22-23; St. Maries, Ida., 25; Lewiston 26; Pendleton, Ore., 28; Walla Walla, Wash., 29-30. Pierce, Magician; Stamford, Conn., 20; Kingston, N. Y., 21; Middletown 22; Newburgh 23; Poughkeepsie 24; Peekskill 27; Dover, N. J., 28; Summit 29. Ricton's Show; Molena, Oa., 21-23; Woodland 25-27; Gay 28-30. Whittier, Arthur; Regan, Ala., 20-21; Garth 22-23.

REPERTOIRE

Billroy's Comedians, Billy Wehle's; Columbia, S. C., 19; Sumter 20; Florence 21; Hartsville 22; Camden 23; Newberry 25; Greenwood 26. Carter Dramatic Co.; Lakeview, Mich., 18-23. Heffner-Vinson Show; Oneida, Tenn., 18-23.

CIRCUS AND WILD WEST

Barnes-Bella-Floto; Visalia, Calif., 19; Fresno 20; Stockton 21; Martinez 22; San Jose 23; Santa Cruz 24. Cole Bros.; (Stadium) Chicago, Ill., 15-May 1. Haag Bros.; Coshocton, O., 19; Cambridge 20; Bialre 21; Martins Ferry 22; Cadiz 23; Hollidays Cove, W. Va., 25. Hagenbeck-Wallace; Covington, Ky., 19; Lexington 20; Frankfort 21; Louisville 22-23. JE Ranch Rodeo; Cleveland, O., 18-24; Pittsburgh, Pa., 27-May 7. McCoy, Tim, Wild West; (Int'l Amphitheater) Chicago, Ill., 14-24; Columbus, O., 25; Dayton 26; Cincinnati 27-28; Parkersburg, W. Va., 29; Clarksburg 30. Mix, Tom; Eagle Pass, Tex., 19; Del Rio 20; San Angelo 21; Big Spring 22; Abilene 23. Newton Bros.; Marion, N. C., 20; Lenoir 21. Parker & Watts; Ft. Scott, Kan., 19; Chanute 20; Predonia 21; Coffeyville 22; Howard 23; Wichita 25. Ringling Bros. and Barnum & Bailey; (Madison Sq. Garden) New York City 8-30. Robbins Bros.; Kokomo, Ind., 30. Sells-Sterling; Aurora, Mo., 23. WPA; (Newark Armory) Newark, N. J., 21-24.

CARNIVAL

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

All-American Expo.; Washington, Ia., 23-30. All-American Shows; Seminole, Okla., B. & V.; Lodi, N. J., 23-30. Barker's Cosmopolitan; Maryville, Tenn. Barker; Clinton, Ill. Barkoot Bros.; (Central & Stickney) Toledo, O. (Front & Morrison) Toledo 24-30. Baysinger, Al; Jackson, Mo. Beckmann & Gerety; San Antonio, Tex.; St. Louis, Mo., 26-May 7. Bee, F. H.; Springfield, Tenn. Blue Ribbon; Tuscaloosa, Ala. Bortz Am. Co.; Bloomfield, Mo.; Puxico 25-30. Bright Light; Slovan, Pa., 25-30. Broadway Shows of Amer.; Covington, Ky., 21-30. Brown Novelty; Sylvester, Ga. Buck, O. C.; Fairfield, Conn. Buckeye State; Vicksburg, Miss.; Jackson 25-30. Bullock Am. Co.; Kershaw, S. C. Burdick's All-Texas; Beaumont, Tex. Burke, Harry; Gonzales, La. Byers Greater; Doniphan, Mo. Byers & Beach; Collinsville, Ill. Central States; Lyons, Kan. Coffin & Wilson; Burlington, N. C. Clint & Clark United; Washington, Pa.; Canonsburg 25-30. Coleman Bros.; Middletown, Conn. Colley, J. J.; Chandler, Okla. Crafts 20 Big; Lynwood, Calif., 19-24; San Fernando 25-30. Crowley's United; Bartlesville, Okla. Crystal Expo; Forest City, N. C.; Kings Mountain 25-30. Deluxe Shows of Amer.; Baltimore, Md.; Philadelphia, Pa., 25-30. Dick's Paramount; Naugatuck, Conn., 21-30. Dixie Expo; Clanton, Ala. Dodson's World's Fair; St. Louis, Mo., 23-30. Don Elro; Fort Mill, S. C. Dudley, D. S.; Burkburnett, Tex. Duong, John H.; Mason City, Ill.; Pontiac 25-30. Dyer's Greater; Amory, Miss. Eiane Expo; Lawrence, Pa., 25-30. Elite Expo; Arkansas City, Kan.; Winfield 25-30. Eudy Bros.; (Legion Indus. Fair) Goldsboro, N. O.

GREEN RIVER

(Continued from page 60) decision invalidates all ordinances of this nature now on the books of all towns and cities in the State.

In rendering this decision the Florida jurists followed in the footsteps of the highest courts of South Carolina and Maryland. South Carolina Supreme Court was one of the first to hold the Green River type of ordinance invalid. Highest Maryland court held the ordinance void saying, "It requires no discussion to convince one that the ordinance regulating or forbidding the business of the plaintiff has no relation to public health, safety or welfare of the community."

Supreme Court Acts

United States Supreme Court also handed down a unanimous decision last week in another case involving local ordinances that prohibit house-to-house distribution of printed material. In strong language the court declared the right of citizens to print and distribute published matter. It stated that any local legislation denying this right is unconstitutional under articles guaranteeing the United States a free press.

Direct sellers see in this decision the death of all Green River ordinances since it guarantees the right to house-to-house to call on homes to present printed or published matter offering their wares or services. Decision directly affects sheetwriters who have been banned in some localities from soliciting subscriptions for even the local newspaper because local gendarmes "green rivered" them.

Score Now 3 to 1

Decisions in Florida, Maryland and South Carolina are offset only by that of the Wyoming Supreme Court, which upheld the right of the town of Green River to prohibit canvassing "except by invitation."

This decision was carried to the United States Supreme Court, which found no federal question involved, declined to review it, and remanded the matter to the individual States. Its decision of last week, however, upholds the right of an individual to carry printed matter from house to house whether invited to do so or not.

The third recent high-court decision was that in which Judge R. W. Higgins, of the District Court of Pittsburg County, Oklahoma, stated, "The court finds that the occupation of soliciting orders from house to house is a lawful one when conducted in a proper manner that the said ordinance does not attempt to differentiate between salesmen who conduct themselves properly and those who do not, but simply and boldly declares a lawful occupation to

HOT MOTHERS' DAY NUMBERS

LA MODE BEAD & NOVELTY CO. 48 West 33rd Street, New York City. Includes images of jewelry and a cross.

SNOW WHITE AND SEVEN DWARFS Walt Disney's Famous Characters Now On "LUCKY" TURTLES! More Appealing Than Ever! Includes images of Snow White, Mickey Mouse, and a turtle with 'DOPEY' on its shell.

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 - CANES - PLASTER - SLUM and NOVELTIES. - READY SOON - Continental PREMIUM MART 3 RD. + WELLS ST. MILWAUKEE, WIS.

GOLD CREST POPULAR PRICED PACKAGE Contains Assorted Fruit Caramel Kisses. Colored Cellophane Wrapped. \$2.75 Per 100. Packed 100 to Carton. Send for FREE Illustrated Catalog. 20% Deposit with Order, Balance C. O. D. DELIGHT SWEETS, INC., 50 E. 11th St., New York City.

DISTRIBUTORS -- JOBBERS -- SALESMEN For Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota. THIS NUMBER IS HOT! FAST DEAL FOR QUICK MONEY Northwest Territory Celebration Displays Size - 3 x 6 Ft. New modernistic cellophane displays for interior of stores and windows. Every merchant, cafe, tavern, restaurant, bank, etc., a prospect. Cost \$1c each wholesale, sell for \$2-\$2.50. Send \$1 for prepaid sample and complete itinerary of Caravan. Cash with order. UNIVERSAL DISPLAYS 418 AUGUSTA ST., CINCINNATI, O. Celebration 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 20 Samples of Red-Hot Tricks and Jokes. T. R. PAYNE, 25 Cardinal Place, New York, N. Y.

FREE! 1938 WHOLESALE CATALOG Has 260 pages of World-Wide Bargains, 4,000 salesmen'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., 4-38 Superior St., Le Center, Minn. Includes image of 'SPORS 4000 MONEY MAKERS' catalog.

WANTED

FREAKS, WORKING ACTS.

All who wrote before answer. All that worked for me last year come on. King Kalla Pasha, Chubby Tom Scully, Jean Jimmy. Opening April 28, Latrobe, Pa. Wire at once.

LEE ERDMAN
Latrobe, Pa.

WANTED

SIDE SHOW ACTS OF ALL KINDS.

Capt. Mack, Al Tomani, write or wire.

DICK'S PARAMOUNT SHOWS

Naugatuck, Conn.

Opening April 21 to 30.

WANTED**Hartmann's
Broadcast**

SINCE the United States Supreme Court recently decided that it is illegal to require licenses for the distribution of circulars, handbills, etc., letters have been coming from our readers inquiring if the decision also applies to people passing out show bills or circulars. These readers claim that quite a number of towns and cities would not license such distribution (prior to the high court's decision, of course) and a lot of them have forbidden it whether there was a law on

the books or not.

The high court's opinion was brought about thru a city ordinance against distribution of literature of any kind in Griffin, Ga., without written permission from the city manager. Charged with violation of the ordinance by distributing religious pamphlets, Alma Lovell, a minister of the Jehovah's Witnesses sect, was sentenced to 50 days in jail, but under the Supreme Court's decision she will not have to serve the sentence and can go ahead and distribute her pamphlets.

Our interpretation of the decision is that it does cover show bills or circulars, for every kind of publication affording a vehicle of information and opinion was concerned.

For the benefit of those who failed to read the ruling in the daily press, we quote the main portion of it:

"The guarantee of a free press is not confined to newspapers and periodicals. It necessarily embraces pamphlets and leaflets. These indeed have been historic weapons in the defense of liberty, as the pamphlets of Thomas Paine and others in our own history abundantly attest. The press in its historic connotation comprehends every sort of publication which affords a vehicle of information and opinion.

"The ordinance cannot be saved because it relates to distribution and not to publication. Liberty of circulation is as essential to that freedom as liberty of publishing; indeed, without the circulation the publication would be of little value.

"The ordinance is not limited to 'literature' that is obscene or offensive to public morals or that advocates unlawful contact. There is no suggestion that the pamphlet and magazine distributed in the instant case were of that character. The ordinance embraces 'literature' in the widest sense. The ordinance is comprehensive with respect to the method of distribution. It covers every sort of circulation 'either by hand or otherwise.' There is thus no restriction in its application with respect to time or place. It is not limited to ways which might be regarded as inconsistent with the maintenance of public order, or as involving disorderly conduct, the molestation of the inhabitants or the misuse or littering of the streets. The ordinance prohibits the distribution of literature of any kind, at any place, and in any manner without a permit from the city manager.

"Freedom of speech and freedom of the press, which are protected by the First Amendment from infringement by Congress, are among the fundamental personal rights and liberties which are protected by the 14th Amendment from invasion by State action. It is also well settled that municipal ordinances adopted under State authority constitute State action and are within the prohibition of the amendment.

"Whether in actual administration the ordinance is applied, as apparently it could be, to newspapers does not appear.

"We think that the ordinance is invalid on its face. Whatever the motive which induced its adoption, its character is such that it strikes at the very foundation of the freedom of the press by subjecting it to license and censorship. The struggle for the freedom of the press was primarily directed against the power of the licensor. It was against that power that John Milton directed his assault by his 'Appeal for the Liberty of Unlicensed Printing.' And the liberty of the press became initially a right to publish 'without a license what formerly could be published only with one.' While this freedom from previous restraint cannot be regarded as exhausting the guaranty of liberty, the prevention of that restraint was a leading purpose in the adoption of the constitutional provision.

"Legislation of the type of the ordinance in question would restore the system of license and censorship in its baldest form."

**Notes From the
Crossroads**

By NAT GREEN

THE sudden passing of Dennie Curtis last Wednesday came as a great shock to his hundreds of friends in show business, and it is hard to realize that he is gone. It seems the irony of fate that he had to be called just when he had completed a beautiful home, liquidated his debts and was all set to get the enjoyment out of life that his years of labor deserved. Dennie was a real trouser, big-hearted, generous to a fault, a keen showman. His loss will be felt most poignantly by his wife, Edna. Thru the years that she tramped with him she was his mentor, guide and balance-wheel, carrying her full share of responsibility thru thick and thin; a buoy in dark moments of disappointment and sharer of his joys in times of success. Dennie has taken his last earthly bow and we hope that in the great beyond he finds the happiness that is the due of a good trouser!

Many showfolk, Circus Fans and members of the Showmen's League attended the funeral Saturday to pay their last respects to Dennie. The funeral chapel was filled to overflowing and banked about the coffin were dozens of beautiful floral tributes. The impressive Masonic service was held. There were no long orations, which was as Dennie would have had it. Pallbearers were men with whom Dennie had been associated for years—R. L. Lohmar, Sam J. Levy, Fred Kressmann, Ray Andreson, Paul Lorenzo and Mr. Gottner. Many friends accompanied the body to its last resting place at Lake Geneva, Wis.

Clyde and Harriet Beatty flew to Columbus, O., where Clyde's mother is quite ill. . . . Gardner Wilson stopped off in Chi on his way from the West Coast to New York to join the Ringling press staff. . . . Dave Tennyson and John Lorman, who have organized the All-American Shows, open their season in Cicero, Ill., next week. . . . There was a touch of tragedy at the Col. Tim McCoy Wild West when Billy Yellow Eye, 10-month-old Indian baby, died of pneumonia. . . . Howard Y. Bary paid a flying visit to Chicago just prior to his opening date. . . . Harold DePue, secretary Great Falls (Mont.) Fair; Leo C. Dailey, former Spencer, Ia., secretary, and Max Lavine, secretary at Superior, Wis., among fair men in Chi last week. . . . Lavine and his sister took in the circus and Wild West while in town. . . . Earl Chapin May, author of *From Rome to Ringling*, saying hello to the boys on the Magic Carpet. . . . Carnival agents seen on the carpet included J. C. (Jimmy) Simpson, J. C. McCaffery and R. L. Lohmar. . . . Other well-knowns attracted here by the show openings or business last week were Joseph Low, of Erie Lithograph Co.; Dell Darling, sheriff of Erie, Pa.; Harvey Mayer, of New York, receiving many compliments on the swell programs he has turned out for the various shows; George Duffy, banker and Circus Fan of Fort Plain, N. Y., on his way to the West Coast, and J. W. Wagner, Des Moines railroad president and Circus Fan. . . . Noel Van Tilburg and Ray Bonneau, of Minneapolis Zurah Temple Shrine, came down to attend the funeral of Dennie Curtis. . . . Burt L. Wilson has a swell lot of circus pictures on display in a Loop camera shop.

Cole Bros.' Circus played in hard luck at the opening of its Chicago engagement. Maximo, wire walker, is in a hospital with a brain concussion; the death of Dennie Curtis left the show short a couple of acts, another act stalled in mid-ocean, and Florenzo, with his auto loop-the-loop, which was to be a featured act, had an accident the opening night that may put him out of the running indefinitely. Considering these handicaps Cole Bros. made a very creditable showing on their opening.

**LONDON, Ont., OLD-HOME WEEK
and OLD BOYS' REUNION**

August 1st to 6th

CELEBRATION RIGHT IN THE HEART OF THE CITY—
on the Main Streets—Dundas, King, Richmond, Clarence Sts.

**THIS WILL POSITIVELY BE THE BIGGEST CELEBRATION
IN CANADA!!!**

Now selling space for legitimate Concessions, Eating Stands,
etc. Will sell exclusive on Novelties and Scales, and will also
book Attractions of merit.

Address WM. MARRIOTT, P. O. Box 22, Hamilton, Ontario.

**WANTED CAPABLE TALKER FOR FINEST FRAMED
WILD ANIMAL CIRCUS EN TOUR**

WANTED—Thoroughly experienced Whip Foreman and Caterpillar Foreman. Both must be A-1 in every way. Ben Cheeks, Harry Fox and Elim Carver wire. Can also place Ride Help in all departments. Will furnish a new complete outfit to Illusion Showman having Illusions. Our route virgin territory for Illusion Show. Fitzie Brown can place Agents, All inquiries to FRANK WEST, General Manager, West's World's Wonder Shows, Norfolk, Va.

DODSON'S WORLD'S FAIR SHOWS

OPEN APRIL 20

19TH AND PENROSE, ST. LOUIS, MO.

All People Contracted, Report Immediately.

Christ United Shows

OPENING MT. VERNON, O., APRIL 30, TWO SATURDAYS.

CAN PLACE account of disappointment Sound Truck, also Half-and-Half Show or any other not conflicting. Also legitimate Concessions, Loop or Tilt-a-Whirl. All contracted please acknowledge. West Alexandria, O., till April 27, then Mt. Vernon, O. General Representative FRANK E. PILBEAM will be in Mt. Vernon after April 24.

FIDLER'S UNITED SHOWS

OPENING SATURDAY, APRIL 23, WOOD RIVER, ILL.

Can place any Show of merit with or without own outfits. Especially want Ten-In-One, Girl, Fun House, Monkey Circus, Snake or Grind Shows.

Can place Legitimate Concessions that work for stock, no racket or C wheels wanted. Will book single Loop-o-Plane and Kiddie Ride.

Address: S. FIDLER, Mgr., 4217 No. Florissant Ave., St. Louis, Mo.

BRIGHT LIGHT EXPOSITION SHOWS

SLOVAN, PA., WEEK APRIL 25.

First Organized Carnival in Town in 13 Years, Auspices Volunteer Fire Department.
Mills and Mines Are Working.

WANT Shows of all kinds, Flat Rides, few more Concessions. No racket. Want Man who can build Fronts. WANT High Free Acts. CAN PLACE Shows, Rides and Concessions for Elane's Exposition Shows. Opens April 25. Address

JOHN GECOMA, Manager, Eckhardt Hotel, Canonsburg, Pa.

**ATTENTION SHOWMEN
— AND —
CONCESSIONAIRES**

Booked with us this season. Opening Dowagiac, Mich., April 30. CAN PLACE Fat Show and one more Show.

M. R. WEER SHOWS

SILVER STATE SHOWS

Want Shows with or without own outfit. What do you have? Want Three Men for Stock Wheels, People for Posing Show. McCurdy wire.

Plainview, Tex., this week; Santa Fe, New Mexico, next week.

WANTED FOR MODERN EXPOSITION SHOWS

Kiddie Ride, Shows with or without outfits. Will furnish top and front to girl show operator. Eddie Ferrerie wire. Corn Game open. Jim Braden, Sol Nuger, Wade Beard wire. Small Cookhouse that caters to show people. All concessions that work for stock, Ride Help for Merry-Go-Round, Ferris Wheel, Chairplane, come on. Franklin, Ga., this week; Carrollton Big Spring Festival next week, downtown, sponsored by the Lions Club.

SIDE SHOW ACTS

WANT one Freak to feature. Dick Hilburn wire. Working Acts of all kinds, Magician that does Punch. Long season and all winter's work. Must join at once. Wire

L. B. BARNEY LAMB

Care Art Lewis Shows, Elizabeth City, N. C.

J. J. PAGE SHOWS

WANT

Legitimate Concessions. Can place one more Grind Show with or without outfit. Address J. J. PAGE SHOWS, Morganton, N. C., This Week; Johnson City, Tenn., Next Week.

MIDWEST SHOWS

OPENING JACKSON, MICH., MAY 2.

DISABLED VETERANS' MARDI GRAS.

Jackson is the busiest Industrial City in Michigan at the present time.

WANT Candy Floss, Diggers, Scales, Palmistry, Ball Games, Penny Arcade, Penny Pitch. All people contacted please report.

HARRY MILLS

427 W. Lapeer, Lansing, Mich. Phone 42886.

HETH BROS. SHOWS

Want now, Musicians and Performers for Minstrel; Side-Show People, Grind Shows, Tilt-a-Whirl, Octopus, Penny Arcade, Scales, Custard, Ball Games, Lead Gallery, etc. Come on. No grift. Guntersville, Ala., this week; then north.

WANTED

High-Class Pit Show.

STATE FAIR SHOWS

Salt Lake City, Utah.

GREAT SOUTHERN SHOWS

WANTS Chairplane and Kiddie Rides; Shows of all kinds with equipment; Concessions of all kinds come on. Ardmore, Tenn., April 18 to 23.

CIRCUS ACTS

George Barton, L. E. Black Write. Concessions all open.

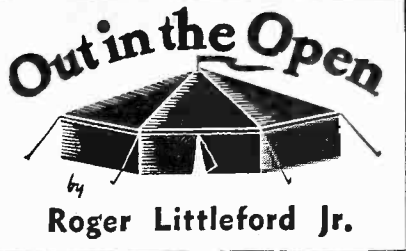
COMMUNITY CELEBRATION, MAY 26-28, INC.

Side Shows write DIRECTOR, C. I. O. HEADQUARTERS, 809 Braddock Ave., East Pittsburgh, Pa.

ISLER UNITED SHOWS

OPENING APRIL 30, DEXTER, MO.

WANT Loop-a-Plane, Tilt-a-Whirl or Octopus. WANTS Shows with or without own outfits. WANTS Concessions except Photo, Pop Corn, Cook House, Penny Pitch, Long Range Gallery. This is a Truck Show. Address LOUIS ISLER.



April Showers Bring . . .

NEW YORK, April 16.—All eyes in show business hereabouts (and probably throuout the nation as well) turned toward Madison Square Garden this week. The circus, of all things, had been hit by labor trouble—nasty trouble that culminated in a strike by most of the Ringling-Barnum workmen.

One usually doesn't associate circuses with things like that—tanbark shows are generally considered to be above internal dissension—are often press agented as "big families," "co-operation at its height," and so on. And so the Garden strike was not a popular event, to this corner, representing the public, and probably to the union and the circus management as well.

But probably it was a mighty good thing for the circus business. It will awake operators to the cold fact that, after all, these glamorous traveling shows are essentially business enterprises and as such are subject to the same social changes that affect a bakery shop, a shoe factory or chain of cafeterias. It should emphasize the vital importance of keeping abreast of the social order. . . . It should and probably will be the only circus strike this nation will ever see—if circus management is smart.

The beautiful part of the Eighth avenue nightmare, tho, centers in the fact that the show did not close. It did not blow a performance. An admirer of the circus could not help but feel mighty proud of Ringling-Barnum last Tuesday night. Many a lump lodged in many a throat when John Ringling North; his brother, Buddy; young Paul Ringling, General Manager George Smith, Pat Valdo and other executives rolled up their sleeves, hitched their trousers and took up the unfamiliar responsibilities of property men. Walk-outs were new things to them but (and not tritely) "the show must go on."

We were proud of them Tuesday night—we were proud of the acrobats, the menage girls, the clowns and the star performers who "doubled in props." It might not have been the best circus in the world that particular night—but it was the most exciting, and certainly the most interesting we ever hope to see.

About town this week. . . . Elwood A. Hughes, general manager of the Canadian National Exhibition, arrives from Toronto en route to England on business.

And with him as far as New York is J. W. (Patty) Conklin, midway boss at the CNE and carnival operator in his own right. He's here on CNE and World's Fair biz. . . . George Traver, another carnival op, a visitor late in the week, and John Klonis, Manchester, N. H., stopped in briefly on Thursday.

Harvey Mayer, head of the Joseph Mayer Publishing Co., printer of circus programs, off to Chicago by air for the openings there this week. . . . Charles Sasse, booker and importer of acts, cards that he's mighty proud of his hit acts with Ringling-Barnum. They're the Paroff Trio, high pole sensation, and the Gibson Duo, remarkable knife-throwing combo. . . . We said last week that Maurice Mermey, New York World's Fair exec, attended the circus dress rehearsal. He's been there several times since—could it be just interest or a quest for ideas?

Everett Johnson, leader of the cowboy band under that name, in town on business with the Garden. . . . Sam W. Gumpertz, partner with George Hamid and general manager of Million-Dollar Pier, Atlantic City, will arrive there from Sarasota May 1. . . . Frank P. Duffield, the fireworks man, is back in town, probably for the World's Fair. . . . Howard Y. Bary, Hagenbeck-Wallace Circus, was grounded two times and finally resorted to train en route here recently.



E. S. Littleford Jr.

TWENTY-FIFTH

SEASON

FAIR AT HOME SHOWS, Inc.

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★ Traver Chautauqua Shows, Inc. ★

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3 FREE ACTS

SHOW OPENS APRIL 30th

South River, N. J., Auspices Fire Dept., April 30 to May 14, Inclusive (3 Saturdays).

WANT

A Real Side Show, Wrestling Show, or any good, clean money-getting shows write or wire what you have. Will furnish outfit to recognized shows. Also concessions of all kinds that are legitimate. Lucky boys save your time and ours, as this outfit will not tolerate grift of any kind. Making real concessions a paying business.

GEORGE W. TRAVER, Manager

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CHATHAM, N. J.

HELLER'S ACME SHOWS

Week April 25, South River, N. J.; Week May 1, New Brunswick, N. J.

Want useful people for Circus Side Show, Mental Act, Half and Half for Annex, Ride Help. Concessions open, Custard, Cigarette Shooting Gallery, Lead Gallery, Strip Photo, Candy Floss, Pitch-Till-U-Win, Hoop-La, Diggers. Man to handle well-framed Snake Show. I have Reps. Want Canvasman. Can use good Sound Truck. Good proposition to shows with own outfits. Dunellen, N. J., this week. All address as per route.

HARRY HELLER, Mgr.

FOR SALE

New Baby Octopus with Ford V-8 Truck; Bingo Top, 18x54, in A-1 shape; 12x15 New Concession Top with Frame and Awning, 12-Ft. Way, \$80.

JACK BAILLE, MIGHTY SHEESLEY MIDWAY

Greensboro, N. C., week April 18; Winston-Salem, N. C., week April 25.

CLYDE'S UNITED SHOWS---LAST CALL!

OPEN IN JOHNSTOWN, PA., APRIL 28.

WANTED—Cook House because of last minute disappointment. WANT TO BOOK following Concessions; Custard, Bowling Alley, Duckpond, Photos, also a few choice Stock Wheels open. WANT TO BOOK following Shows; Geck, Snake and Crime Shows. Any money-getting Show that does not conflict. All People holding contract with this Show report not later than April 25. Wire Western Union.

GEORGE C. SMITH, Manager Clyde's United Shows, Johnstown, Pa.

GIRLS--GIRLS

Hula, Rumba, Fan and Specialty Dancers. Salary \$18.00 to \$20.00 a week. Wire and come on. Will advance transportation. Also Girl Show, Talker, Grinders and Ticket Sellers. P.S.—Will Buy Silodrome or Motordrome; must be in good condition for cash. Capt. Ritz wire.

F. W. MILLER, GOODING SHOWS

Huntington, W. Va., April 21 to May 1.

P.S.—Want Girls for opening date.

KLINE'S GREATER SHOWS

Opening Saturday, April 23, 123d and Halsted St., Calumet Park, Chicago, Ill.

On account of disappointment can place Chairplane, Kiddie Ride, Cook House, Concessions and Independent Shows. Address

BOB KLINE, Manager, Lewis Hotel, Chicago, Ill.

BLUE RIBBON SHOWS, INC.

Will place Concessions, Long and Short Range Lead Gallery, Fish Pond, Pitch Till Win, Photo, String Game, Bumper, Hoopla, American Palmistry or any Stock Concession.

SHOWS: Girl Revue. Have complete outfit with panel front. Illusion, Mechanical City, Snake, Monkey Show. Have new banners for same. Loftstrom and Steli come on. Will buy or book Life or Unborn Show. E. K. Bonninifin wants Feature Acts for Side Show. Tuscaloosa, Ala., this week.

L. E. ROTH, Mgr.

And John Reed Kilpatrick, president of Madison Square Garden, barely missed flying thru that recent Southwestern tornado. He was on his way to Fort Worth to confer with Everett Colburn and Harry Knight on next fall's Garden rodeo.

It looks like the World's Fair won't have a rodeo. Colonel Johnson, who used to operate the biggest, was supposed to present it. . . . Robert Wadlow, young giant who appeared with Ringling-Barnum and at the Dallas Expo last year and who claimed that would be the extent of his theatrical activity, will probably be with an Eastern carnival this season. . . . Stanley Woolley Jr. is an interesting chap. Tho still in his teens he deals in wild animals from the home of his parents on Park avenue. Claims at first it was a hobby—but it will probably be his vocation. Maybe you heard him on Fred Allen's Coast-to-Coast stint last Wednesday.

WORLD OF FUN SHOWS

WANT RIDES—Tilt-a-Whirl, Octopus, Kiddie Ride or any other. Ride not conflicting. CONCESSIONS—Any legitimate Concessions except Cook House, Bingo, Pop Corn. SHOWS—With or without outfits. Have outfits will furnish reliable showmen. Bill Muldoon wants Griddle Man. Lebanon, Va., this week; Honaker, Va., to follow. J. J. STEBLAR, Lebanon, Va.

WANTED for FERNANDINA BEACH, FLA.

Frozen Custard—Photo—Juice—Candy Floss—Ball Games—Grab—Novelties—Scales—High Striker. All summer's work; then best Southern Fairs. We know them. No time to think, wire quick. All address TOM & LOUEY'S AMUSEMENT CO., Fernandina, Fla.

WANT NOW

To join by wire—Free Act, one or two people. State all Season's work. Reasonable salary. W. E. WEST MOTORIZED CARNIVAL, Osawatimie, Kan.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 16.—Developments in railroad transportation field in last few days have been happening with such rapidity that it is difficult to attempt to give members of association more than a passing glance at situation.

Within last few days railroads have made a direct demand upon government for subsidies with which to provide for expansion and modernization of equipment. The response to this request on part of railroads is not likely to be favorable for, as we have pointed out in earlier issues, Senator Wheeler and more recently the President have both indicated that they believe that railroads face more than merely temporary difficulties and that they cannot expect to pay interest and dividends on a present capital structure of \$26,000,000,000.

Wheeler opposes not only government ownership, but also federal subsidies which would give government indirect control of carriers.

Since plight of railroads is due in large measure to alleged excessive government regulation to which they have been subjected, Senator Wheeler assuredly is right in opposing any remedy which implies still further extension of government control.

And, for once, President Roosevelt is opposed to extension of government responsibility, at least in fashion suggested by representatives of railroad labor and management who urge a half billion subsidy.

Railroads Topheavy Financially

He said at a press conference that government ownership was last recourse and indicated that he favored squeezing down of present topheavy financial structure.

Under a plan sponsored by late Senator LaFollette, of Wisconsin, scores of millions of dollars were expended in an effort to make a physical valuation of railroads.

But meanwhile transportation situation changed. An investment which produces no returns cannot pay interest on money expended. That is trouble with much of railroad set-up. It does not fit transportation requirements of today.

It has been intimated that the President may shortly send to Congress a special message on railroad situation, based on recommendations of advisers expert in this field.

That message will be awaited with much interest.

It is perfectly obvious that we must have railroads, but difficulty seems to be that productive business of nation will in all likelihood be unwilling or unable to shoulder further tax burdens to maintain obsolete lines and an inflated capital structure.

The developments in this field are of more than passing interest to carnival industry and particularly that portion which uses railroads for transportation. A change in tax set-up will in all likelihood affect entire carnival industry and we shall await these developments with keen interest.

F. R. Conklin Back East; Shirley Francis Booked

BRANTFORD, Ont., Can., April 16.—Frank R. Conklin, vice-president of Conklin & Garrett, Ltd., operator of Conklin Shows, arrived at quarters from Los Angeles recently. He immediately took up his duties in connection with preparing for this season's tour.

Mrs. Dolly Lyons, professionally known as Shirley Francis, of Cleveland, visited here recently and closed a deal with J. W. Conklin to present a very elaborate girl revue at both Canadian National Exhibition, Toronto, and Western Canada Fair, London, Ont. Plans were immediately put under way to make this offering outstanding in every detail.

McCOY'S WILD WEST

(Continued from page 3)

led the entry, followed by Powder River cowboys, cowgirls, Gauchos from the pampas of South America, Australian cowboys, Charros from Mexico, Italian cavalry, Cossacks, Bengal lancers, English lancers and United States cavalry, a bewildering, colorful aggregation of riders that filled the arena and thrilled the audience. Then the entrance of Col. Tim McCoy, plainsman, cavalryman and movie star, on a magnificent mount as the assembled riders sat at attention. From a drop mike Colonel McCoy gave a brief descriptive announcement of the show, and the assembled riders galloped off, concluding the entry, as Colonel McCoy acknowledged the acclaim of the audience.

DISPLAY 2—Riders of the Pony Express. Showing how the mail was carried across the plains in the early days; riders changing horses as they dashed around the arena.

DISPLAY 3—Musical Ride of the Lancers. To the music of the band English lancers, Bengal lancers, Kuban Cossacks and United States cavalry executed difficult and entertaining military drills on horseback, directed by Colonel McCoy. Drills were executed with remarkably smooth precision.

DISPLAY 4—Cowboys of three continents. Australians with stock whips, Argentine Gauchos throwing boleadoras and Mexican and American cowboys performing feats with the lariat. There were many expert lariat-manipulators among the cowboys and they gave a fast and pleasing exhibition. One of the Australians gave an exhibition of cutting a strip of paper, held in his own mouth, with a whip. Of particular interest was the work of the Gauchos whose throwing of the boleadoras was new to the audience. Roping concluded with Colonel McCoy making a perfect eight-horse catch over the heads of the riders.

DISPLAY 5—The old Deadwood stagecoach. The old familiar spectacle of the stagecoach being attacked by Indians; the escape; ambush by outlaws; holdup and rifling of the Wells-Fargo strongbox by the outlaw band, led by Al Jennings; return of stage to Deadwood, forming of posse and capture of outlaws. In this episode the scenery came into play, the mountain scene being changed to a Western town with Wells-Fargo express office, Golden Nugget dance hall, etc. Episode picturesquely staged, with Jennings, Tex Cooper, Silver Tip Baker, Capt. Jack Moore and others giving it the atmosphere of the Old West.

DISPLAY 6—Saber and lance skill by cavalrymen. English and Bengal cavalrymen took part in this exhibition.

DISPLAY 7—Round-Up Days on the Range. Cowboys display their skill cutting out and roping cattle from the herd, and bulldozing.

DISPLAY 8—Jumping exhibition. Officers of Italian cavalry gave an interesting exhibition of brush and broad jumping.

DISPLAY 9—Gantry, wonder horse. A remarkable demonstration of what faith and kindness can accomplish. Gantry, blind broad-jumping horse, ridden by his owner, Eleanor Getzendaner, obeyed her every command, took the jumps perfectly, and to make the exhibition more convincing Miss Getzendaner had Gantry do his jump with no barriers.

DISPLAY 10—U. S. Cavalry "monkey drill." In this exhibition the cavalrymen, in pairs, gave a demonstration of skill and agility that was entertaining.

DISPLAY 11—Dohoes, billed as "most beautiful horse in the world." A pure white steed that lived up to his billing. Not only is he a remarkably beautiful animal but also exceptionally well trained. Dr. Ostermaier, his owner, put him thru a series of difficult routines that thrilled and pleased the audience.

DISPLAY 12—Trick riding exhibition. The Imperial Kuban Cossacks, commanded by Gen. Wilhellav Savitsky, gave a fast moving exhibition of difficult and daring riding feats.

DISPLAY 13—Days of the Covered Wagon. Picturesque scene on the overland trail, with the old covered wagon camp scene in which the emigrants are attacked by Indians and rescued by U. S. cavalry.

DISPLAY 14—Red Men and White. Colorful Indian episode in which ceremonial dances are shown, Colonel McCoy confers with the chiefs, sits in their council, talks to them in sign language and smokes the pipe of peace.

DISPLAY 15—Bronk riding. Broncho busting by American, Mexican, Argentinian and Australian cowboys. Horses were saddled in the arena to show audience how it is done. This slowed up the show considerably and probably will be changed. Violet Skuthorpe, Australian cowgirl, gave a pleasing exhibition of bronk riding.

DISPLAY 16—The Winning of the West. In this final episode was shown completion of the first transcontinental

railroad, driving of the golden spike in the ceremony of the "wedding of the rails." It was followed by the grand finale in which the entire company took part, making an extremely colorful wind-up of an excellent show.

Being the first performance of a brand-new show, the program had its rough spots, but on the whole it ran very smoothly and Colonel McCoy is to be congratulated on the thoroughness and skill exhibited in putting the show together.

Staff and personnel will appear in next week's issue.

COLE BROS.' CIRCUS

(Continued from page 3)

of Rex de Rosselli. Skillfully blended into pictorial magnificence, the combination of bright new costumes and beautiful lighting effects, the Spanish dance numbers produced by Betty Jones and a finale climaxed by a display of fireworks proved to be a dazzling opener.

DISPLAY 2—Rings 1 and 3 were occupied by Carr Brothers and Moreen Troupe, comedy acrobatic groups, while clowns cavorted on the track. Slapstick prevails in each act, with the tier of balancing tables being the Moreens' best bit.

DISPLAY 3—In the circular steel arena Harriet Beatty did her riding lion and tiger act, putting the animals thru their paces with apparent ease. Climax of the act when animals jump thru burning hoop onto back of elephant was signal for much applause.

DISPLAY 4—Ring 3 had the Harddig Trio, clown jugglers, with hat and Indian club manipulations, and in Ring 1 Nelson's Animals, a clever group of ponies, a dog and a bucking mule, went thru a pleasing routine of tricks.

DISPLAY 5—Small aerial number participated in by the Misses Voise doing loops; Misses Cutshall, Kestler, Teeter and Mosak, iron jaw; Atlantis Brothers, perch; Jean Evans, Bessie Hollis and Esma Wilson, muscle grind, and the Millettes, Sr. and Jr., who took the spotlight for their upside-down revolving globe trick.

DISPLAY 6—Educated seals, worked by Roland Hebler and Captain Bernadi, doing the usual seal routines of ball balancing, hoop catching and ladder climbing. Outstanding was Smoky, the musical seal.

DISPLAY 7—Clyde Beatty is doing the most spectacular act in his career as a wild animal trainer with possibly the largest number of cats (43) ever used in an act of its kind. From the start it is filled with thrills and daring fearlessness. Beatty colors his work with dramatic showmanship and is master of the situation at all times. He has two rearing lions this year instead of one, and the roll-over tiger is still one of the highlights of the offering.

DISPLAY 8—Three groups of Japs, the Osaka, Tokio and Omata aggregations, in a display of typical Oriental barrel juggling, foot work and acrobatics, while Ernie Wiswell's crazy Ford did antics on the hippodrome track.

DISPLAY 9—Cyse O'Dell, petite aerial gymnast, was in top form with an exhibition of strength and endurance in mid-air that thrilled the audience, doing as her share of the evening 80 planges.

DISPLAY 10—The Misses Zoeppe, Rose Walle and Juanita Hobson, all graceful equestriennes, in a novel and pleasing bareback-riding stunt. Clowns on track.

DISPLAY 11—Clown band, directed by Otto Griebing, with a burlesque dance interlude, was one of the comedy hits of the show.

DISPLAY 12—Three rings of elephants, worked by Jean Allen, Wanda Wentz and Betty Stevens, went thru formations and various stunts, climaxed by mass salute under direction of trainer Eddie Allen.

DISPLAY 13—Big clown number, with all joeys taking part in the grotesque tomfoolery. Some new gags and make-ups were noted here and there.

DISPLAY 14—A galaxy of balancing acts, with the Zoeppe Family working in the center ring. These unsupported ladder stars have an amazing routine and work very smoothly. Highlight was a three-high on unsupported ladder and the trapeze-on-shoulders trick. The Rink Wright Duo in Ring 3 has a very fine balancing act, using a teeter-totter piece of equipment. Casca Brothers, in Ring 1, did their stuff on rolling globes, with some upside-down stilt walking added.

DISPLAY 15—Menage. Array of high school and dancing horses led by Dorothy Herbert, whose superb riding ability is well known in the circus world. A sweet routine of horseflesh. Miss Herbert's cakewalking horse and Jorgen

Christiansen's carlocaing steed were tops.

DISPLAY 16—The automobile surprise with 18 clowns piling out of a coupe.

DISPLAY 17—Hal Silvers, slack-wire artist, in a very good routine. His swaying wire stuff and antics as a drunk were received with plenty of applause. He is an expert in his line. Senor Casca, in Mexican attire, also did good work on the slack wire in Ring 1.

DISPLAY 18—Ken Maynard and assemblage of Wild West stars. Maynard did a bit of lassoing and rifle shooting and his company entertained with rope spinning, trick and fancy riding, whip cracking and other Western oddities. Turn was preceded by a short Indian ballet by the Jones Dancers, in which the girls wore beautiful Indian costumes and feathered head gear.

DISPLAY 19—Acrobatic acts. The Freddysons, with teeterboard and table work; Tayama Japs, contributing juggling, balancing and Risley, and the Picchianis, with their marvelous teeterboard and cradle tricks, filled this spot.

DISPLAY 20—Senor Jose Gonzales and Company amused with their comedy bullfight, a burlesque using dogs dressed as bulls.

DISPLAY 21—Zoeppe Family, in the center ring; Hollis Troupe, in Ring 1, and Hobson Riders, in Ring 3, showed superb horsemanship in their routine of bareback artistry. The Zoepes are a spectacular group of master equestrians, doing their numbers in mass formation most of the time, six people riding four horses at a time. Their tricks, as well as those of the Hollis and Hobson troupes, were a delight.

DISPLAY 22—Clowns featured in a comedy fire department scene.

DISPLAY 23—Liberty horses. Under direction of Jorgen Christiansen, one of the country's foremost horse trainers, this exhibition of training skill is one of the most beautiful sights of the show. Christiansen's group of 24 Palomine horses is probably one of the finest set of equine beauties in the business. Their maneuvers, besides the groups worked in Rings 1 and 3 by John Farthing and James Foster, are excellent, and the finale in which all the animals rear at one time is a magnificent sight.

DISPLAY 24—The Great Gretonas were scheduled for this spot but did not appear due to their rigging not being set in time.

DISPLAY 25—Parade of clowns with many fantastic and grotesque costumes.

DISPLAY 26—Flying acts. Flying Harolds over Ring 2, Peerless Illingtons over Ring 1 and Voise Flyers over Ring 3 comprised this department. The Harolds are featuring Eileen, with a two and one-half somersault to a catch in mid-air. All performed admirably and were responsible for many of the thrills of the show.

DISPLAY 27—Dorothy Herbert returned for more dare-devil riding and led a group of riders thru feats of high jumping and hurdling.

DISPLAY 28—The Great Florenzo was to close the show with his daring somersaulting automobile but his equipment was not ready.

The Great Florenzo, whose somersaulting automobile is feature of the show, was injured Friday night when auto made an extra half turn and landed bottom up. Extent of his injuries not known.

Staff, department heads, etc., will be given in next week's issue.

H-W CIRCUS

(Continued from page 3)

plause with her equestrienne feats, which included a series of three somersaults on the back of her horse.

The midway of the show presents an attractive view with new banners for the side-show attractions, newly painted ticket boxes and fresh-looking concession stands.

Among spectators at the evening show was Hoot Gibson, who was a member of the circus last year. Also in attendance was Mayor Walter C. Boetcher.

The show as a whole is fast paced and well costumed and the acts, tho not all up to mid-season form as yet, give promise of presenting an even more entertaining production. A drawback was the shabby appearance of the candy butchers.

Show lays claim to having a seating capacity of 9,000.

Detailed Review

DISPLAY 1—OPENING SPEC. A girl number starts off. Performers are seen to good advantage as lights are lowered

and they work in multicolored spots placed on the ground. Six girls in each of the three rings present adagio and routine dancing.

DISPLAY 2—PONY DRILL. Mrs. Poodles Hanneford and Doris Naughton direct the animals in entertaining routines, which went over big. Sandwiched between their turns were acrobatic acts by a team of girls. Following came the parade of clowns on the track.

DISPLAY 3—AERIAL ACT. Because of a lack of programs, the performers in this act were not known. However, it was routine stuff, with a quartet of girls doing ladder work over each ring and with two girls swinging by their teeth in the center as the feature stunt. While the rigging was being taken down, an elephant dressed as Mae West walked around the track.

DISPLAY 4—WILD WEST. Trick riding featured this offering, which moved with a bang from start to finish. It was done by Ted Merchant and his company of four riders, two men and two girls. As the stunt was performed on only one side of the tent, patrons on the other side did not get the full benefit.

DISPLAY 5—ACROBATICS. Before this turn was produced there was a comedy interlude by the clowns who foregathered in center ring to stage a mock execution in which the condemned man is shot with a large cannon which goes off with a small boom and then loses his trousers when a small cannon goes off with an ear-splitting detonation. An elephant, dressed in a comical outfit, completed the funning for the time being. Then to the rings came Esta Escalante, in center, and the LaFoams, mother and daughter, in rings one and three, respectively. They did an excellent heel-and-toe catching routine, with Miss Escalante taking the spotlight with a dazzling finale.

DISPLAY 6—AERIAL. This stanza was given over to Mickey King, a skillful worker, who performs her routine on a rope suspended from canvas top. After a rest of a minute or so, Miss King again ascended the rope and had the eyes of everyone glued on her as she performed a number of arm planges.

DISPLAY 7—BLACAMAN. Mightily ballyhooed, Blacaman came into the show riding an elephant and attended by a dozen girls supposedly clad in Oriental garb. Elephant entered center ring and there Blacaman unhurriedly descended with the aid of a ladder placed against the beast by an attendant. Into the first ring walked another attendant, stripped to the waist, and obviously struggling with a cranky crocodile which he placed on a table. Into ring three another attendant brought another crocodile, also cranky and a little larger than the first, and allowed it to roam over the tanbark while Blacaman was performing his magic on the first animal. The fakir approached the animal, removed a muzzle from its jaws, looked at it intently, and almost immediately the animal went into a kind of trance in which condition it remained motionless. Same thing happened with the second crocodile, which was hypnotized with its mouth wide open. And the mouth stayed open all the time it was under the influence of the spell. Then into the center ring two attendants brought a large, lashing crocodile which almost knocked them down with powerful beatings of its tail. It, too, was placed on a table and again Blacaman approached the animal, removed the muzzle and in some manner hypnotized the animal. After this he approached each animal in turn, snapped his fingers, and they each returned to normal as they began to struggle and writhe about. Blacaman also did a stunt with lions, advertised as ferocious (and they do growl and spit realistically), in which he entered a cage with the beasts and subdued them by his mental prowess. So effective is this power, apparently, that he is able to whip the lions, kick them, kiss them and caress them without the animals making one false move or even seeming to pay him the slightest attention. To finish it off, he had an animal trainer unfurlate the lions and then he, Blacaman, entered the cage and subdued them. Both acts are most astounding and went over big. The build-up and the acts themselves were well done in an interest-heightening manner.

DISPLAY 8—HORSE ROUTINES. A new Poodles Hanneford riding act, directed by Mrs. Poodles Hanneford, worked in center ring with 10 girls and 2 men. After a series of routine exhibitions of equestrienne acrobatics, the ring was cleared and given over to Mille-

Lucy, a new European rider, making her first American appearance. She more than lived up to her reputation as she performed all manner of gymnastics on the back of a horse which was trotting about the ring. Her offering was concluded with a series of three somersaults on horseback. The interval before the introduction of the next act was filled by Cheerful Gardner, chief elephant trainer, who allowed himself to be carried in an elephant's mouth the length of the tent.

DISPLAY 9—PERCH ACTS. An eye-filling spectacle. Center ring was taken by Pape and Conchita, making their first trip with the circus; in ring two were Nada and Paree, and in ring three the Les Rebras troupe. Pape and Conchita attracted most attention as the girl worked on an unusually tall pole balanced on the man's shoulder. The other acts, however, were extraordinarily good, especially the Les Rebras, who finished with a swing routine. Finale of this display had the Les Rebras taking center ring for an unusual loop-the-loop stunt. In it the girl on a bicycle is inside a cage-like affair which is mounted on a pole which rests on her partner's shoulder. When everything is balanced the girl rides around and around for a thrilling finish that is a real applause-getter.

DISPLAY 10—TIGHT WIRE. Four tight wires are strung, three in the rings and one on the track. Floyd Crouch Trio perform capably with umbrellas and whatnot in ring one; the Acevedos Trio commandeer much attention with their stunts in Ring three and the wire rigged up over the track has the Howell Sisters in plain and fancy tricks. All finish with a rope-skipping routine. Center ring, however, is the center of attraction, for it has Philip Escalante in a solo number. Escalante, after a somewhat tardy start, proceeded to give a remarkable exhibition of his art. He kneels on the wire and picks up a handkerchief laid on it and his finish is a drunk routine that is a marvel of dexterity and clever showmanship. All in all, a first-class act.

DISPLAY 11—ELEPHANTS. After a comical interlude featuring a serenade by the clown band led by Chester Barnett and a burlesque dance, 15 elephants are put thru the time-honored paces. The "truckin'" routine is novel and amusing. Gardner was the overseer of the act.

DISPLAY 12—LIBERTY HORSES. Rings one and three are occupied by groups of 12 and 10 horses, respectively. The horses have been carefully trained and go thru their routines with ease and dispatch. Finale is the time-honored one of blindfolding the animals and then chasing them around the ring until they arrange themselves in their correct sequence. For the rest the horses do formation stunts, dance and trick walks.

DISPLAY 13—JIM WONG TROUPE. There is no better exemplification of the phrase "Clever people these Chinese," than the Jim Wong Troupe. Here is as clever a group of acrobatic and contortion artists as any circus has ever had. Its members knot themselves into unbelievably intricate positions. One of them bends over backwards and thru his legs to take a drink out of a glass placed between his feet. For the finish another member of the troupe spins a plate on a rod in each hand and then maneuvers himself so that he is balanced on his head. A really compelling stunt that deserved every bit of the great amount of applause it evoked.

DISPLAY 14—MENAGE RIDERS. The Poodles Hanneford troupe comes out again, 26 this time, to put their horses thru an assorted collection of fancy riding tricks, which include waltzing and pedestal work. Not all the horses were tractable enough to do what was required of them, but it is very early in the season so that can be forgiven. Another appearance of the clowns followed the act.

DISPLAY 15—TABLEAU. Elephants, horses, ponies and camels participate, with the aid of a bevy of girls. With the elephants in the center moving in one direction the other animals form concentric circles while moving in opposite directions. A fine turn.

DISPLAY 16—TRAPEZE ACTS. Two troupes worked the opposite ends of the tent, giving the usual routine leaps and catches. One of the performers missed a catch, bounced to the net which was strung too low and as a result received a jolt.

DISPLAY 17—EQUESTRIANISM. Races, bareback riding and high jumps were the main fare of this turn. The show finishes rather lamely and

should be bolstered. The after-show could stand considerable improvement.

Dress Rehearsal at Peru

PERU, Ind., April 16.—Hagenbeck-Wallace Circus gave two dress rehearsal performances here (quarters of show) Thursday. Matinee house, three-fourths filled, and night house, capacity.

Program was draggy. Tournament was arranged by Henry Kyes, who also conducts the band. Show can lay claim to one of finest lighted midways. Frank Sanders is superintendent, assisted by Floyd Lee and 12 helpers.

Mel Smith, side-show manager, was disappointed thru nonarrival of two carloads of banners and other material. This, it was stated, was due to labor trouble in Missouri.

Loading of props and animals was under direction of Whitey Beeson, trainer-master, and assistant, William Britton. Dutch Powers is train electrician; "Ma" Christy, poler; Jack Funtzy, Leo Lamphere, deck polers; "Blackie" Martin, back-end poler; James Costello, back-end chalker; Patrick Stewart, Steve Cynski, hook ropes; Raymond Huling, pull-up. One of the finest four-ups, dapple grays, handled by William Davis.

COMPROMISE ENDS

(Continued from page 3)

planned to follow at New York and Boston, claiming that the \$60 would go into effect when the show opened under canvas.

Workingmen voted in a mass meeting Tuesday afternoon to strike just before that evening's performance, altho the original contract stipulated that there should "be no lockouts or strikes during this agreement," and that any disputes between employer and the union that could not be settled amicably in 10 days be referred to a board of arbitration.

Agreement Reached Quickly

Despite absence of most of the workingmen performances continued at the Garden under handicaps. The program lacked animals in the most part and performers, staff men, including North personally, and even paying customers handled props. Performers rigged their own acts and kept the premises clean between shows.

As length of walkout approached the 24-hour mark Arthur S. Meyer, of the Mediation Board; North and Ralph Whitehead, executive secretary of the AFA, went behind closed doors for negotiations and arrived at an agreement nearly eight hours later. Terms of settlement re-established the original contract of last May and created a \$45-a-month minimum wage for the New York and Boston engagements, as well as payment at that rate for the four days preceding the first canvas date, which is at Brooklyn, as usual. The \$45 rate was called retroactive for all workers on the show from the day they left winter quarters. Original contract will be in effect for five years, the new one for one year.

At the request of circus officials Mayor Fiorello La Guardia offered to meet employer and union representatives at his office Wednesday morning, provided the strike was not called on Tuesday. Union disclosed that such a meeting would be impossible—that it was too late to arbitrate.

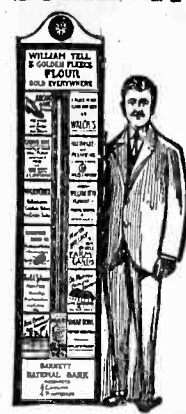
Whitehead stated that the call to confer Wednesday arrived several days late—that his mass meeting with circus employees was already in session and that they had already indicated their intention to strike.

North, speaking for the circus, accused the union of bad faith in disregarding the contract which stipulates the 10-day negotiation period and subsequent action of a board of arbitration. He claimed that trouble in New York could easily have been averted had Whitehead conferred with the circus at its Sarasota quarters last winter. "We asked Mr. Whitehead to send a representative or come personally to Sarasota before the show departed and he wrote that he would do so. He failed to arrive, tho, and it was not until just before our opening on April 8 that he got in touch with us."

Immediately following the vote to strike, AFA members began picketing the Garden with signs and placards previously prepared. Whitehead said "that they were rarin' to go," and that they were anxious to start the strike as early as Monday. "It was not until the middle of the meeting that the circus management called in reference to the La Guardia meeting the following morning and it was too late to do anything then."

Strikers were fed at near-by Union Church and most of them were secured

SOME THERMOMETER



18 In. Wide, 80 In. Long. Jumbo Thermometer, Barometer and Eight-Day Clock. This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents. Many men have made big successes by selling advertising space on the "JUMBO." \$180.00 for a Day and a Half Work. Display space in public places and on prominent corners is easily secured for the big "JUMBO" Thermometer. The 14 advertising spaces go like hot cakes—some of our men sell out the thermometer in a day and a half or less. Write Us Today and Let Us Send You Full Details. Can Make Immediate Shipments. THE CHANEY MFG. CO., 1100 E. Pleasant St., Springfield, Ohio.

sleeping quarters at hotels. There was some doubt Wednesday morning whether performers, also AFA members, would walk thru the picket lines. As far as could be learned, there were no performers who refused to do so.

Terms of the agreement were being drawn up over the week-end and Meyer said that it will be signed within the next couple of days. All men, except 11 ushers, returned to work for the Thursday matinee and the performance assumed its regular routine. Ushers, members of the AFA, were held out temporarily by the Garden corporation, but were taken back later. Ushers for the Garden engagement are employed directly by the Garden corporation.

The Show Goes On!

Probably one of the most interesting circus performances ever offered appeared at the Garden Tuesday evening, a few minutes after nearly 200 members of the show struck. Faced with presenting a show without the aid of property men, without grooms and aides to handle the animals, the circus management started the opening spec at exactly 8:30 to a good three-quarters house.

It was a performance minus routine and most of the animals from spec to finish. Frank Buck walked in Nepal instead of entering astride Modoc, the elephant; equestriennes marched afoot and the elaborately costumed Bengal Lancers trudged in the rear. Capt. Terrell Jacobs twiddled his thumbs backstage, his cats remaining in their cages; the elephant acts didn't go on, the menage was cut to principals and Liberty horse numbers were canceled.

The arena was full of activity with performers, staff men, freaks and even customers doing their best at rope ends, riggings, teeterboards, etc. John and Buddy North set props with Jack Earle, the giant, and Clyde Ingalls, side-show boss; Pat Valdo, personnel director, cued acts from the arena with lusty yells, and Merle Evans' Band succeeded in keeping pace with the show from its usual position in the band stand.

Gargantua, the gorilla, appeared per schedule, but without lights in his streamlined cage (they couldn't find the switch), and his wagon toured the arena under the power of about 30 performers and a small Garden tractor. Charles Bedeaux Jr., son of the author of the labor-saving system which caused labor unions to protest the visit of the Duke and Duchess of Windsor, worked on props side by side with Buddy North, his classmate at Yale.

Art Concello, flyer with the aerial act using his name, rigged his own and plenty of other up-in-the-air turns. Side-show attractions, under supervision of Lecturer Austin King, kept the menagerie floor clean for two days. "And that's dirty work," Major Mite said afterward. Harvey Mayer, head of the Joseph Mayer Publishing Co., and publisher of the Ringling-Barnum programs, sold his own sheets Tuesday night.

Crowd Enjoys Show

It was evident that the ancient "The-show-must-go-on" spirit being enacted in front of them made a tremendous hit with the paying customers. It was a remarkable performance, considering the circumstances, and impressed theatrical people no end. A delegation of World's Fair moguls sat dumbfounded at the precision with which the improvised show progressed.

Wednesday matinee's program showed marked development and by Wednesday evening a patron unaware of the circumstances would hardly notice that the circus was being presented without the aid of nearly 200 trained employees.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

Little Rock Opening Good for Goodman

LITTLE ROCK, Ark., April 16.—In a blaze of glory under auspicious circumstances that surpassed most sanguine expectations of all interested, Goodman Wonder Show opened season here this afternoon on fairgrounds, where shows wintered.

As result of a most proficient publicity campaign, in which civic bodies took active part and to which papers loaned themselves most liberally, debut was most highly successful. The show exhibited for benefit of zoo, of which Little Rock and all Arkansas, is proud. Recent purchases of elephant and other animals

left zoo in red to some extent. This sum, however, was readily raised by concerted effort of Goodman staff and citizens at large. The elephant, one most tractable of her kind, was center attraction for three hours at bus corner this afternoon. Scores of girls from best families scouted thru crowd selling group tickets for half price in name of cause. Matinee reminded one of good fair date on sunny day. Show is much larger than last year, carries about three times as many lights. Neon present in pleasurable profusion. Battery A, 206th Coast Artillery, added its drawing power playing beams all evening with 800,000-000 candle power searchlight. Milton M. Morris, new manager, complimented on his work, as was Roland Richards, this year press agent back with the show. Max Goodman all smiles when he walked on lot to find front of office wagon banked with flowers from hosts of friends. Show remains thru April 23. Reported by Beverly White.

Sells-Floto Circus for injuries claimed to have been received during a performance at Anthony, Kan., last September.

ROUTES

(Continued from page 65)

- Modern Expo.: Franklin, Ga.; Carrollton 25-30.
- Modern Midway: Piggott, Ark.
- Motor City: (Puritan & Petoskey) Detroit, Mich., 18-24; (E. Davison & Justine) Detroit 25-May 1.
- Nall, C. W.: Monroe, La.; Homer 25-30.
- New England: Somerville, N. J.; Ossining, N. Y., 25-30.
- Orange State: English, W. Va.
- Page, J. J. Expo.: Morganton, N. C.; Johnson City, Tenn., 25-30.
- Pan-American: Paragould, Ark.
- Patrick: Spokane, Wash.
- Penn State: Phillipsburg, Pa., 23-30.
- Raferty's Premier: Newport News, Va.
- Reading's: Mt. Pleasant, Tenn., 25-30.
- Regal United: Wetumka, Okla.
- Rogers & Powell: Kosciusko, Miss.; Winona 25-30.
- Royal American: (Fair) Jacksonville, Fla.
- Royal Midway: Sikeston, Mo.; Benton, Ill., 25-30.
- Rubin & Cherry Expo.: Richmond, Ind.
- Santa Fe Expo.: Kiowa, Kan.
- Sheesley Midway: Greensboro, N. C.
- Shugar Bros.: Wilburton, Okla.
- Silver State: (Stock Show) Plainview, Tex.; (Fiesta) Santa Fe, N. M., 24-May 1.
- Six, J. Harry, Attrs.: Chapel Hill, Tenn.
- Smith Bros.: Oklahoma City, Okla.
- Smith's Greater Atlantic: Wadesboro, N. C.; Mooresville 25-30.
- Sol's Liberty: Cape Girardeau, Mo.
- Sparks, J. F.: Glasgow, Ky., 18-24.
- State Fair: Las Vegas, Nev.
- Strates: Weldon, N. C.; Harrisburg, Pa., 25-May 7.
- Sunset Am. Co.: Ft. Scott, Kan.; Clinton, Mo., 25-30.
- Texas Kidd: Uvalde, Tex.
- Texas Longhorn: Mineola, Tex.; Winnsboro 25-30.
- Thomas, Dug: Springfield, Mo., 25-30.
- Tidwell, T. J.: Odessa, Tex.; Wink 25-30.
- Tilley: Champaign, Ill., 23-30.
- U. S. Greater: Hartshorne, Okla.
- Valley: Brownwood, Tex.
- Wallace Bros.: Clarksville, Tenn.; Evansville, Ind., 25-30.
- Ward, John R.: Alexandria, La., 18-24; El Dorado, Ark., 25-30.
- West Coast Am. Co.: Sacramento, Calif., 18-24; (Fair) Los Banos 26-May 1.
- West, W. E., Motorized: Osawatomie, Kan.
- West Bros.: West Frankfort, Ill.; Canton 25-30.
- West's World's Wonder: Norfolk, Va.
- White City: Selma, Calif.; Las Vegas, Nev., 28-May 1.
- Williams, S. B.: Guthrie, Okla.; Norman 25-30.
- Winters Expo.: Aliquippa, Pa., 23-30.
- Work, R. H.: Tabor City, N. C.
- World of Fun: Lebanon, Va.
- Wright Am. Co.: Missouri Valley, Ia.
- Wright's Golden West: Eagle Rock, Calif.
- Zeiger, C. F., United: Albuquerque, N. M.
- Zimdars Greater: Henderson, Ky.; Evansville, Ind., 25-30.

Jones To Exhibit on Government Property

WASHINGTON, D. C., April 18.—E. Lawrence Phillips scored a decisive scoop last week when he completed arrangements for the Johnny J. Jones Exposition to exhibit here from April 20 to 30 at 21st and C streets, Northeast, the grounds being the site of the proposed new district stadium. The lot is federal government property and in the heart of desirable residential sections.

Originally booked at 15th and H streets, for years the location of the Jones show when playing Washington, which last year developed troublesome condition due to spring rains. Taking no chances with a repetition this year, the lot was quickly canceled when Phillips completed negotiations for the 21st and C site. Veteran showmen and advance representatives considered the new location a real plum in Phillips' long career of Washington outdoor show activities. Reported by Ralph Lockett.

Big Foreign Act Arrives For Beckmann & Gerety

NEW YORK, April 16.—The internationally known Cimze Troupe were arrivals here yesterday aboard the S. S. Deutschland of Hamburg-American Line. The Cimzes are said to be tops among high-pole acrobats, working 70 feet above terra firma on flying bars and trapeze, not to mention a motorcycle which speeds thru space dangling from a single steel arm.

The stunters, two women and three men, immediately entrained for St. Louis, where they will open as featured free attraction with Beckmann & Gerety Shows. Only recently closed a series of engagements at Prague and Hamburg, Germany, their agent states.

Bob Hurst Carnival Opens in Greenville, Tex.

GREENVILLE, Tex., April 16.—The Bob Hurst Carnival, which for past several months has made Greenville its home, was loaded out of quarters Sunday and opened at Arp, Tex., Thursday for first stand of season.

During carnival's brief stay in Greenville all show property has been reconditioned, repainted and completely revamped. Merry-Go-Round has been overhauled and painted, as has Big Eli Wheel, Mix-Up, Miniature Autos and two baby rides. Show is transported on baggage cars and trucks. Manager Hurst purchased a new Ford truck during Greenville stay and it has been placed in service. J. C. Wilson is in charge of cookhouse; Roy Jones is operator of baby rides and Mix-Up; Carl Anderson and Edwin Simpson, Merry-Go-Round; Frank Steinbarger, Big Eli Wheel. Joe Hamilton operates a number of concessions and Arthur Stansel percentage. Bob Hurst, manager; Mrs. Bobbie Hurst, secretary-treasurer, and Everette Singleton, electrician.

Show will play all Texas territory, practically same as last season. Reported by R. E. (Bob) Hurst.

Powers Leaves McCoy

CHICAGO, April 18.—John Powers has tendered his resignation as business manager for Col. Tim McCoy. Efforts to reach Powers for a statement were unsuccessful.

America Olvera Sues

LOS ANGELES, April 16.—America Olvera, aerialist, filed suit here recently for \$51,000 against the Al G. Barnes-

Additional Routes

- (Received too late for classification)
- Coward, Linden, Magician: Sardis, Ga., 18-23.
 - Crowley Show: Shannon, Ga., 18-23.
 - Cunningham, Fairy: (Food Show, Auditorium) Enid, Okla., 18-23.
 - LeVant Show: Belgrade, Mo., 18-23.
 - McNally Variety Show: Secretary, Md., 18-23.
 - Miller, Al H., Show: Hamilton, Ga., 18-23.
 - Princess Edna Show: Sabinal, Tex., 18-23.
 - Smith's Superba Band: Washington, D. C., 18-30.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.

Showman's Insurance Man.

CHARLES A. LENZ

Winter Quarters: General Delivery, St. Petersburg, Fla.

Permanent Address, Chicago, Ill.

ANDERSON-SRADER SHOWS,

INCORPORATED

Want Manager for Pit Show who can furnish attractions, have complete outfit, including banners. Want Hill Billy Show. Have complete outfit.

Address General Delivery, Wichita, Kan.

McMAHON SHOWS

WANT Snake Show, Funhouse, Motordrome, Monkey Show, Talkers for Mechanical Show, Foreman for Merry-Go-Round and Tilt-a-Whirl. Concessions—Cookhouse, Photo Gallery, Shooting Gallery, American Palmistry, Shine Rack, Cotton Candy, Watch-La, Scales. WANT Billposter and Bannerman. McMAHON SHOWS, Marysville, Kan.

INLAND EMPIRE SHOWS

Show opening first of May under strong auspices. Can place any Show of merit. Waiting on Card and Gayord, also Eli Jack. Wire or write.


GEO. T. SCOTT, Mgr., Box 40, Dishman, Wash.

BARFIELD'S COSMOPOLITAN SHOWS

Account disappointment want Loop-o-Plane to join at once. Also reliable Man to produce and manage Side Show. WANT high-class Flying Act, also Cornet, Trombone and Drummer with outfit for Colored Minstrel. Bill Thomaschek wire. Address Maryville, Tenn., this week.



THOUSANDS OF FLASH ITEMS!
FOR A BIGGER SEASON
PARK—CARNIVAL—PREMIUM USERS
OUR NEW CATALOG READY SOON—WRITE FOR YOUR COPY TODAY
BLANKETS ● CANES ● CHROMEWARE ● CLOCKS
PLASTER ● CHINA ● LAMPS ● SLUM ● CORN GAME FLASH ● AND TOYS.
SAVE TIME & MONEY—Your Nearest Supply House
PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.



THE BEAUX PACKAGE
ANOTHER ONE OF MY EXCLUSIVE NUMBERS. This Gorgeous Package contains Assorted Fruit Jelloetts and Experienced Candy Operators regard it as having class. Wrapped in Assorted Colored Cellophane. Packed 100 to Carton.
PER CARTON \$4.00
25% Deposit with Order, Bal. C. O. D. Send for Illustrated Catalog.
MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY.

GREAT SUPERIOR SHOWS WANT

People to take charge of completely framed Athletic Show. WANT organized Girl Show, with or without outfit, but must have talent. Kelly come on. WANT one more Grind Show. Soldier Andrews, where are you? WANT Chairplane Foreman and complete Crew. CAN PLACE one more Flat Ride. Good opening for Frozen Custard and Diggers. WANT Acts for Side Show, or will consider complete show. CAN PLACE a few more Concessions. All people formerly connected with me, write or wire. Little Shaun, Paul Flannigan, Chicago Red, Chicago Yellow contact me at once. Coal Creek, Tenn., Week April 18 to 23; Blackmont, Ky., week April 25 to 30; then six weeks solid in the Kentucky coal fields. Send all mail and wires as per route.
CECIL C. RICE, Gen. Mgr.

WHITE BAND WANTED

5 or 6-Piece Band with Flashy Uniforms to join at once. State price and all details in first letter. Can Place Penny Arcade, Scales, Candy Floss and few other Stock Concessions.
On account of Kentucky Tax Laws this show will play new territory in West Virginia at still dates. Fairs start July 11. Address
F. H. BEE SHOWS, Springfield, Tenn., this week.

WANTED IMMEDIATELY

Organized Side Show on account Doc Howell leaving. Complete outfit up in the air. Chorus Girls for Revue. Tickets? Yes. Office pays salary. Cookhouse open. Join next week. Stock Concessions all open.
L. J. HETH SHOWS
Russellville, Ky., this week; Owensboro, Ky., follows.

WANTED John H. Duane Shows WANTED

STREETS, MASON CITY, ILL., THIS WEEK; PONTIAC, ILL., WEEK APRIL 25; THEN INTO MICHIGAN AND INDIANA.
RIDES—Will book Tilt, Loop, Whin, Octopus or any Flat Ride with or without transportation. SHOWS—Will place any Show of merit with own outfit, except Snake, Girl Show or Fun House. WANT Freaks and Novelty Acts, strong Feature Attraction. Concessions all open except Corn Game, Photos, Caramel Corn, Scales, Ball Games, Diggers or Lead Gallery. WANT Dark Room Man. Curley Little answer. Lady Ball Game Agents, Betty and Jackie. Come on. All address
JOHN H. DUANE SHOWS, Mason City, Ill., week April 18; Pontiac, Ill., week April 25.

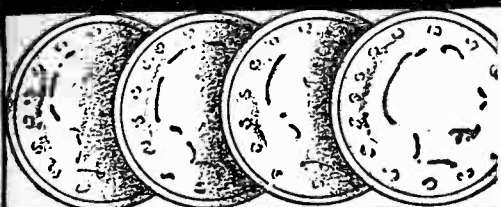
BARNEY TASSELL CARNIVAL UNIT Wants

Rides, Shows and Concessions that don't conflict, positively no grift, for Virginia, Maryland and Pennsylvania. This show plays nothing but churches, fire companies and veteran organizations, where all stands furnished by me are run and operated by the various organizations, assuring you always people to play to. This week, American Legion Festival, Greer, S. C.; next week Leaksville, N. C.

P. J. SPERONI SHOWS

OPENING APRIL 23 AT ROCK FALLS, ILL.
WANT Side Show with own outfit. Will furnish outfit for Grind Show. CONCESSIONS—Merchandise only. Agents for Blower, Ball Games, Capable People for Corn Game. We invite inspection by Celebration and Fair Committees. We have a few dates open. Permanent address Rock Falls, or route in Billboard.

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.

COMMISSIONS

Location owners and merchants have a chance to make or break the professional operator of coin machines of all types. By giving to the operator ordinary business consideration and fairness the location can help to maintain all the benefits which the coin-operated machine industry has offered to locations generally.

The location owner can help to maintain the benefits of coin-operated machines permanently by playing fair on the matter of commissions.



WALTER W. HURD

Men who have ability to be owners or proprietors of business establishments know full well what taking unfair advantage of the coin machine operator means if they would only stop to think. It is well understood that men in all lines of business today must face cutthroat competition in their own field. It seems that because of this a lot of location owners get the idea they might as well try to take advantage of the operator of coin machines also.

But every location owner who undertakes to pull higher commissions out of the operator by pitting one operator against another or other tricks of the trade is killing the operating business as fast as it can be killed.

It is assumed that the standard practices of placing coin-operated machines in stores and other locations has offered very definite business advantages to the locations or they would not have been accepting the machines on this plan all these years. When questioned by disinterested parties all merchants readily agree that they are well pleased with the idea of letting the operator take all the risk while they get a good commission from the machines. They very frankly say that it is a profitable arrangement for them.

But many of these very same merchants may the next day be guilty of trying to squeeze a higher commission out of an operator by all the tricks known to business, even when these location owners know that the operator cannot go on in business forever when cutthroat practices become the rule of the game.

Every location owner knows the advantages he gets by dealing with the professional operator. There is a big risk in buying machines, for many machines do not prove to be profitable. The operator takes the buying risk. There is the problem of shifting machines about and the operator must take all that risk. There are very definite legal risks and it is much better to let the operator take all that risk. The problem of used and obsolete machines becomes more serious all the time and only the experienced operator can begin to cope with that problem. New machines must be bought at regular intervals and only the experienced operator can do that successfully. Changing conditions come so rapidly that only the experienced operator can stay in the business and change to meet these new conditions.

The professional operator takes these risks and more and offers machines to the location with no investment at all. The location gets a share of the profits which time has proved all locations are glad to get.

In a sense of fairness to both location owners and the

operator it needs to be said that the rate of commissions has been standardized thru experience in past years. These commissions paid to the location vary with the types of machines, but all have been adjusted by experience to make it profitable to the location and also to the operator. Any location that tries to compel an operator to pay a higher commission than the known standard commission is simply ruining the operating business as fast as it can be ruined.

To show how inconsiderate and unfair some business men may be toward operators, a recent and growing evil may be cited. The automatic phonograph section of the coin machine trade has been one of the finest and most ethical divisions of the industry. But used phonographs have become a problem for the business, just as used radios, cars, etc., have become a problem in their respective industries.

And many in business today know what the used machine problem means to any industry. Location owners, many of them merchants, are in a position to know all too well what trade-ins and used machines mean.

And yet many location owners are today taking advantage of phonograph operators by pulling them for higher commissions. The argument advanced by locations is that phonographs do not cost the operator very much. The location owner has seen prices on used phonographs and confronts the operator with this evidence.

All that can be done in such a situation is to appeal to the sense of fair play that should reside in every man who is in business. The phonograph operator today has his own special problems which make it impossible for him to pay any higher than the standard commissions to location owners. Locations that squeeze the operator for higher commissions are grabbing a nickel now and killing the business as fast as possible, when they might be fair to the operator and have the continued advantages which phonographs offer to locations. Used phonographs (however cheap they may be) are not helping the phonograph operator any. They are making his business more difficult, hence he cannot pay higher commissions and stay in business. Any location owner who desires can soon get the facts on the phonograph business and see where the operator stands.

So this is an appeal to merchants and all location owners to play fair with the professional operator. Deal with the operator who gives good service and shows business ability. Help him to stay in business because in the long run it will pay the location owner, too. By squeezing a few more nickels from operators today, both the operator and the location lose in the long run.

Merchants and location owners themselves have a lot of cutthroat competition to contend with, and they know what is meant when we refer to unfair tactics toward the operator.

Operators in the coin machine business know that there are many fair-minded men who are owners or proprietors of locations. The coin machine trade seeks the co-operation of these men and thanks them for all considerations and favors in the past. Only by real co-operation between location owners and professional operators can the coin machine trade continue very long to offer the service and benefits it has offered to locations in the past.

EXHIBIT'S CONEY ISLAND

WITH THE LOOP THE LOOP FEATURE



**ACTION—ACTION—ACTION
FLASHING LIGHTS—BEAU-
TIFUL COLORS—NEW HIGH
SCORE APPEAL—REVOLV-
ING FERRIS WHEEL—that
starts in motion with insertion
of coin. Ball CHUTES the
CHUTES on a smooth rolling
chrome MIRRO METAL
PLAYING FIELD to a realistic
LOOP the LOOP performance.
NEW DIFFERENT BUMPER
ACTION—CHROME capped
LIGHT-UP BUMPERS.**

The most powerful location
Hit today. Monopolizes the play
on any spot. Order it today!

5 BALL NOVELTY TABLE

A QUALITY BUILT MONEY MAKER

79.50 TAX PAID

TODAY—ORDER IT FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET, CHICAGO

PONSER PEACHES - - and NO LEMONS!

★ BANG-A-DEER Tru-Shot Corp. ★ 1938 Model TRACKTIME. J.H. Keeney
★ SWING Chicago Coin ★ KENTUCKY CLUB J. H. Keeney
★ PHONOGRAPHS Rock-Ola ★ DERBY CHAMP J.H.Keeney
★ U-POP-IT Ranel, Inc. ★ CAY TIME Genco
★ FREE RACES J. H. Keeney ★ GRIP TESTER D. Cottlieb

WE ALSO REPRESENT A. B. T., MILLS

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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.

INVESTIGATE

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America's Dime-a-Game
LEGAL
Amusement Sensation

Write
**AUTOMATIC BILLIARD CORP.
OF AMERICA**
22 W. Monroe St., Chicago
Illinois

fine and I was able to contact a few coinmen on the way up. While visiting here I intend to make frequent trips to various parts of this territory so that I can personally contact the many operators I knew so well before I went to Miami. It's a shame to neglect old friends as I've had to do since leaving Chicago, but I do hope to renew many of those old acquaintances.

"We're extremely happy about the way Southern operators have taken to Atlas equipment—the way many of them have made the Miami office their buying headquarters for all types of coin-operated equipment. One of the biggest reasons for the enthusiasm is the fact that they are able to obtain any and all types of equipment made by the leading manufacturers in the coin machine industry. And when they buy from Atlas they know that their games will be delivered in the shortest possible space of time," he concluded.

truly amazing

VANAK

Monarch Expects Big Spring Demand

CHICAGO, April 16.—"Every indication seems to point to one of the largest spring businesses in Monarch history," declares Roy Bazelon, head of the Monarch Coin Machine Co. "Operators in all sections of the country report a renewed interest in coin games and other coin-operated equipment. They say that part of this renewed interest is due to many more favorable decisions being rendered with regard to operating restrictions. This, together with generally improved business conditions thruout the country, is helping the coin machine business grow to even greater proportions than in the past.

"With increased orders arriving daily here at the Monarch offices," Bazelon continued, "we have found it necessary to increase our stock of new and re-conditioned equipment. Interest is also reaching new heights in the three sterling jar deals we are offering the trade at this time. One of these is brand new," he concluded, "and right now we are predicting that it will be a sure-fire winner."

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

USED MACHINES Like New!

MONEY Invested Wisely—Makes Money. When you invest in our Games, you have bought something worth while. Every Machine we sell is thoroughly gone over and carefully packed.

EXPORT We Ship to All Parts of the World

BOLO\$5.45 | HARE & HOUND\$38.00
CARGO\$47.50

FREE—Get on our Mailing List for Weekly Price Bulletins. 1/3 Cash With Order, Bal. C. O. D.
NATIONAL NOVELTY CO., Merrick, L. I., N.Y. Cable Address: "NATNOVCO."

USED MACHINES

LIKE NEW.
Bargains, Galloping Dominoes, Track Time, Long Champs, Dark Horse, Dominos, All Combination Ticket Models, Turf Champs, Preakness, Royal Races, Golden Wheel, Panco Races (7 coin head), Derby Day, Winner, Hialeah, Stop & Go, Jumbo, etc. All Combination Ticket Models. Also Counter Games of all kinds.

LOWEST PRICES—Quality Considered.
Wire or write for prices on equipment you need.

STANDARD PRODUCTS CO., Inc.
Empire Building, Knoxville, Tenn.

The Only Deal of This Kind in The East



BRINGS IN \$7.00—COSTS YOU \$3.50
Cabinet Is A Flashy 3 Color Job

The country is mad over Baseball. From Coast to Coast millions of fans will patronize "Play Ball." Cash in on this nation-wide craze. Each pull represents a well-known player.

70 NAMES • BIG VALUES • 70 PRIZES

The fan will pull the player's name to see the prize it will bring. Deal consists of 70 prizes (values up to \$1.00). Last number receives FREE ADDITIONAL DE LUXE PRIZE.

FREE 1 Play Ball Deal with every order of 10.
Remit 25% Deposit — Balance C. O. D.

JEDRO Company 134 W. 32nd St., New York City.

Keeney Improves Derby Champ Board

CHICAGO, April 16.—"When we see we've got a hit game," reports Melvin Binks, chief engineer for J. H. Keeney & Co., "that's when our experimental department really goes to work."

"You see," he continued, "a new hit game means that it is fundamentally right in play appeal and mechanical operation. Then it's our job to make it still better, just as the motor car companies constantly introduce improvements when they see they have a popular model.

"That's what happened in the case of our one-ball payout table, Derby Champ," he went on. "It was proving a world beater for earnings, but we saw where in making the out hole another skill hole the play appeal could even be increased over the original board. And so Derby Champ as now shipped has the two skill hole board which is doing a still better job for ops."

Atlas Executive Returns to Chicago

CHICAGO, April 16.—"Welcome home" was the chant of the entire personnel of the Atlas Novelty Co.'s office here last week as Eddie Ginsburg arrived from Miami for a month's vacation, looking fit as a fiddle. Altho his trip here is purported to be a vacation, Eddie is reported to have immediately settled down to business.

Commenting about his trip here he said, "It was one of the most enjoyable trips one would want. The weather was

New Orleans

NEW ORLEANS, April 16.—Still closed to slots and automatic pay-off machines, operators in the Crescent City are finding business very good with claw machines, skill games, and in the past week to 10 days a sharp pick-up is noted at locations where the razor blade is being used as a merchandise reward. Likewise business has been good for salesboard operators, and any number of store-keepers are thanking the operator of the boards for ability to keep out of the red. Easter dealers with boards probably have set a new all-time record in New Orleans, with eggs and baskets meeting most favor and some operators awarding small radios, clocks and package candy.

Larry Copeland is one operator who refuses to be left at this port this summer. He has bought several new slots during the past week in preparation for a big season.

H. C. Evans' By-a-Blade is sweeping into downtown locations in New Orleans and several places are already experiencing the best business in some time. At the Smoke House, back of the elite New

15 ROTARY MERCHANDISERS

Clean, ready to ship. \$50. Wire third deposit.

UNITED AMUSEMENT CO.
3100 S. Alamo St., San Antonio, Tex.

Orleans Cotton Exchange, a By-a-Blade is attracting attention. Standing by for over an hour to witness the machine's "pulling power," it was good to see the line-up waiting for a turn to get the week's and even a month's supply of fine blades at a time.

CMMA Headquarters

CHICAGO, April 16.—The Coin Machine Manufacturers' Association announced that Suite 323 and 324 had been taken in the Sherman Hotel here as the official headquarters of the organization. This office will not only handle all details for planning and conducting the annual show, January 16 to 19, 1939, but will also conduct the general business of the organization.

The CMMA invites the trade to address all communications to this office, and also extends a welcome to members of the trade visiting in Chicago to visit its headquarters.

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

NACOMM Lists Reservations

Directors look forward to another great annual show and exhibit

CHICAGO, April 16.—Plans are progressing rapidly, according to late announcements from the National Association of Coin-Operated Machine Manufacturers office, for the 11th annual Coin Machine Show to be held by NACOMM.

Officers and directors of NACOMM who authorized the statement published elsewhere in this issue met during the past week, and after outlining tentative plans for the next show expressed the confident belief that "it will be the largest and finest Coin Machine Show ever held.

"During the past four years the annual Coin Machine Show, under the management and direction of NACOMM, has grown in size and attendance to take its place with other leading industrial exhibitions. The 1938 show, at which exhibitors occupied 175 booths, was 50 per cent larger in number of booths occupied than any coin machine show held prior to the four NACOMM shows," the announcement says.

"Registration of distributors, jobbers and operators at the 1938 show from every part of the United States and Canada and several foreign countries, not including hundreds of non-buyers who paid the dollar admission fee, reached the record figure of 4,413."

Altho no general announcements of the NACOMM 11th annual Coin Machine Show have yet been distributed, "the following manufacturers of coin-operated machines have already committed themselves to exhibit exclusively at the show," it was stated: Advance Machine Co., Buckley Mfg. Co.; The Capehart, Inc.; Columbus Vending Co., O. D. Jennings & Co., Mills Novelty Co.; National Vendors, Inc.; The Northwestern Corp., Popmatic Mfg. Co., Rock-Ola Mfg. Corp.; Rowe Mfg. Co., Inc.; J. P. Seeburg Corp.; Stewart & McGuire, Inc.; Stoner Corp., The Rudolph Wurlitzer Co.

All prospective exhibitors for the next Coin Machine Show are invited to write at once for detailed information to NACOMM, 120 South LaSalle street, Chicago.

Better Weather Helps Royal Sales

CHICAGO, April 16.—"With more favorable weather, especially in the northern section of the country, there has been a great surge forward in coin-operated equipment sales," claims Reynold Polland, head of the Royal Coin Machine Co. "Sales of Royal dependable equipment have been very good the past month," he continued, "but with improved business conditions and more favorable weather conditions operators have found a growing demand for more coin-operated games.

"These operators place orders with us because they know that Royal equipment is dependable for steady, profitable operation in all sections of the country," he went on. "They know that our used games have been thoroughly reconditioned and are ready for operation."

Goodbody Reports Sales to Arcades

ROCHESTER, N. Y., April 16.—John Goodbody, distributor, reported that his organization is already getting a good response from the arcade and resort trade as the summer resort season draws nearer. In addition to other types of coin-operated machines, Goodbody makes a specialty of selling the Exhibit line of arcade machines and supplies in Central and Western New York territory.

The Exhibit line includes a rather complete group of machines for arcades and similar locations, Goodbody says, and he is also prepared to advise in modernizing arcades with the newest equipment.

Swing Fever Hits Chicoin Plant

CHICAGO, April 16.—"Spring fever broke out all over Chicago during the past week," reports Sam Wolberg, official of Chicago Coin Mfg. Co. "It got into people's blood everywhere. We here at Chicago Coin, however, had no time to enjoy it. We were far too busy arresting a case of 'Swing fever' which has broken out amongst ops all over the land. Yes, sir, we had to step on it full force to turn out the games fast enough for the ops who have been shooting orders in for Swing, our latest novelty bumper game.

Explaining Swing in more detail, Wolberg says, "This high-score bumper novelty game is one of the most appealing ever built with its spring-colored playing field and brilliant action light-up backboard. Swing is packed full of appeal with its 14 full-sized bumper springs, its two-way 600 or 1,000-point gates and 1,000-point plus 600-point tunnels. But even more appealing is the new action of an out ball scoring 600 additional points if the Swing light is lighted.

"While Swing is fast gaining the popularity of coin-game operators and players thruout the country," continued Sam Gensburg, "Snappy is setting new profit records. It is doing exactly what we predicted it would do—injecting new life into old locations and is helping operators to open many new locations' as well.

"It's the outstanding features of this five-ball novelty powerhouse that make it so appealing to players, report operators—the new-type progressive high-score system, the two 1,000-point captive ball fields and the two extra 1,000-point rollover switches. Last but not least, a player adds 1,000 points to his score if a ball rolls over the extra lane switch when 'Snappy' lights are lighted," he concluded.

Heyday Reported Clicking for Ops

CHICAGO, April 16.—"From all indications," states Western Equipment and Supply Co.'s executive, Jimmy Johnson, "it looks like Heyday is doing even more for operators and for locations than we first predicted it would do. Operators report that Heyday has revitalized many locations of theirs that were gasping for breath. They say it is seldom that a game catches on so fast.

"Heyday is a one-ball payout machine with tantalizing appeal to all coin-game players," Johnson went on. "One of its greatest appeals to players lies in the fact that it incorporates six-coin multiple play in addition to the many other features. Operators claim that it is a favorite of theirs because it is cheat-proof and because the multiple lights remain on after a payout has been made. It is a combination of all these factors, they say, that has shot its popularity

to the high point it now occupies in the eyes of coinmen.

"In addition to Heyday, Grand Derby and Cigarettes are helping operators increase play and profits. Grand Derby, a one-ball single coin play payout machine, features rollover switches, rebound springs, live pockets and a backboard of brilliant and fascinating light-up action. Cigarettes is enabling operators to open many new locations in all sections of the country, for it takes but a very small space in a location. It is a counter machine that is fresh and new in appeal and is being offered at an extremely low price—truly a Western winner," Johnson concluded.

The biggest money-makers ever devised in coin games

KEENEY'S KENTUCKY CLUB and Kentucky Club Skill Club

4-dial, 7-play console game with \$10 all cash top award

1938 MODEL TRACK TIME and Track Time Skill Time

3-dial, 7-play console game with \$7 top award

KEENEY'S DERBY CHAMP

7-play, 3-dial, 1-ball payout table. \$7 top award

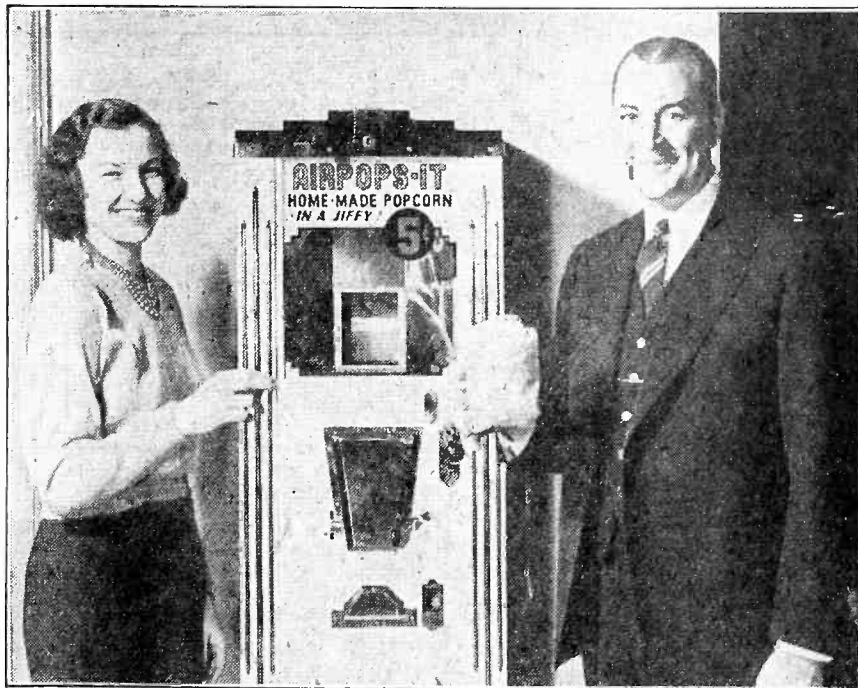
KEENEY'S FREE RACES

Legalized 5-ball pin game

J. H. KEENEY & CO.

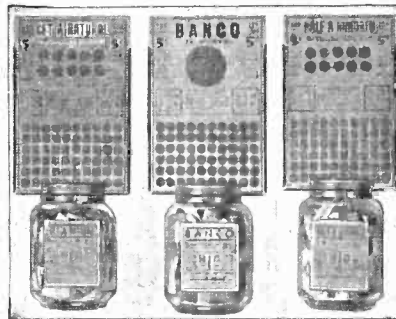
"The House That Jack Built"

2001 CALUMET AVE., CHICAGO, ILL.



HERE SHE IS—not the charming young lady—but a new Airpops-It's just off the line with the first bag being sampled by S. B. Heininger, president of Airpops-It, Inc.

3 Complete New \$8.88! JAR DEALS for only 8 ALL THREE!



Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay- out, \$71 Av. Profit, \$43.00	Banco 2,280 Tickets @ 5c, \$114 Average Pay- out, \$71.40 Av. Profit, \$42.60	Half A Hun- dred 2,280 Tickets @ 5c, \$114 Average Pay- out, \$71.30 Av. Profit, \$42.70
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\$24.00 Per Dozen

Get in the money-making class. Throw out your stale deals and operate the liveliest deals in the country that give you a lot more for way less. COMPLETE Deals \$29.40 per dozen. Refills and cards \$24.00 per dozen. If 2,520 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 Deals, each \$2.00 complete, or \$8.00 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

Pick a "Winner" with Winner!
3307 ARMITAGE AVE., CHICAGO, ILL.

EXTRA SPECIAL 120 TICKET NATIONAL AND AMERICAN LEAGUE

BASEBALL BOOKS \$13.20 a Gross

This is an especially attractive price and is made for a very limited time only. We want a few more customers and make this exceptional offer to get them. Tickets are attractively printed and are standard size. First quality in every respect. Sample book by express, 15c. We also manufacture 3 and 4 way Baseball Tickets, Tips, Jackpot Cards, Jar Deals, etc. 25% of amount in cash must accompany O. O. D. orders. Express prepaid if check in full accompanies order.

BARNES PRINTING CO., New Paris, Ohio



UPOP-IT

EQUIPPED WITH A. B. T. SLUG REJECTOR

ELIMINATES ALL SLUG EVILS

GUARANTEED FOR A SOLID YEAR

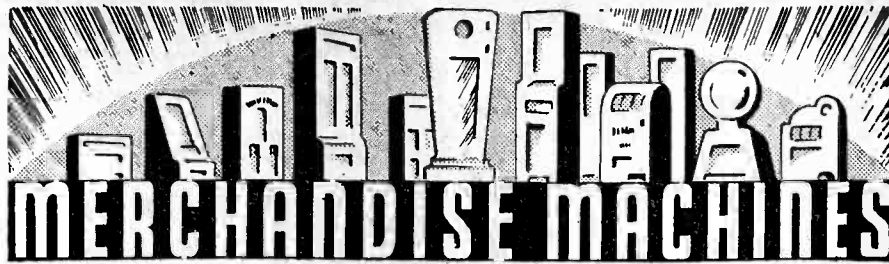
A PRODUCT OF DAVAL

The ONLY thoroughly perfected automatic corn popper and vendor

RANEL, INCORPORATED

325 N. HOYNE AVE. • CHICAGO, ILL.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS



Quantity and Quality Must Be Upheld in Vending Candy Bars

By J. W. COAN

President Coan-Stetteland Co., Inc.

Recently in one of the trade publications I wrote an article criticizing manufacturers for making special-sized candy bars for various vending machine operators. This article brought, of course, comment from both manufacturers and operators, and in each instance the operator and the manufacturer took the attitude that there was a definite and legitimate market for a small-sized candy bar.

Since 1924 I have been identified with merchandising machines and I have always maintained that the consumer buying merchandise, whether he spends a penny or a nickel, from a merchandise machine is entitled to the same quality and the same value as can be purchased thru retail stores and other outlets.

In this same article I related that promoters and schemers have used all kinds of methods to play upon the ignorance of people unfamiliar with the fundamentals of candy business, picturing get-rich-quick schemes thru the sale of candy bars thru vending machines. These promoters cannot, or will not, see the firm fundamentals that have established business. They forget that one in business makes money on sales and not on purchases. Buying merchandise of any kind at a price means nothing unless it can satisfy the consumers buying the merchandise.

Many operating companies of the vending machine field have thought it necessary to have small-sized candy bars made for them in order that they might operate profitably because of the demand from the locations for commission out of proportion wherein the machines were installed. When a location demands a commission out of proportion it can be pointed out to that location that it would then be necessary to vend underweight and undersized candy bars and by so doing the volume of business could not be had.

It seems that operators of machines, and the manufacturers of the small-sized candy bars, fail to realize that this practice limits their amount of business. The consumer will not pay for merchandise he does not get.

A large operating company of penny candy bar machines, along with the locations wherein its machines were placed, agreed to an experiment with a penny candy bar machine that held bars of full weight and quantity. These machines offering the consumer merchandise of standard value were placed in locations in competition to machines selling the small-sized candy bars. The location was a public location where a large number of the same people passed each day during the week. After a test the candy bar machines that sold standard-sized candy bars showed the almost unbelievable increase in sales of over 140 per cent.

The people who purchased those standard candy bars were questioned and it was found that many of them not only bought bars for themselves, but were actually purchasing candy bars to take home—in other words, legitimate merchandise found its legitimate place with the consumer.

In almost every good location such as factories or public locations, offices and many others there usually are several operations of machines. Some claim this is not good business, but I contend it is. Competition has always made for better business conditions, better service to the consumer. After all, the consumer is the man to whom we must direct our attention. He must be satisfied to the fullest extent. Naturally the operator giving the best service, using the best equipment and giving the consumer satisfaction in quality and in value is always the one to get the business.

Many of the larger and better known candy manufacturers are lending co-operation to the manufacturers of candy machines of merit and to the operators of these machines, for they realize that candy machines are establishing for them a tremendous volume of new business and permanent business.

If all the manufacturers of candy bars, all the manufacturers of candy bar machines and all operators would co-operate to sell merchandise of full quantity and equally fine quality this condition would soon be overcome. Both the candy manufacturer and the operator of merchandising equipment would benefit, for sales would increase unbelievably, with the inevitable results of definite improvement in the mechanical merchandising industry as a whole.

Popmatic Executive Speaks on Pop Corn

ST. LOUIS, April 16.—If anyone is qualified to speak with authority on the subject of how pop corn can be best popped surely it is George Delf, chief engineer and works manager of the Popmatic Mfg. Co., who has experimented for four years to bring Popmatic machines to their present high state of efficiency, claim officials of the firm. Delf, in a statement to distributors and operators, brought out some information that should be of interest to everyone connected with this new field of legitimate automatic merchandising.

"It has been the thought for many years that heat—and lots of it—was the only thing required to pop corn," he stated. "Four years of experimenting on how to pop it to its fullest capacity has taught us that this is not true. We have learned that it is important and consistent to good corn popping that it be done in seasoning compound, at a temperature not to exceed 400 degrees Fahrenheit, which allows the small moisture cells within the kernel to generate sufficient steam to explode the grain completely without parching the husk to such an extent as to retard

the popping.

"Popmatic's low-temperature popping, as we call it," Delf continues, "prevents the carbonizing of the seasoning compound, hence no gumming of the mechanical parts. It must be kept in mind that in a food vender such as Popmatic the machine cannot be made too highly mechanical or too automatic. We must take enough of the human element out of the operation to make the machine successful, to enable children as well as grown-ups to patronize Popmatic, but we must also guard against the elaborate, unnecessary gadgets that mean servicing trouble for the operator without increasing the efficiency of the machine."

Wrong Illustration Used

In the advertisement of Popmatic Manufacturing Co. appearing on page 82 in the April 16 issue of *The Billboard* the illustration used was that of an earlier model of the Popmatic machine.

The Popmatic firm recently introduced a new and improved model which was illustrated in its advertisements on page 79 in the March 26 issue and on page 152 in the April 9 issue.

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 Vender Arouses Interest

NEW YORK, April 16.—Presenting for the first time the famous Ris-Charde perfumes in an economical 10-cent package thru vending machines is causing quite a stir in coin machine circles, according to Bob Grenner, of the Mechanical Sales Corp., which is marketing the new perfume venders to the territory.

"Since announcing this machine," Grenner stated, "the phone calls and telegrams have been pouring in. The beauty of the machine, plus the fact that it is fully guaranteed, has had a tremendous appeal for ops, some of whom have been going out of their way to arrange for immediate deals for their territory.

"Even arcade owners have written in asking about the machine," he continued. "These men have had experience with the old-type perfume venders and know the profits which can be made with a real perfume merchandiser. Theaters and other spots where the crowds gather are proving to be excellent spots for these machines. So many new types of locations are open to operators with this machine that we expect it to be the hit of the year," he concluded.

Vendapak Given to New Chi Distributors

CHICAGO, April 16.—Dave Robbins, of D. Robbins & Co., Brooklyn, was in Chicago a few days this week. He announced before leaving for the East that the firm of B & O Sales Co. here had been appointed to handle the new Vendapak machine in the Chicago area.

Vendapak is a new vending machine that sells nickel packages of candy or nuts. Distributorships are now being arranged and more details of the machine will soon be made to the trade.

The B & O Sales Co. is a new distributing organization recently formed in Chicago by Frank Oakes and E. George Bennett to specialize in high-grade machines in the legitimate field. In adding the Vendapak to their list they now have an interesting array of machines to appeal to the vending machine operator.

LaBeau Reports Good Scale Biz

ST. PAUL, April 16.—"We are doing a big business in scales this spring," says Archie LaBeau, of the LaBeau Novelty Sales Co. LaBeau, who distributes Rock-Ola equipment, says he believes operators are realizing that Rock-Ola LoBoys are a wise investment with good profits over a long-term period. "I've felt for years that there's no safer place for operators to put some of their profits than in a route of scales—and I've been selling the boys on this idea for a long time. Naturally they don't bring in as much in a short time as the big amusement machines, yet those scales will work for years quietly, steadily drawing the pennies into the cash box. The fact that they don't require much of a man's time is important to a busy operator. Actually it's like finding money.

"Operators up here in the North," LaBeau continued, "are busy, versatile men. They're the type of business men that (See LaBEAU REPORTS opposite page)

RECORD TAKES

with **SEL-MOR**

The Streamlined Toy and Candy Shop!

1c VENDOR

Operators are going to town with this striking chromium and Maduro-brown enameled "automatic showcase" SEL-MORS outpull 2 and 3 to 11! Tamper proof, durable; 5-lb. capacity; 15 inches high. Two-year guarantee against defective metal parts!

DESIGNED ESPECIALLY TO VEND TOYS, CHARMS PERFECTLY!

Write for New Low Introductory Prices.

GREAT STATES MFG. CO.

1601-09 East 39th, Kansas City, Mo.

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only **\$2.40** and up

Over 60,000 Sold

Write for Full Information Today

5/8 Ball Gum at New Low Price.

ROY TORR

2047-A So. 68th St., Philadelphia, Pa.

PERFECT PAC ASSORTMENT

FOR VENDING MACHINES... **\$1.25**

New! Exclusive! PERFECT-PAC contains 250 Charms, Novelties, includes Rhinestone Jewelry Charms, Flags of Nations, All Birds, Dogs, Generals, Novelty Bracelets, Beaded Charms.

Order TODAY!

COLONIAL SALES & NOVELTY CO.

3901 Wayne, Kansas City, Mo.

CHARMS Not the Ordinary But an Extraordinary Assortment.

Gross Assorted **\$1.00**

As Low as 75c Gross.

All Best Grade Charms — No Metal.

IDEAL SALES, INC.

1516 Market St., St. Louis, Mo.

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 pulls 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-pull 2 and 3 to 1!

GREAT STATES MFG. CO.
1601-9 East 39th St., Kansas City, Mo.

Cig Outlook Is Bright

Bill forestalls 10c competitive—prices to stick—consumption increase seen

CHICAGO, April 16.—Ever since the 10-cent cigaret rose to popularity back in 1932, coinmen have watched the progress of the cheaper brands. Just last week P. Lorillard Co. introduced a new cigaret called Sensation to retail at 10 cents for a package of 20. The wholesale price is \$4.75 a thousand less the usual discounts of 10 and 2 per cent.

In a recent issue of *Barron's Weekly*, J. H. Melhado, in a feature article entitled "A Good Year for Cigaret Companies," stated with regard to the 10-cent brands that competition from 10-centers is unlikely to lead to renewed price reductions for the major brands since at current leaf prices 10-cent brands are not a major threat. Tobacco of the quality necessary for cigarets of the Camel-Lucky Strike-Chesterfield-Old Gold type cannot be put into a cigaret to retail profitably at 10 cents for a package of 20. The 10 cent brands do, however, tend to prevent any material widening of the profit margin of the leaders.

It is significant in the price outlook that, altho 10 cent cigarets still account, probably, for at least 10 per cent of the total cigaret volume and may achieve a somewhat larger proportion this year as a result of depression influences, the only brand which has made any substantial headway recently in competition with the Big Four companies is Philip Morris, which sells at a higher level than the largest selling brands. Gains are also reported to have been achieved by others in the 15-cent class such as Tareyton, Fatima, and perhaps to a lesser extent, Pall Mall as well as by Philip Morris's 20-cent Marlboro.

Prices To Be Steady

The writer observed that no changes in prices are likely in the near future. Cigaret prices were increased on January 20, 1937, to \$6.25 a thousand for the largest selling brands, before trade discounts of 10 per cent and 2 per cent. The previous price of \$6.10 had prevailed from January 9, 1934, prior to which reductions on January 3, 1933, and February 11, 1933, had brought the price down to \$5.50. He believes the large companies are unlikely to repeat their error of June, 1931, when they stepped prices up to \$6.85 a thousand while leaf tobacco costs were declining and thus opened the way for severe competition from the 10-cent brands which cut the ground from under their own earnings.

On the other hand with the new farm bill likely to keep tobacco prices at a relatively high level and other costs unlikely to drop, there is no reason for a price reduction. Experience has demonstrated that between the popular brands no competitive advantage is gained by a price cut which is promptly followed by all companies.

Consumption Forecast

As far as the consumption angle is concerned, the author believes cigaret consumption is likely to hold up or even increase if the present depression is a short one. It is true that withdrawals for December, 1937, and January, 1938, were below the figures of the previous year, but this reflected the heavy stocking by dealers before the price rise of January, 1937. From now on comparison should be more favorable. In only three years since the break-up of the old tobacco trust in 1911 has the volume of cigaret consumption been below that of the preceding year. Those years were 1920, 1931 and 1932. Total sales in 1937 as measured by monthly reported tax paid withdrawals reached a new peak at 162,600,000,000—a gain of 6.2 per cent over 1936. As general business declines and incomes are curtailed, it is always a while before a low-priced semi-necessity such as cigarets begins to feel the effect. Because of the continued uptrend in cigaret demand, no decline at all may be shown in a short depression.

That the cigaret companies themselves are banking on volume holding steady or increasing is seen by the heavy inventories they have accumulated and by the fact that most of them have been willing to borrow money to expand inventories.

Of course the increased government control over the tobacco industry as evidenced by the farm bill may have played its part in increased inventory accumulation since, as long as demand holds up, the companies can suppose federal control will prevent any important price decline. Nevertheless, the controlling factor has been the fact that these firms believe that the cigaret consumption total will continue to rise. The firms must plan ahead three years since the leaf must age at least 18 months. They must keep a three-year supply of tobacco on hand to insure an adequate supply in the event of a crop failure in any one year.

Altogether, therefore, it looks like prospects for the big cigaret companies as well as for those men connected with the vending machine industry who sell or operate cigaret venders, are much brighter than for the general run of industries.

Right To Ban Cig Venders Upheld

DES MOINES, Ia., April 16.—A ruling from the State attorney-general's office has declared that city councils and boards of supervisors have the power to refuse to issue licenses for the sale of cigarets thru vending machines. The opinion was written by Assistant Attorney-General Paul Freeburn in response to a request by Charles I. Joy, county attorney at Perry, Ia.

Freeburn quoted an opinion of a former attorney-general, issued in 1931, that there is no specific prohibition of such machines in the State but that owners and operators of such machines would be liable for prosecution if the machines vended any cigarets to minors. The city council of Des Moines recently passed an ordinance outlawing the sale of cigarets thru vending machines in the city. On April 11 the council was asked by attorneys of the Rowe Mfg. Co., of New York City, to reconsider its action. This petition has been referred to the city legal department. The ordinance is scheduled to be published soon and will automatically become effective a few days later.

LaBEAU REPORTS

(Continued from opposite page)
see the value in scales over a 10-year or more period. That's why C. W. Austin, of Procter, Minn., who has operated Rock-Ola phonographs for years, is starting out with a route of LoBoy scales this spring. Lewis Beals, of Slayton, Minn., is also increasing his route of scales, too," he concluded.



ATTENTION! VENDING MACHINE OPERATORS!

WANTED!

There is no other cigarette like Spud, and the public demands the genuine.

Spuds do not overshadow the fine tobacco taste with menthol—they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages... Your Smoke Zone.

And Your Smoke Zone is Your COLDS Zone!

Spuds

ARE SOOTHING



THE AXTON-FISHER TOBACCO COMPANY
Louisville, Kentucky

SPECIAL HARD SHELL CANDIES

for VENDING MACHINES

Our thirty varieties of candies and candy coated nuts are especially made for selling thru vending machines in indoor or outside locations.

Send for price list and special proposition on CANDIES and CHARMS.

CANDY CRAFTERS INC.
LANSDOWNE, PA.

NUT VENDOR

5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS
Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5c nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write CASTERLINE BROS., 1916-1926 Sunnyside Ave., Dept. BA, Chicago, Ill.



"MASTER" CHARM AND CANDY VENDOR

A Sensational Penny Getter

Vends Candy, Salted Peanuts, Toys, Novelties and Charms for 1c. Operator's net profit averages \$2.50 for each filling. Many "MASTERS" empty twice weekly.

NOBODY can resist these charms! The "Charm" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Shops sell these charms at fancy prices; that's why at a Penny a Play the Public empties "MASTER" Machines day in and day out.

Aluminum Cabinet with Cylinder Lock on Cash Box.

PRICE **\$8.50**

DeLuxe Porcelain Cabinet with Cylinder Locks both Top and Cash Box—75c Extra.

INTRODUCTORY OFFER!

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CHARMS FOR VENDING MACHINES

The better grade variety does not include any metal. Our assortment does not include any metal charms.

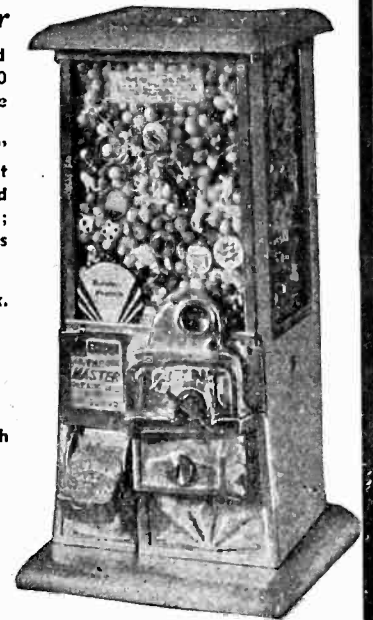
75c Per Gross

CANDY—Hard Shell Candy for Vending Machines. All uniform in size.

13c PER LB. Packed in 35 lb. cartons.

TERMS: 1/3 Deposit With Order, Balance C. O. D.

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HARD SHELL—**

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- Fruit Dibs
- Black & White Licorice Dibs
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CANDIES

**PANS
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200 Charms—40 Varieties.
No lead—No junk.

(Fill In Coupon for Price List.)

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 Chicago, Ill.
 Gentlemen:
 Please send me full particulars and sam-
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**cigarette
merchandisers'
association**

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

WITH the present business recession, co-operation is more essential now than ever before. We must not become panicky and start cutthroat competition among ourselves for the decreased volume of business that is now going the rounds. By the same trend of reasoning it is obvious that non-members must become members now in order to survive. The efficacy of our plan of trade association co-operation can be simply illustrated: Imagine a wheel. Within the area described by the rim there is a given volume of business. This volume represents what is available for all in a given community at all times, good or bad. When this volume is normal it will bring a certain amount in dollars and cents which is kept within this circle, even the competition is keen at all times. When a recession sets in and this volume shrinks, does the percentage in dollars and cents shrink in proportion? No, it does not. The available jobs begin a round of the now vicious circle. The job starts at Spoke Number 1. It starts with a lower price. Number 2's price is still lower. The job goes round and round. At each spoke the price is lower. By the time it is placed somewhere within the circle there is no trace of profit left and most likely the work is done at a loss. In other words, after the available jobs have made their rounds of the price-cutters, the dollars and cents the work will bring in a given community can be described by a mere dot. Now, let's take it the other way. The job is at the starting point, which according to our little scheme here is Spoke Number 1. The job begins to move. Let us assume that the hander-outer of this job is a very persistent fellow. He is shopping for a lower price. The job goes the rounds but at each spoke the price is the same, or nearly the same. After it has gone the rounds its track has circumscribed the volume of business now available—a smaller circle, but a solid one. Within the circle is room for a greater return for all. The other way—well, you can see for yourself—a circle of decent size becomes in danger of being reduced to a mere dot.—MATTY FORBES.

The New York Tax

Since the passage of the 1 cent per pack tax on cigarets in New York last week local vending machine operators have shown a fine spirit of co-operation with the officials of City Hall. This spirit is especially admirable since the cigaret vending op is going to be hit hardest of all by the new tax. Retail merchants can pass off the tax to the consumer by upping the price per package. This is the way the law intends for the tax to work. The inability of most venders to take an extra penny, however, means the location owner and the operator thru some sort of an arrangement must absorb the tax. Just how to go about taking care of this task is the problem with which all vending ops are wrestling. There are an approximate 15,000 cigaret venders in operation in the metropolitan area which account for an estimated 12 to 15 per cent of the total sales volume in this locality. Most of the operators are quite philosophic about the matter. They realize that it was bound to come sooner or later and have resolved to make the best of it. The tax goes into effect on May 1. In the meantime, however, efficient methods of applying the tax have to be set up. The stamps are on the printing presses right now, but as yet it has not been figured out just by whom and how the cost of affixing the stamps is going to be paid for. Jobbers estimate the cost anywhere from \$250,000 to \$1,000,000 a year. The city is prepared to allow between 3 and 7 per cent of the total taxes for pay roll increases, but jobbers maintain this will be far too little to offset the expense. In the meantime operators are figuring out just what they will do after the tax goes into effect. The few ops who have been using 10-cent brands will definitely have to give them up since the retail price will most probably jump to 12 cents. The 15-cent retailers will also have to be dropped unless the manufacturers take some steps to absorb part of the tax. Some operators are also considering the advisability of charging for matches. The consensus of opinion, however, is that such a move might have harmful effects.

Some smart cigaret vending manufacturer should figure out an attachment for machines so that these new fangled cigaret holders could be vended for 25 or 50 cents. Latest reports are that the Zeus Co. alone has made and sold almost 2,000,000 of these denicotiners. There's some profit there!

The American Tobacco Co. has announced that it will have an elaborate exhibit at the coming New York World's Fair. It will erect its own building and all the latest processes and machinery will be installed to show the public just how cigarets are manufactured. Altho announcement was made last week at a meeting of the stockholders, details have yet to be revealed.

The CMA of New York is growing by leaps and bounds. The recent tax fight has helped a lot to boost attendance at the meetings near the 100 per cent mark. Among those responsible for the enthusiasm and co-operation within the organization are Matthew Forbes, the new manager, and the new staff officers headed by Will Golden, president.

There have been some interesting developments in the cigaret manufacturing field recently in the way of introducing new brands. New Jersey operators have already tried Philip Morris' mentholated brand by the name of Time. According to early reports the operators are meeting with unexpected success and will continue to use the brand since Philip Morris is showing its usual co-operation in promotion.

The new 10-center by P. Lorillard named Sensation has not as yet been tried, but operators are watching with interest initial experiments in Florida and California. P. Lorillard has also reintroduced its old brand by the name of Deities. Initial promotion has been limited and consequently operators are hesitating to even experiment with them. The progress of another mentholated brand by the name of Polar Bear recently reintroduced by Lorillard is also being carefully checked.

Incidentally, these developments in the cigaret manufacturing field have temporarily delayed action of the New Jersey Association on its private brand idea. For a while it looked as tho a contract would be made with Axton-Fisher for a brand to be used only in vending machines. Operators are now a bit leery of the thing and are waiting for further developments in the cigaret field.

While on the subject of taxes, all cigaret vending machine operators should paste this bit of anti-cigarett tax ammunition in their hats: The records show that Kansas City once levied a tax of 1 cent a pack on cigarets which was originally estimated to dump some \$25,000 monthly into the city coffers. After yielding only a total of \$22,681 during the first five months of operation the tax was finally repealed. This is strong evidence that it's almost impossible for any city to do a good job of collecting self-levied taxes on cigarets, not to mention the hardship such a tax inflicts upon all cigaret retailers, including vending machine ops.

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The Automatic Popcorn Vending Machine



WRITE FOR ILLUSTRATED LITERATURE

POPOMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

Scale Operating
By CHARLES SCHLICHT
Mills Novelty Co., Chicago

Have you observed the remarkable come-back that the scale-operating business has staged within the past six months? The comeback is of course attributable to the unfavorable conditions prevailing in some sections of the country in respect to operating pay tables, bells and similar equipment.

Scarcely a day goes by that some operator does not ask us, "Can I make money in the scale business?"

Our answer is invariably, "Yes—emphatically yes."

Of course, it is out of the question to look at scale operating as a get-rich-quick proposition, as such is obviously not the case. We believe, and figures submitted to us by large scale operators verify this, that earning anticipations should range from \$2 to \$2.50 a month per scale if ordinary judgment is used in selecting locations. Moreover, if you select the right kind of scales to use in the beginning, you can even afford to go into the scale business on the basis of only \$1.50 a month per scale in earning capacity.

If you look back thru the history of the coin-machine-operating business for the past several years we know you will agree that it has usually been difficult to predict the outcome in your selection and operation of any machine with only two exceptions—namely, phonographs and scales. These have been on the market year after year for the last 15 or 20 years and have never been subject to the changing conditions that affect other machines. Of course, they are not as quick to earn profits, but the profits are steady day in and day out the year around.

The main thing to bear in mind when going into the scale business is to select a scale which will assure you of fair returns over a long period of time.

Scales Have Long Life
If you consult old-time scale operators they will tell you that styles in personal weighing scales do not change rapidly; in other words, scales don't become obsolete within a short time, and your locations are not always clamoring for something new and different from what you have already placed there.

In the final analysis a scale is only required to render accurate weight, and if it does that it is doing all that can reasonably be expected of it.

The Mills Modern Scale, a standard scale of proven value, is to our belief the most generally satisfactory scale on the market and the greatest dollar-for-dollar value. It has never failed to meet requirements of Departments of Weights and Measures in any territory where it has been offered for approval, and this takes in some of the territories where restrictions are the most stringent.

The big advantage of the Mills Scale (See SCALE OPERATING opposite page)

"TRINKETS"
FOR YOUR VENDING MACHINES.
New, original, beautiful. Very large assortment. Increase the play 500%.
225 Pieces — \$1.00
1350 Pieces — \$5.00
M. T. DANIELS
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Are Earning This Selling
Bingo Ball Gum 5c Jar Deals
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LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
**LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES**

Vending Co. Incorporates
ALBANY, N. Y., April 16.—A new \$150,000 vending machine enterprise of New York City, to be known as the Vivaudou Vending Machine Corp., was granted a charter of incorporation today by the secretary of state. The company plans to deal in vending machines of all kinds. The company has a capitalization divided as follows, 5,000 shares preferred stock of the par value of \$10 each, and 100,000 common stock par value \$1 each. The stockholders and directors are Victor Vivaudou, Marcel Leduc and Florence Greenberg, New York City. The attorney is Joseph Dannenberg, New York City.

New York Cigaret Tax Involves Many Problems for Vending Ops

NEW YORK, April 16.—With the passage of the new city taxes here recently to raise the necessary \$10,000,000 to take care of the city's relief, every package of cigarettes sold beginning May 1 must carry the green 1-cent stamp of the city. Cigarets were not the only thing affected, however. Taxing them is calculated to bring in \$3,000,000 of the estimated \$10,000,000 required. The other bills provide a tax on gas, electricity, refrigeration and telephone service from which the original 1.50 exemption on electric bills was dropped; a tax on liquor and alcoholic drinks except beer and malt beverages, and a tax on all meals costing more than \$1.

These other taxes went into effect the next week, whereas the cigarette tax will not be effective until May 1 in order to give sufficient time for stamps to be manufactured, for retailers to clear out unstamped stock and to allow jobbers time to set up efficient methods of applying the stamps.

Vending Ops Hit

Meanwhile vending machine ops were busy searching for a method to offset the telling effect this law has upon them. There are an approximate 15,000 cigarette vending machines now in operation in the metropolitan area. Their estimated volume of sales is about 12 to 15 per cent of the total in this locality. Chain stores have been retailing the popular brands at 13½ cents a pack. The machines, with few exceptions, have been getting a straight 15 cents. Of this the location owner has been receiving 1 cent and the operator a fraction of a cent.

Retail "over the counter" merchants will simply pass the tax on to the consumer. Their problem is simple, for the consumer pays the tax as intended. But where does this leave the operating companies? For obvious reasons they cannot assume the tax themselves. They cannot expect the location owner to pay it and house their machines with no income from them. Due to the impossibility of getting 16 cents into a venter, it looks like this is one tax that will never be charged against the consumer of machine vended cigarettes. Jobbers of the city had hoped for some sort of arrangement with the manufacturers whereby they would absorb the tax so that they wouldn't be exposed to the sharp competition of the surrounding territory which is expected to reduce sales within the city. The statement of Paul M. Hahn, chairman of the board of the American Tobacco Co., that the firm wasn't pleased with the 1-cent tax, since it would cause a diversion of business to outlying districts, however, apparently stifled this hope.

Partial Solution

The only partial solution in sight for the vending operator appears to be cutting sharply the profit paid to the location owner and to make him assume most of the tax. The operating companies will have to make up the rest. In order to do business at a profit they will have to curtail operations and reduce overhead. Reducing overhead will take the form of withdrawing hitherto profitable machines that have a light play; cutting down on office overhead and on help in the service departments.

A faint glimmer of hope is seen in the fact that under the new price scale it is estimated by William Goldstein, secretary of the New York Retail Tobacco Council, that packages selling at 15 cents must go to 16, with a possible two-for-31 cents discount. Those going at 14 will advance to 15, with perhaps a two-for-29 discount. In all probability the 10-cent brands will now go at 12 cents. As a result of this higher scale, some men say that by maintaining price at 15 cents vending ops will get increased play that will more than offset the estimated drop in purchases in city area as commuters from Connecticut, Nassau and other suburban points bring cigs to their city friends. The above economies, however, will first have to be put into effect before this potential increased demand results in added profits.

Figures on Stamping

Increasing the price of cigs 1 cent per package does not tell the whole story, however, for experts estimate that it will

cost the jobbers between \$250,000 and \$1,000,000 a year in extra labor costs to apply the decalomania stamps to the packages. This, of course, has to be added to the price of the cigs. The city is prepared to allow them between 3 and 7 per cent of the total taxes for pay-roll increases, but jobbers maintain that this will be far too little to offset the expense.

Consumption Figures

According to *The New York Times*, the average consumption of cigarettes in the United States is 60 packages per person a year. In New York City this would mean about 420,000,000 packages a year figured on the basis of a 7,000,000 population. City officials, however, believe that the nervous tension of the large city adds to the consumption.

Morton Baum, tax counsel for the city, basing his statistics on the fact that no one knows how many more cigs the New Yorker smokes a day, made an intentionally moderate estimate of the annual yield of the 1-cent-per-package tax on cigarettes. He figured that it would produce a gross of about \$4,500,000 a year. Of this there would be a net loss of about \$1,000,000 a year by the elimination of the old 2 per cent sales tax, which applied to dollar value. In addition, deduction for administrative costs, costs of applying stamps, etc., would reduce the net return on the tax to \$3,000,000. William A. Hollingsworth, president of the Retail Dealers of America, Inc., and others stated that they believed this figure to be exaggerated, since the amount of bootlegging, cost of collecting the tax and other methods of surreptitious selling would reduce the figure.

Venders Popular

Up until the time of this tax crisis the cigarette vending business was enjoying a profitable business. In Manhattan there are few restaurants, bars or delicatessens without the convenience of one or more machines. Many small restaurants with two entrances, one on a street and one on a building lobby, often find two machines profitable, one at each entrance. Operators' service costs are little more for two machines in one spot and but one city license is required for the two machines. As a result the transient trade that might be lost by having only one venter is gained.

Altho Governor Lehman signed a bill in Albany on April 4 extending the city's emergency taxing power to July 1, 1939, no attempt was made to insert the new dates in the three tax bills. As they now read each bill extends only to June 30, 1938. Under the new State grant they could be extended until June 30, 1939. By the end of June, therefore, the whole tax program will again be aired before council. Some councilmen have stated that they believe litigation will be started to test the validity of the new bills. In spite of the fact that this tax on cigarettes is called temporary, many men in the vending machine field fear that it will go on and on in the same manner as the original 2 per cent sales tax, which was also called temporary and is now here for a long time to come.

SCALE OPERATING

(Continued from opposite page)

over most of the others is the fact that it is fully waterproof and may be operated indoors or outdoors. Usually the entrances to large buildings, millinery shops, drug stores, etc., are the best locations obtainable. In buying scales you should select one which can be placed in these entrances and know that it will not be affected by changing climatic conditions.

Attractiveness a Factor

Then, too, you must select a scale which is going to retain its beauty and attractive appearance for a long time to come. Our scale comes in a variety of color combinations, and the external finish is genuine porcelain enamel, the same finish you find on the finest household and bathroom fixtures. The colors will not fade, the finish doesn't chip easily, it doesn't scratch, and consequently all you need do is wash the scale once in a while, and its original attractive appearance will be restored.

A few of our customers have raised the



A U-POP-IT pop-corn machine on location in the Stack & Ryan Recreation Rooms, Chicago.

question as to whether the scale field is near the saturation point. Frankly, we don't believe that such will ever be the case. If all the scales built heretofore since the first one was invented were still in existence there would not be enough operating today to fill even one-third of the available locations, and bear in mind that new locations are presenting themselves right along as new kinds of business establishments are being created and opened up.

You may remember that about six years ago when the pin table business first came into existence everybody predicted the saturation point would be reached within a year, but from your own observation you know that such is not the case. Frankly, we don't believe there is such a thing as a saturation point in any branch of the coin machine field.

Watch Cost and Earnings

Aside from the initial cost of the scale and earnings, another thing to be considered is the cost of service and maintenance. Perhaps a few facts on this point might be in order.

Here is an actual case of a large operation. The Capitol College of Pharmacy in Denver, Colo., purchased 300 modern scales on May 9, 1934. The scales have been in continuous operation since then, and the total cost of replacement parts over four years of operation has only amounted to \$49.15. What other coin-operated devices have you ever owned or operated which entailed such a low service expense in proportion to the quantity and length of time they were in operation? This proves conclusively that as far as replacement of parts or damage to the property is concerned the amount when spread over a quantity of scales is practically negligible.

We are in very close contact with one of the largest operating concerns of amusement, service and commodity vending machines in the world. This concern operates several thousand scales, and from its own books we see where it only services scales and its net earnings are just a trifle over \$2 a month per scale.

In conclusion, there are thousands of operators in the United States today who were making big money two years ago and who would be on "easy street" today if instead of investing their earnings in fantastic projects or in an effort to play the other fellow's game they had stuck to their own line and put their money in scales. On the basis of average earnings, money invested in scales two to two and one-half years ago should have been repaid by this time, and from the earnings to be derived henceforth the operator should be able to gain a very comfortable living.

The scale business is due for a big comeback, and it is our honest opinion that it will pay you to give it some serious thought at this time.

INVESTIGATE!

T R I ★ P U T T

A LEGAL COIN OPERATED GAME USING REGULATION GOLF BALLS AND CLUBS. IDEAL FOR HOTELS, ARCADES, GOLF AND COUNTRY CLUBS, FAIRS, AMUSEMENT PARKS, BOATS, WAITING ROOMS, TAVERNS, ETC. WRITE TODAY FOR INFORMATION.

BAKER NOVELTY CO.

645 N. KEDZIE AVE., CHICAGO, ILL.

PROVEN Money Makers!



Big Opportunity for Experienced Route Salesmen.

sands of Tom Thumb Venders now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 17, Jackson, Mich.

The Following Distributors Carry a Full Line of Tom Thumb Venders and Parts:

CAPE FEAR AMUSEMENT CO., 110 Winslow St., Fayetteville, N. C. (North and South Carolina Distributors.)

VIKING SPECIALTY CO., 530 Golden Gate Ave., San Francisco, Calif. (State of California Distributors.)

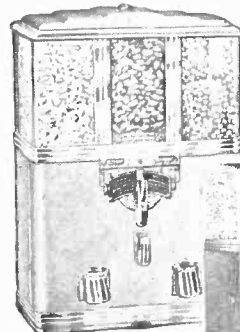
COLUMBIA VENDING CO., 2518 Dorr Ave., Parsons, Kan. (State of Kansas Distributors.)

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Going Bigger Than Ever Before! Absolutely the Best for Charms! All Models Bring QUICK, BIG, STEADY PROFITS!

We are Exclusive Distributors. WRITE FOR PRICES and SPECIAL PROPOSITION.

ROYAL DISTRIBUTORS 54 ELIZABETH NEWARK, N.J.



Complete Line of All Parts and Supplies on Hand at Low Factory Prices. Write for List!

A HIT WITH EVERY OPERATOR WHO USES CHARMS! "RIGHTSIZE" CHARM SETTER ONLY 25c EACH

Correctly sets and flashes up the Charms wherever you want them in your Vending Machines in places where your hands can't reach. Saves time! Speeds service! Gets better flash in machines!

ENCLOSE 25c IN ENVELOPE AND MAIL TODAY TO

EASTERN, 350 MULBERRY ST., NEWARK, N. J.

McCormick Urges Ops To End Waste

GREENVILLE, N. C., April 16.—"In no other division of the industry is there as much need today for economical operation as there is in the music machine business," maintains L. B. (Mac) McCormick, head of the McCormick Machine Co. here. "Because the take was so great on many machines in the past," he went on, "some ops became lax and left a lot of nickels slip thru their fingers because they didn't count the pennies. Today, however, competition and just plain good business sense make it imperative for every operator worthy of the name to watch his returns closely.

"After meeting with leading music ops on a trip thruout the country we have come to the conclusion that what ops need most is a systematic method of operating their business. Operators who have taken advantage of our needle re-pointing service have told us that this service has meant extra dollars in their pockets. This savings has started them to look for other ways of cutting corners, too.

"To us it seems there has also been a great deal of waste from the service angle," McCormick continued. "We have shown many of the men how to cut down their servicing costs. There are a great many ways where savings can be made," he concluded, "and the wise operator is constantly on the alert for them so that he can earn maximum profits from his machines."

Darwin Is Back From Mexican Trip

EAST ORANGE, N. J., April 16.—J. A. Darwin, special representative of the Rudolph Wurlitzer Co., reports he is once more back on the job after a four-week trip visiting operators and distributors in Old Mexico.

In speaking of his trip, Darwin stated that Carlos Touche, of RCA-Victor Co., who distributes phonographs in Mexico, is doing a wonderful job in pioneering the use of these machines. He also takes care of the record problem, Darwin continued, by delivering any record wanted in a flash.

Darwin was accompanied on his trip by his wife and son. "While in Mexico City we found time to go thru the Victor plant, which is as modern as any to be found in the U. S.," he stated. "We also visited with ops in Vera Cruz, Pueblo, Mexico City and other spots. They reported average earnings which sound like old times. The possibilities for phonograph ops below the Rio Grande will be unlimited, it seems to me, once the present oil difficulties are ironed out."

Darwin said he didn't confine himself strictly to business on this trip, but also found time to take in a few of the historical spots of the country.

Sheet-Music Leaders

(Week Ending April 16)

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.	Love Walked In
4	4.	Please Be Kind
5	5.	Whistle While You Work
6	6.	Goodnight, Angel
	7.	There's a Gold Mine in the Sky
10	8.	On the Sentimental Side
9	9.	You're an Education
7	10.	Thanks for the Memory
14	11.	The Old Apple Tree
	12.	Always and Always
11	13.	I Love To Whistle
12	14.	Let's Sail to Dreamland
15	15.	At a Perfume Counter



By DANIEL RICHMAN

"Who Are We?" Debuts in 7th Slot; "Education" Does Dive

By DANIEL RICHMAN

NEW YORK, April 16.—More important than the fact that leaders like *Ti-Pi-Tin*, *Heigh-Ho* and *Please Be Kind* held their same selling positions this week and did relatively little moving around on the air-performance list is the sudden appearance as an attention-commanding song, *Who Are We To Say?*, from *The Girl of the Golden West* film. No creeping on at the tail end of the list for this Sigmund Romberg number, no gradual slow climb into air popularity, but a sudden jump past other tunes of varying degrees of success to debut into the enviable position of seventh. Operators would do very well to hustle out and get themselves this romantic ballad, because it looks very much as if the public is going to want to hear more and more of it. The song hasn't started to sell as yet, but if its efforts in this direction are commensurate with its radio appeal there will be no stopping it from reaching the heights.

Surprisingly enough, another tune pulled a similar act this week, altho not to as great an extent. This one is *Joseph, Joseph*, hurdling 19 rivals on its first bow among other favorites. Designed by its publishers to duplicate the success of *Bei Mir Bist Du Schoen*, this initial performance would seem to indicate that such will be the case. The recording that will be most in demand will be that of the Andrews Sisters, whose waxing of *Bei Mir Bist Du Schoen* did much to popularize that one, and their efforts in behalf of its successor should carry it far.

Except in these two instances, sheet sales and radio performances of the current crop remained much the same. Demand for copies is still as strong as ever for *Ti-Pi-Tin*, *Heigh-Ho* and *Whistle While You Work* and the machines must be getting pretty weary grinding them out. But continue to keep them handy, because they're going to be asked for for some little time to come. When a popular song is really popular it takes a long time to lose its hold on the public, even after the band leaders stop doing it, as witness *Gold Mine in the Sky*, which is still selling as it did months ago, altho it's a thing of the

past as regards air performance.

Other tunes to have on tap are the ballad *Please Be Kind, Love Walked In* and the two college swing melodies, *How'dja Like To Love Me?* and *I Fall in Love With You Every Day*. *Please* is merely waiting for *Ti-Pi-Tin* to lose its grip a bit before it slides up there into top spot. It will probably continue as one of the most popular numbers in the country right thru the spring. *Love Walked In* spurted ahead five notches into the third biggest seller, which sudden strength with the buying public would certainly seem to indicate a quick stocking of the tune in case that hasn't already been done. The college swing ditties aren't showing the same favor over the counter as they are over the air, but a little time will probably fix that and every operator ought to have them handy right now, for they'll need them eventually.

You're an Education is behaving curiously. An air leader long before it meant anything in the stores, it last week finally attained a middle position among the chosen 15, held it this week, but took a bad nose dive past 23 competitors on the air lanes. It might be handy to have around, but if you haven't don't bother too much about it. *I Love To Whistle* suffered on both counts this week also, but this one should be a must for operators. Whatever performance it turns in in official circles it's still the type of melody that people want to sing, whistle and, above all, hear.

It has been predicted in this corner for several weeks now that Jerome Kern's *Just Let Me Look at You* would be a big thing once it got started, surpassing its companion piece from the *Joy of Living* film, *You Couldn't Be Cuter*. This week it finally has started, in 12th position as a radio favorite. Go out and get this number, because the demand for it is going to be pretty heavy. Remember the success of *The Way You Look Tonight* and be prepared for the same thing to happen here, since the set-up is exactly the same as regards type of song, composer and publisher.

A likely looking prospect is *Cry, Baby*,

Cry, which might very well be another *I Double Dare You*, coming as it does from the same writers and publisher. Actually that may mean little in reference to its being a potential machine attraction, but it's well to bear in mind that most hits are created thru adroit handling by their publishers, and when the latter want to make something of a song, as appears likely in this case, they usually do.

Sunday in the Park, At a Perfume Counter and *On the Sentimental Side* should certainly be in the machines, the last-named especially. Chances are this trio will do even better than they have to date, with Bing Crosby's crooning of *Sentimental Side* in the *Dr. Rhythm* pic certain to boost it way up. They'll be wanting to hear plenty of this, so don't miss up on it. *Goodnight, Angel* is about at its peak right now, but that peak is high enough for patrons to be disappointed if they can't hear it when they want to.

Idea Plus Rock-Ola Phono Boosts Play

MICHIGAN CITY, Ind., April 16.—"Whether you have good times or bad times in your business depends on how much you use your head." That's the creed of George Leusch, a true oldtimer in the coin machine business. For years Leusch has intrigued vacationists and natives here with his unusual merchandising stunts. His latest presentation of music played the Rock-Ola way is reported to have proved powerful enough to draw crowds for miles around even in severe winter weather. In fact, even the local newspapers have written up the unusual things that happen when a customer drops a nickel into the coin chute of his Rock-Ola.

In recounting his story Leusch stated: "About 25 years ago I installed a 16-piece electric orchestra in my store that cost about \$5,000. Not many towns the size of ours could boast of such a contraption and people swarmed into my place. When the radio and coin-operated phonograph came along I discontinued operating the big orchestra and stepped along the modern way by installing a Rock-Ola phonograph.

"For a long time," he continues, "I'd been thinking about that old orchestra machine. It was such a beauty that I hated to get rid of it. So I worked out this idea: I took out the old mechanical orchestra and installed new electrical equipment and an automatic lighting system that I can use in connection with my Rock-Ola phonograph. On the front of this old orchestra cabinet at the top is really a beautiful waterfall scene. When the lights are on the falls appear to be in motion. This same automatic lighting system lights up various other decorative features about my store. Just below this painting—where the roll-changing grille formerly was placed—I set in an aquarium the exact size of the grille and stocked it with goldfish. In front of the aquarium is a beach and garden scene and behind, clearly visible thru the water, is an oil painting of a well-known spot in our famous Indiana sand dunes. Then I set in my loudspeaker and made by hook-up to my Rock-Ola phonograph."

Leusch then explained how the show works: "When the nickel goes into the coin chute the lights on the big orchestra machine flash on. People can watch the record-changing mechanism and also the panorama in the old machine. The waterfall seems to be in motion and the aquarium is illuminated. Out of the orchestra loudspeaker with the remote-control hook-up to the phonograph pours forth the sweetest music you ever want to hear." Leusch expects to reap a nice profit and give the customers a good time this summer when vacationists visit the dunes country, he concluded.

Doctor Discusses Music Therapy

CHICAGO, April 16.—*Music as an Aid to Health* was the subject of the daily column of Dr. Herman N. Bundesen, health editor of *The Evening American*, local Hearst paper, and the health commissioner of Chicago, during the past week. The column is reproduced below in full.

"Music soothes the savage breast," someone has said. Scientifically that is true. Music does soothe the savage and ill-tempered as well as the morosely



A TRIO OF WURLITZER operators from Florida get together. Left to right: Madison Ledbetter, of Pensacola; William A. Webster, of Manawa, and F. A. Blalock, of Pensacola.

despondent man. We are told that music calms the nerves, makes you feel better and seems to have a continual beneficial effect on health.

"Recently the success of a musician, Dr. Willem van de Wall, has attracted wide interest. To use music successfully, says Dr. van de Wall, the music must be selected to fit the person's mood and then gradually changed to induce the mood that will overcome whatever emotional disturbance is present.

"When you are morose and in the 'dumps,' don't try to pull yourself out by playing snappy music, not at the beginning at least," says Dr. van de Wall. "That will only make you more morose."

"To begin with, start out with a sober piece, then gradually listen to lighter and lighter pieces of music. Before long your mood will be changed from the morose to a feeling of well-being.

"Music also seems to have a great effect in overcoming sleeplessness, which surely is one of the greatest disturbances of health.

"We are told about a doctor who carried a small music box about the hospital with him. It played only one tune, the *Spring Song*. He said playing this one tune three times would put any patient to sleep provided, of course, the patient was not suffering from acute pain.

"In another institution a 'music hour' was held every night for three months at twilight. As a result the amount of sleep-producing sedatives required was reduced one-third.

"Music seems to have a direct effect on the rapidity of the heartbeat, breathing and on the blood pressure. A piece of snappy music like *Rhapsody in Blue* speeds up the pulse rate, the blood pressure and the breathing. On the other hand, more sober music slows all three.

"Cases of insanity in the Chicago Hospital for the Insane were treated by a pianist with noteworthy results. He began by playing nursery pieces, and by degrees played pieces which were more and more complex. Gradually, thru the music, the patients' contact with the world was restored.

"For music to be of any help to an individual it must be the kind which especially appeals to him. For that reason it might better be played on a phonograph than over the radio, since by means of the phonograph it is possible to select the music desired. On the other hand, the radio music also has been used with great benefit in the treatment of many disorders."

Showmanship Built In Seeburg Phonos

(J. P. Seeburg Corp.)

Showmanship is that certain quality of being able not only to attract the attention of the public, but to hold that attention and "sell" one's self, one's ideas or one's products to the public and make them like it—make them come back for more. Phineas T. Barnum was a showman in every sense of the word. He knew people and he knew what they liked and how to attract their attention and, moreover, how to hold it. He displayed true showmanship—true salesmanship. P. T. Barnum didn't quietly slip into a town, set up his "big top" then wait for people to come and patronize it. No, sir, he plastered a town full of notices that he was on his way. He informed the whole town of everything he wanted it to know. He filled them so full of desire to see what he announced they "must see" that they were "sold" before he arrived—they eagerly anticipated his arrival.

When he did arrive it was not quietly. There was noise, music, laughter, gaiety and splendorous color. And if the arrival took place at night there was light—torch light. Everyone knew Barnum came to town. And everyone knew how long Barnum remained in town, for the excitement accompanying his arrival remained with him thruout his stay. That was how Barnum "sold" his public in his day.

Time has changed the method of "selling" to a certain extent, but the basic principles of human emotion—what people like and want—remain the same. People like to be entertained. To be entertained they must be attracted. To attract the public showmanship must be used. And it is used every day in the year in the operation of the new Seeburg Symphonolas, Concert Grand, Regal and Gem. The blare of drums and noise that were characteristic of the attraction Bar-

num used is gone, but the same appeals of attraction are used.

Seeburg Symphonolas make use of color and light—complete colored cabinet illumination—to attract and hold attention. And the lifelike production of the Concert Grand, Regal and Gem "sells" the public automatic music—makes them like it—makes them come back for more. It is this same showmanship which is helping Seeburg operators sell more music on the finest locations everywhere—is helping them to obtain the finest locations available for automatic music.

New Orleans

NEW ORLEANS, April 16.—Operators and distributors in the New Orleans area are busy these days, the former preparing for the early rush to out-of-doors spots and beaches and the latter putting more machines in condition for delivery to buyers. All of the distributors of nationally advertised phonographs report steady buying by the city and country operators, who appear anxious to replace out-of-style merchandise for the new 1938 models.

Vernon Davenport, operator at Madisonville, La., was a visitor today at the Jerry Germain Novelty Co., where he bought some new Wurlitzers to get ready for the summer season at that lakeside resort community. Mrs. Davenport accompanied him to the city.

Jules Peres, genial phonograph distributor, has been laid up at his home for several days with a bad cold. Some of his friends say it's old age creeping up on Peres, who continues to set a fast pace for the other machine men of the community. Peres will surely deny this accusation when he gets back to his desk on Poydras street.

The Electrical Supply Co., RCA-Victor distributor here, is pushing a promotional deal for a new record-playing attachment for radios. Not only is the new machine being retailed at a cut price of \$15, but the firm is giving away \$9 worth of records, a membership in the Victor clubs and other features in the deal. Sales in the past few days, Ellis Powell, manager, reports, are heavier than for the entire past year on similar attachments.

Detroit

DETROIT, April 16.—Larry B. Metz, manager of the Michigan Automatic Billboard Co., reports prospects are very good for the automatic type of billiard game. Recent sales are said to show much interest in this game and indicate that it is fast growing in popularity.

A quantity of Tru-Shot's Bang-a-Deer miniature shooting gallery games were sold this week to Flint operators. This was the first good-sized order to come from that city in many months. Wurlitzer also procured good business in the city during the past week with the sale of five phonos being reported to Coin Automatic Music Co. by C. C. Johnson.

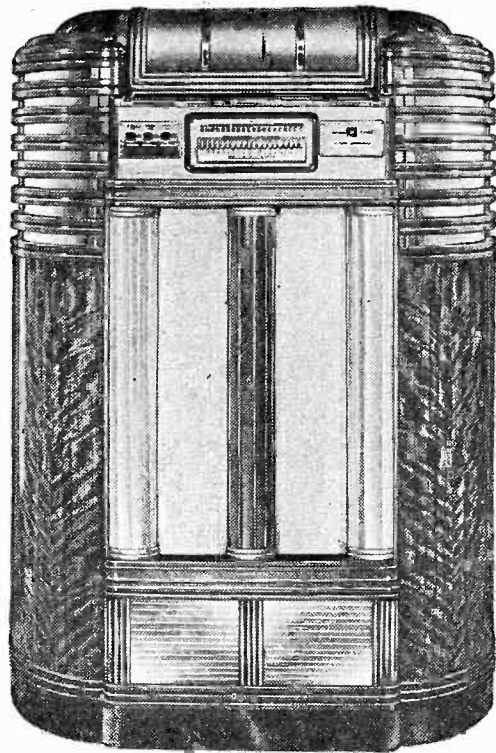
William J. Patterson is very optimistic about the future of the vending machine business and is giving concrete evidence of his optimism by adding 15 new cigaret vending machines to his business. Machines were purchased from National Vendors of St. Paul. Patterson started in the vending machine business about three and a half years ago with pinball machines. Two years ago he discontinued these and since has devoted his entire attention to the cigaret venders. Right now he reports he is awaiting a shipment of 10 of the new combination cigaret and candy machines being marketed by National Vendors.

Champion Automatic Vending Co. has been formed by Jacob Chaskin. For the present the company will operate from the same offices as the Champion Automatic Music Co., altho Chaskin states there is no connection between the two companies.

Russell Wagner, of the newer local phono ops, is adding again to his Wurlitzer route.

E. H. Speckman & Co. have been appointed Michigan distributors for a new

SELL MORE MUSIC!



THE CONCERT GRAND

• Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

Seeburg Original
COMPLETE CABINET ILLUMINATION
20 RECORD MULTI-SELECTOR
SEEBURG SYMPHONOLAS



J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

P-10 WURLITZERS \$49.50
412 WURLITZERS \$98.00
SEEBURG SYMPHONOLA As (Walnut) \$69.50
1/3 Deposit
NELSON NEWS CO., Jamestown, N. Y.

vender of Nestle bars being marketed by C. E. Britton Co. Machine is attractively finished in silver and blue and has the red and white Nestle decal on the front. Elwood H. Speckman is in charge of the Detroit offices. Prior to entering this business he was associated with the Continental Coffee Co.

Further signs of pick-up in business here were the reports of coin machine sales this week. A quantity of Wurlitzers went to Marquette Music Co. and to Neil C. McAlister, of Highland Park. In the vending machine field Walter Lesczewicz and J. E. Higgins are reported to have placed orders with the Mills Novelty Co.

Members of the vending machine trade here regretted the passing of Alexander J. Roudoy, vice-president and general manager of the F. & W. Products Co., a candy vending machine company. Born and educated in Russia, he was a well-known engineer and attained the position of director general of the British-Baku Co., with headquarters in Constantinople. He came to Detroit in 1923 to make his fortune anew. Experiencing difficulty in mastering American production methods, he was forced to take a position as a factory mechanic. In 1924 Princess Sophie Maksoutoff, with whom he played as a child, joined him here and they were married. He is survived by his widow, a son and a daughter. Both children are by his first wife.

Arnold R. Miller, Frank D. Noble and William H. Courtaine, all established operators, evidently believe strongly enough in prospects for the vending machine field to add to their routes of cigaret venders this week. All bought new Mills Novelty venders.

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PERMO POINT
THE WORLD'S MOST PERFECT
LONG PLAY PHONOGRAPH
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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.

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Third With Order, Balance C. O. D.
Write Today for Quantity Prices.
LUMI-CHROME MFG. CO.
25th and Leavenworth Sts., Omaha, Neb.

Send your correspondence to advertisers by mentioning The Billboard.

Fort Worth

FT. WORTH, Tex., April 16.—Ft. Worth operators are taking on new life since the State started the collection of taxes on all 5-cent games. Most of the operators are paying their licenses and going right along with their operating business. The State has been very fair, not forcing any collections since January 1 up until now and only making the operators pay the tax for nine months. In other words, the boys got three months' operating without any State tax.

Counter games are showing up on many spots. Lots of these counter games are straight 5-cent play, with State tax paid on them. However, there is a bountiful number of penny counter stuff in evidence. There is no State tax on penny equipment.

Jesse Martin, counsel for the Ft. Worth association for several years and also counsel for the Texas Phonograph Operators' group and a practicing attorney of Ft. Worth, has thrown his hat into

the ring for State senator from the Ft. Worth district. The Texas primary election takes place in July, with complete Democratic eliminations taking place in August. Newly elected officers take their offices January 1. Predictions are to the effect that Martin will win by a large majority.

Talk of forming a new Ft. Worth Operators' Association is in the air. Most of the Panther City ops believe that a functioning association will do them a lot of good. A meeting will be held in the near future.

W. L. Witt, operator, or Norman, Okla., was a Ft. Worth visitor a few days ago. Mrs. Witt has been confined to a hospital but is now improving and back at her home. In addition to operating Witt is also active in the produce business.

Willard White, the dapper op of this town, is shuffling along nicely with his exclusive spots. Willard moved up to the operating business from automobile salesman and has proved himself an asset to the automatic industry.

Helen Savage, who recently moved her Automatic Amusement Co. office to Dallas, just can't keep away from the "old home town." Every few nights Helen is in town calling up her old friends. Keep coming, Helen, we're always glad to have you. Dallas is a "sissy" anyway.

Operators here are enthused over the recent announcement that Casa Manana and Pioneer Palace will operate with high-class musical shows from June 15 to the last of August. With these two attractions going at top speed, coupled with an extensive program for Lake Worth, Ft. Worth ops are gazing down a lane lined with promising prosperity.

Forest, Sycamore and Marine parks have opened for the season and hundreds of coin-operated devices are on location in these three amusement centers.

Ft. Worth's growing number of night spots and taverns is opening up many new spots for equipment.



Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Kindness

Since the world began men have tried every possible system for achieving happiness and contentment. Work, loafing, ambition, listlessness, religion, study, ignorance, play, travel, philosophy, love, money are a few of the standard ways for seeking happiness. But give them all a fling and none of them quite give you what you are seeking. There is only one road to happiness in this world and that road is kindness. The "Kindness System" always works, is easy and simple to practice; enriches you, never impoverishes you. Be kind! Treat people gently—they can get rough handling from any common person. Share their troubles with them, try to understand them. Give a word of encouragement to everyone you meet. More than that, give a little of your time, of your physical presence; yes, of your hard-earned money! How many people do you know that are lonely? That are sick? Visit them—often! How many need material help—food, clothes, shelter? How many need a little notice, a little courtesy, a little friendship? If you are not kind to them, who will be? Strangers should receive your kindness; yes, and your own family should receive it, too. Start practicing the Kindness System at home tonight. Put yourself out a little bit in order to bring joy to those you say you love—your wife, your children, your relatives. Try the Kindness System! It is a one-way system, that's true, but its one way is the one sure way to happiness!—James T. Mangan, Advertising Manager, Mills Novelty Co., Chicago.

Unemployment

"The pressing problem of this country is unemployment. When I went abroad we had 10,000,000 or 11,000,000 unemployed. I return to find they have increased by another million or two. . . . That 12,000,000 unemployed is obviously

an indication of something wrong with our economic machine. . . . It moves forward and employs people only when there is confidence and hope. A large part of its movement forward depends on confidence and hope. A large part of its stoppage comes from fear. Prosperity and depression are greatly influenced by these two emotions. There are other factors, but of late years these emotions have become immensely more potent than ever before."

"In the United States today everybody has lost some confidence and everybody has some fear. It is nonsense to say that either big or little business is on a strike. It is not so. Business is yearning to sell automobiles and new suits of clothes. It is the people who are scared. Big business or little business is not scared to take on men if anybody will give them an order for goods.

"With 12,000,000 people out of a job it is our business to explore the causes of these fears. I was especially interested to find if any of them were coming from abroad. Because the causes of fear which sucked us into the whirlpool of world-wide depression in 1931 came from Europe."

"It is the first job of America to restore genuine self-respecting jobs in productive enterprises. It transcends all other questions. It transcends all party politics. It must be met without flinching. It is obvious that these forces which make 12,000,000 men lose their jobs, except in some minor degree, arise within our own borders. And whence do these forces of destroying fear arise?

"This country should sit down and think out every force, governmental, moral and economic, that is causing this fear and uproot that cause. We should apply one test to the whole gamut of government action. Does this action stifle initiative and enterprise? Does it cost men their jobs? I am well aware of the importance of reforms. I am still more aware of the misery of 12,000,000 unemployed. And I am well aware of the dangers to the very institutions of democracy from an economic machine dislocated in this fashion." (Excerpts from speech of former President Hoover upon return from recent European trip.)

Crippled Children

Among the special charities that are given consideration during the Easter season is that of aid for crippled children. The work in this field is admirably kept before the public by the International Society for Crippled Children, Inc. In order to raise funds Easter seals are distributed to charitable people just as tubercular work is supported by the sale of seals. Popular contributions of \$1 to \$5 are sought from people in general.

The organization has State associations which solicit gifts and also look after the interests of crippled children in each State.

The object of the entire program is stated as to "Treat, care for, train, educate, employ, cure crippled children and adults." The first annual seal sale of the organization was conducted from April 1 to 17 this year.

Century Vender Scoring With Ops

CHICAGO, April 16.—Judging by the orders that have been coming in for the new bulk merchandiser recently put on the market by the Century Manufacturing Co., Bud Lieberman, head of the firm, says he believes he has something worth crowing about in this machine.

"The fact that this machine is one penny vender that will vend nuts, candy, charms and other confections day after day without a hitch is undoubtedly a big reason for the popularity of this machine. However, another big reason is that we have placed an unconditional guarantee on the mechanical performance of this machine for one whole year. The present trend toward merchandisers finds us fully prepared," he concluded, "to give ops a machine that will bring them steady returns for many years to come."

PHONOGRAPH OPERATORS...

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Already hundreds of operators everywhere in the country are saving big money with McCormick Phonograph necessities.

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keep your phonographs running longer because of better music.

A trial order of ten for \$4 will convince you or you get your money back.

NO FOOLIN'

M. A. GERETT CORP.
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MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

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

SAMMY KAYE
Vocalion 4017

Love Walked In and *Moments Like This* (there's no swing on these sides and very little sway. But Sammy plays these two swell movie songs very smoothly).

TOMMY DORSEY
Victor 25815

Yearning (it's the sweet swing for this old lullaby, the Dorseyites making it a dandy with their attractive swing choir vocalizing).

'Deed I Do (another oldie that's another honey at these hands with Edythe Wright singy in the sweet style).

SWING MUSIC

BENNY GOODMAN
Victor 25814

Ti-Pi-Tin (this waltz favorite gets the killer diller treatment by Goodman, dishing it out fast and furious).

Please Be Kind (the down-and-out swing stuff is subdued on this side, but still carries plenty sock. Martha Tilton adds her tonsil work).

LOUIS ARMSTRONG
Bluebird 7506

Hustlin' and Bustlin' for Baby and *Sitting in the Dark* (these sides are a reprinting of an old recording and Louie was plenty good then, if not better).

DUKE ELLINGTON
Brunswick 8108

The Gal From Joe's (strictly rock and roll rhythms that go great in any phono).

I Let a Song Go Out of My Heart (this is a dull ditty Duke wrote for the Cotton Club show. Skip this side).

CAB CALLOWAY
Vocalion 4019

Bugle Blues (it's the hi-de-ho monarch scating it out for what is better known as *Bugle Call Rag*).

Foolin' With You (Cab goes sentimental and he's serious about it, but it's hardly strong for your phono unless they worship Calloway).

VOCAL

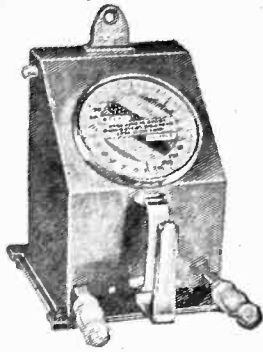
MILDRED BAILEY
Vocalion 4016

Don't Be That Way (with Red Norvo's Band backing this slow swing song gets likable treatment in the Bailey way).

I Can't Face the Music (a blues ballad with Bailey at her best).

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YOU'LL BE SATISFIED WITH
RESULTS

AN OUTSTANDING SCOOP!



Only **\$13⁴⁵** Sample
F. O. B. CHICAGO

SPECIAL LOW PRICE IN LOTS OF 5 OR MORE.

Operate this superior Grip Tester for Steady Profits! Better Built—More Appealing! Start Your Income Rolling. Order Your Supply NOW!

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|----------------------------------|------------------------------------|
| 5c Blue Front S. J. \$52.50 | 5c War Eagle \$30.00 |
| 5c Blue Front D. J. 42.50 | 10c Jennings Chief 30.00 |
| 10c Blue Front D. J. 45.00 | 25c Jennings Chief 32.50 |
| 10c Mills Extraordinary .. 29.50 | 50c Blue Front S. J. 59.50 |
| | 50c Pace All Star Comet 41.50 |
| | 5c Pace Comet .. 39.50 |

Write for List of 250 Paytables, Novelty Games, Counter Games and Slot Machines! Terms: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western, CHICAGO.

1326 W. Flagler St., MIAMI.

1901 Fifth Ave., PITTSBURGH.



J. O. BATES, of Baker Manufacturing and Novelty Co., Chicago.

for any help or information they may desire.

Player Sees Thru Millwheel Game

CHICAGO, April 16.—“A bold bid for the player's favor, a design which enables the player to see what goes on inside the machine, that is the feature in the new Millwheel, 1-5-10-25-cent counter game,” according to Jim Buckley, general sales manager of Bally Mfg. Co.

“The new Visible Scramble idea,” Buckley states, “insures player confidence in the Millwheel machine. Because the player can look in the side and front windows and see the violent agitation of the marbles—dozens of marbles continuously and completely scrambled—then scooped up at random, three at a time, and carried over the wheel. Awards are based on Two-of-a-Color and Three-of-a-Color, lined up at the win-dicator line when the action stops. Big winners are always in sight, flashing by in a tantalizing way that guarantees plenty of repeat play.

“The first few hundred Millwheel machines shipped are proving to be really high-speed money makers, and we are confident that this game will have the

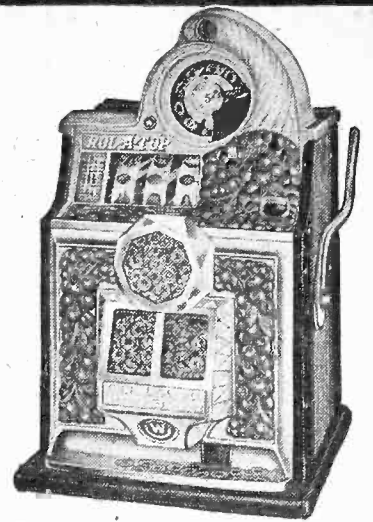
biggest success of any counter game since our famous Skipper of 1933,” Buckley added.

Merchants Petition For Games License

CANTON, O., April 16.—In a petition signed by 60 representative merchants, restaurant and cafe operators, city council has been requested to license “certain types of machines of skill or mechanical devices used as trade stimulators.”

Believing there is unnecessary controversy between merchants and police agencies as to what is and what is not a gambling device, the petition states that its signers have in mind machines which violate no gambling laws. The request states that the signers desire that these machines be licensed so that any further conflicts between merchants and the authorities may be avoided.

The petition was referred to the judiciary committee for consideration.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address “WATLINGITE,” Chicago.

CLOSE-OUTS—Phonographs

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|---|----------|
| 30 WURLITZER 412 or 312s. | \$104.50 |
| 2 WURLITZER P-12 | 79.50 |
| 1 WURLITZER P-30 | 89.50 |
| 3 SEEBURG SELECTOPHONES, 36s. | 52.50 |
| 2 SEEBURG SYMPHONOLAS, 36s. | 74.50 |
| 1 CAPEHART ORCHESTROPE, 36s. | 52.50 |
| 1 MILLS DANCE MASTER AUTOMATIC PAYOUTS. | 44.50 |
| 2 PREAKNESS | \$ 39.50 |
| 5 TURF CMAMPS | 32.50 |
| 1 ROVER | 39.50 |
| 1 CAROM (Ticket) | 29.50 |
| 2 CAROMS (Cash) | 22.50 |
| 1 WINNER | 22.50 |
| 1 DERBY DAY (Clock) | 39.50 |
| 1 MILLS CLOCKER | 44.50 |
| 2 LATONIA (Ticket) | 29.50 |
| 3 EVANS KEENO | 59.50 |
| 1 BALLY ENTRY | 104.50 |
| 1 RACING WHEEL | 29.50 |
| 1 RACING FORM | 39.50 |
| 1 PAMCO BELLS | 17.50 |
| 1 LIBERTY BELL | 62.50 |
| 1 DOMINOLE | 62.50 |
| 1 FAST TRACK | 62.50 |
| 4 PACE RACES (20-1) | 117.50 |
| 1 PACE RACE (30-1) | 187.50 |
| 1 FAVORITE | 109.50 |
| 1 DARK HORSE | 92.50 |
| 4 ROTARY MERCHANDISERS, MISCELLANEOUS. | 67.50 |
| 10 REEL SPOTS | \$10.00 |
| 1 A. B. T 1c TARGET | 17.50 |
| 1 AUTO PUNCH | 17.50 |
| 2 HIGH STAKES | 7.50 |
| 50 MILLS BLUE FRONTS, 5c, 10c, 25c Light Cabinets | 47.50 |
| 40 JENNINGS CHIEFS, 5c, 10c, 25c, Late Serials | 42.50 |
| 1 JUNGLE DODGER | 27.50 |
- Send for Complete List. TERMS: 1/3 With Order, Bal. C. O. D. AUTOMATIC AMUSEMENT CO. 1000 Pennsylvania St., Evansville, Ind

Bates Joins Baker As Sales Manager

CHICAGO, April 16.—J. O. Bates, well known to those in the coin machine industry, has been appointed as sales manager of the Baker Novelty and Mfg. Co. here. Bates, formerly sales manager for Caille Bros. Co., of Detroit, and Pace Mfg. Co., of Chicago, has a host of friends in this country and Europe because of his many years of experience in the coin machine industry. Bates first gained practical experience with coin machines by operating them in the northern resort section of Michigan, so that he really knows what problems confront the operator.

In an interview Bates said, “Needless to say, I am proud and happy to be associated with Harold Baker, and selling any product manufactured by him is always easier because of the complete confidence and respect the trade has for Baker's ability as a designer, engineer and manufacturer. Tri-Putt is really a pleasure for me to sell, as I have played golf, when I have had time, for the past 20 years, and putting practice is the one thing I have never taken the proper time for. Now I get plenty of practice and amusement demonstrating Tri-Putt, and, believe me, it sure has helped my golf game (and my waist line). For this reason the game is a big hit among the ladies. The Tri-Putt golf game is the first coin-operated game using regulation golf balls and clubs, a game with a purpose and incentive for continuous play, without a doubt the best legal machine developed since the introduction of the automatic phonograph. This game is the first of our products to be offered under the name of Baker Novelty and Mfg. Co. We also wish to announce that we will be in a position soon to offer a complete line of bell-type slot machines and something revolutionary in a coin-operated race game.”

Bates wants his friends in the industry to feel free to call on him at any time

Official Statement by NACOMM On Holding Next Annual Show

CHICAGO, April 16.—The officers and directors of the National Association of Coin-Operated Machine Manufacturers (NACOMM) issued the following signed statement to the manufacturing industry on April 12, 1938:

“NACOMM announces that the 11th Annual Coin Machine Show will be conducted in 1939 by NACOMM as heretofore and will not be affected by any statements or announcements of others.

“At this show, as in the past, the operators, jobbers and distributors of the country will have the opportunity to see all that is latest and best in coin-operated machines, as well as to meet on friendly terms the leading manufacturers of the industry and discuss with them personally their problems.

“N. Marshall Seeburg, who has so capably directed the last four shows as chairman of the convention committee, is chairman of the 1939 convention committee, and members of the committee appointed so far are W. E. Bolen, the Northwestern Corp.; J. E. Broyles, the Rudolph Wurlitzer Co.; D. W. Donohue, Mills Novelty Co.; A. E. Gebert, Advance Machine Co.; R. Z. Greene, Rowe Mfg. Co.; R. W. Hood, H. C. Evans & Co.; F. H. Parsons, Buckley Mfg. Co.; David C. Rockola, Rock-Ola Mfg. Corp.; W. J. Ryan, O. D. Jennings & Co.; T. M. Stoner, Stoner Corp.; Walter A. Tratsch, A. B. T. Mfg. Co., and F. H. Vogel, the Columbus Vending Co.

“The 1935, 1936, 1937 and 1938 shows, all of which were under the management of NACOMM, speak for themselves. No other coin machine shows have equaled them in the amount of exhibit space or in the attendance of actual buyers. The NACOMM shows have been orderly, well managed and successful in every respect. This success has been largely due to the members of NACOMM themselves and particularly to committee members who gave their time and thought to the planning and direction

of the shows.

“NACOMM shows have been obvious outward evidence of the great service of NACOMM to the industry, of which NACOMM can well be proud.

“The less obvious but even greater service of NACOMM toward the improvement and stabilization of the industry has been so great that we feel entirely confident that in the interests of the future of the industry all who desire to see our industry continue to grow in size and stability will continue to give their undivided support to NACOMM, to the NACOMM show and to those of us who are interested in sound, long-time growth.

“Suggestions for making the 1939 show more helpful, either to exhibitors or to buyers, will always be welcome and will be given careful consideration.

“Formal announcement and application forms for the 11th Annual Coin Machine Show will be available in due course, and all reputable exhibitors will be welcome at this show.”

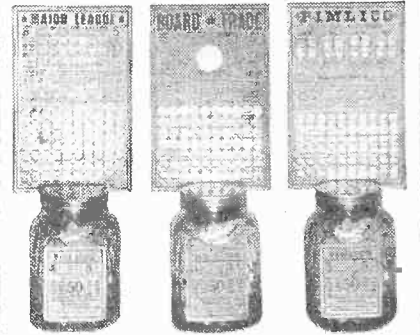
(Signed) O. D. Jennings, O. D. Jennings & Co., chairman of the board; A. E. Gebert, Advance Machine Co., president; David C. Rockola, Rock-Ola Mfg. Corp., vice-president; D. W. Donohue, Mills Novelty Co., treasurer; J. E. Broyles, the Rudolph Wurlitzer Co., director; F. H. Parsons, Buckley Mfg. Co., director; N. Marshall Seeburg, J. P. Seeburg Corp., director; T. M. Stoner, Stoner Corp., director; C. S. Darling, secretary.

3 BIG HITS

ONLY \$2.95 Each

(Complete—Card—Holder—Jar and 2280 Tickets.)

3 for 8.75



MAJOR LEAGUE BOARD OF TRADE PIMLICO Deals Take In, 2280 @ 5c. \$114.00 Average Payout 70.00

PROFIT (Average) \$44.00 TAKE OUR WORD FOR IT—THESE JAR DEALS ARE “HOT.” ORDER YOUR BIG 3 TODAY.

2280 Tickets. Complete Deals, \$30.00 per Doz. Refills (Tickets and Cards) \$24.00 per Doz.

2520 Tickets. Complete Deals, \$33.00 per Doz. Refills (Tickets and Cards) \$27.00 per Doz.

2772 Tickets. Complete Deals, \$36.00 per Doz. Refills (Tickets and Cards), \$30.00 per Doz. 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO, ILL. Send for Circulars on Other Winners.

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO. 1240 Broadway, Albany, N. Y.

COIN MACHINE HEADQUARTERS

ATTENTION COIN MACHINE BUYERS.

If you are in the market to purchase New or Used Coin Operated Machines, write us! We carry a complete stock of all types of Machines at prices which you can afford to pay. WE GUARANTEE YOU 100% SATISFACTION on all purchases. What more can we say? JOE HUBER, Pres.

SPECIAL—WURLITZER 412 PHONOGRAPHS \$97.50

HUBER COIN MACHINE SALES CO., 600-610 W. Van Buren St., Chicago, Ill.



HEY DAY

**1 BALL 6 COIN
MULTIPLE PLAY
PAYTABLE**

MULTIPLE LIGHTS REMAIN ON AFTER PAY-OUT — ABSOLUTELY CHEAT-PROOF—

\$194.50

TAX PAID. / F. O. B. Chicago. Immediate Delivery.

ORDER TODAY!

WESTERN *Jimmy Johnson*
EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. CHICAGO, ILL.

EARNING GREATER PROFITS ON LOCATIONS EVERYWHERE!

Oriole Ready To Show New Games

BALTIMORE, April 16.—Oriole Coin Machine Co. reports that besides the establishment of its new special sales department under the direction of E. W. Brickman it is also preparing to present an array of new machines to operators.

"We have been collecting these numbers for some time," says Eddie Ross, head of the firm, "and we will make our first announcement regarding them in the near future. We believe this line will be one of the most complete and varied we've ever shown."

Oriole also intends to keep contact men in the field watching the development of new products which their customers can use, Ross disclosed. He also revealed that offices thruout the country will work in co-operation with the home offices here in presenting the new products.

Houston Assn. Gets New Secy.

HOUSTON, April 16.—Hubert L. Heatly, prominent young lawyer of this city, was appointed executive secretary of the Music Operators' Association at the regular meeting on April 7. This appointment followed the resignation of W. A. Niemackl, who stated that his move was necessitated by his going into business for himself.

Niemackl's resignation was accepted with sincere regrets, since he has played a vital role in the organization of the association. He announced, however, that he would continue as a member of the association.

Upon the acceptance of Niemackl's resignation, President William Peacock appointed Heatly as his successor. This appointment was unanimously approved by the members. Heatly is well known to Houston music operators, and the entire association membership feels that he is fully capable of administering the responsibilities of his new office.

Sherwood C. Ide, sales director for International Mutoscope Reel Co., was in Houston demonstrating its Photomatic machine during the past week. He had his machine up in the lobby of the Houston Sportland and reported a gratifying response.

Speaking of the Houston Sportland, it is managed by Dad Swartz and located in a well-known uptown building. Most all the standard penny arcade and sportland machines are on hand, plus a few of Swartz's own invention. One of them in particular is a horse-race game of his which will accommodate from one to five players. Coins are inserted and each player gets a horse whose number corresponds to his coin chute. Horses are advanced by players shooting the ball at various numbers. It is purely a game of skill and standard merchandise awards are made to the winners. Penny arcade occupies a lobby and two halls which flank the Sportland on three sides. Players usually start with the penny machines and work right on up thru the nickels and dimes to the quarter machines, Swartz reports. Swartz

A Sensational Closeout At Sacrifice Prices

Bally Fairgrounds	\$ 75.50
Bally Arlington	32.50
Bally Freakness	32.50
Bally Fleetwoods	77.50
Bally Caroms	15.00
Bally Classics	15.00
Bally Golden Wheels	15.00
Gottlieb Photo Finishes	18.50
Keeney, 1937 Skill Times (like new)	177.50
Stoner Air Races	12.50
Stoner Parlay-Vouz (floor sample)	65.00
Western Paddles (brand new)	125.00
Stoner Latonias	15.00
Bump-a-Lites	20.00
Paddocks	27.50
Gottlieb Touchdowns	17.50
Western Winners	12.50

Terms: 1/3 Deposit, Balance C. O. D.

Write, Wire or Phone

SAM MAY COMPANY,
2011-13 Maryland Ave.,
Baltimore, Md. University 1800

BROTHER . . . CAN YOU SPARE A CENT?

JUST A ONE-CENT POST CARD WILL BRING YOU INFORMATION ABOUT MACHINES AND SERVICE THAT WILL TRULY AMAZE AND TREMENDOUSLY PLEASE YOU! MAIL THAT ONE-CENT POST CARD TO ORIOLE TODAY! LEARN WHY SMART OPERATORS EVERYWHERE ARE TELLING FRIENDS TO . . .

NEXT TIME TRY . . .
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

himself is an old-time showman who says he was once connected with *The Billboard*.

IT'S A HIT! THE SENSATIONAL HARLICH BASEBALL BOARD HIT THE BALL

No. 11071 1000 Holes
Takes in \$50.00
Definite Payout 24.50
Gross Profit \$25.50
Tickets Printed With Baseball Terms.

Another Harlich Winner With an Extra Profit Wallop.

PRICE EACH **\$2.26**
Plus 10% Tax.



HIT THE BALL
GUARANTEED WINNERS
\$10.00 - \$5.00

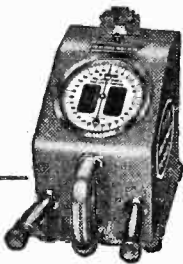
Players Punching Tickets—Reading
Home Run—Three Base Hit
Two Base Hit—One Base Hit
Stolen Base—Base On Balls
Sacrifice Hit—Double Play
Receive Punch in The Ball
Last Play in Each Section Receives Pouch in The Ball
Last Play on Board Receives All Remaining Punches in The Ball

42 WINNERS IN THE BALL!

HARLICH MFG. CO., 1413 W. JACKSON BLVD.—CHICAGO, ILL.

GOTTLIEB'S 3-WAY SUPER GRIPPER

JOBBERS! OPERATORS!
Write for Prices! Immediate Deliveries!



ROYAL RECONDITIONED GAME VALUES

Bally Entry	\$93.50	Multiple	\$16.50
Bally Stables	79.50	Pinch Hitter	12.50
Mills Clocker	47.50	Pamco Speedway	11.50
Speed King	37.50	Stop & Co	9.50

1/3 Deposit, Balance C. O. D.

Hundreds of Paytables, ready to operate—\$5.00 and up! Get on our Mailing List! New Price List soon ready—Novelty Games, Slots, Counter Machines.

ROYAL COIN MACHINE CO.
2212 N. Western Avenue, CHICAGO, ILL.

• 3 different grip tests — mechanically perfect — attractive brilliant red crackle finish—jam proof coin slot.



A PART OF THE NEW YORK operators and mechanics who attended the school of phonograph instruction held at the offices of the Modern Vending Co., New York.

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

CMMA Announces Date of Show for January 16-19

Agreement on convention terms signed by Sherman Hotel and CMMA execs—association headquarters opens in hotel—list of members made public

CHICAGO, April 16.—The Coin Machine Manufacturers' Association moved swiftly here this week to begin the carrying out of its recently announced program of conducting an annual convention and of "working for the good of the entire industry." New headquarters for the association were announced as Suite 323-324 in the Sherman Hotel. The new office will not only be for handling the business affairs of the association, it was announced, but will also be open to members of the industry who may be visiting in Chicago for any courtesy or information the office can render. Following close on the announcement of the new headquarters was an announcement that the CMMA would conduct its annual show and exhibit at the Sherman Hotel, January 16 to 19, 1939. Dave Gottlieb, chairman of the executive committee of the CMMA, showed an agreement that had already been signed by executives of the Sherman Hotel and the CMMA for the holding of a coin machine convention on the dates announced.

Gottlieb said that the CMMA "has definitely started on its program to hold the convention and also to work for the good of the entire industry. We will offer economies to exhibitors, we will show no partiality and we do not wish to cause any antagonism or retaliation in any way. We are glad to see other organizations function in their respective fields, but we have a program that is to include all sections of the trade."

Lists of members of the CMMA, associate members, and also of firms that have already reserved exhibit space for the 1939 show were released.

CMMA Members

A. C. Novelty Co., Detroit; A. B. T. Mfg. Co., Chicago; Baker Novelty and Mfg. Co., Chicago; Bally Mfg. Co., Chicago; Buckley Mfg. Co., Chicago; Chicago Coin Machine Corp., Chicago; Capehart, Inc., Fort Wayne; Daval Mfg. Co., Chicago; Exhibit Supply Co., Chicago; H. C. Evans & Co., Chicago; Genco, Inc., Chicago; D. Gottlieb & Co., Chicago; Great States Mfg. Co., Kansas City, Mo.; Groetchen Tool Co., Chicago; International Mutoscope Co., New York City; C. R. Kirk & Co., Chicago; Pace Mfg. Co., Chicago; Ringo Mfg. Co., Chicago; Stewart & McGuire, Inc., New York City; U-Need-a-Pak, Brooklyn; Watling Mfg. Co., Chicago; Western Equipment and Supply Co., Chicago; Popmatic Mfg. Co., St. Louis; Caille Bros. Co., Detroit.

Associate Members

Ad-Lee Co., Chicago; Atlas Novelty Co., Chicago; American Sales Corp., Chicago; Accurate Spring Mfg. Co., Chicago; Advertising Posters Co., Chicago; Berteau-Lowell Plating Works, Chicago; Birmingham Vending Co., Birmingham; *The Billboard*, Chicago; Chicago Electrical Supply Co., Chicago; *Coin Machine Journal*, Chicago; A. Dalkin & Co., Chicago; Electrical Products Co., Detroit; Ellman & Zuckerman, Chicago; Evans Novelty Co., Chicago; Guardian Electrical Mfg. Co., Chicago; Grand Woodworking Co., Chicago; G. M. Laboratories, Inc., Chicago; Gardner & Co., Chicago; Gerber & Glass, Chicago; Grand National Sales Co., Chicago; Globe Novelty Co., Springfield, O.; Harlich Mfg. Co., Chicago; Huber Coin Machine Sales Co., Chicago; Hooker Glass and Paint Mfg. Co., Chicago; Howard Foundry Co., Chicago; Independent Lock Co., Chicago; the Illinois Lock Co., Chicago; Johnson Fare Box Co., Chicago; Kinzie Mfg. Co., Chicago; Knox Advertising Service, Chicago; Lincoln Novelty Co., Chicago; Monarch Coin Machine Co., Chicago; Max A. K. Matthews & Co., Chicago; National Venders, Inc., St. Louis; National Coin Machine Exchange, Chicago; Playola Mfg. Co., Chicago; Paris Bead and Novelty House, Chicago; Production Instrument Co., Chicago; Quality Hardware and Machine Corp., Chicago; D. Robbins & Co., Brooklyn; Richard Mfg. Co., Chicago; N. Shure Co., Chicago; Superior Products, Inc., Chicago; Gam Sales Co., Peoria; Sicking Mfg. Co., Inc., Cincinnati; Standard Transformer Corp., Chicago; Wheeling Novelty Co., Wheeling, W. Va.; Beneke Corp., Chicago; National Steel Co., Chicago; Merit Metal Specialties Co., Chicago.

Exhibit Space

Firms already reserving exhibit space for 1939 are Ad-Lee Co., Chicago; A. C.

Novelty Co., Detroit; A. B. T. Mfg. Co., Chicago; American Sales Corp., Chicago; Atlas Novelty Co., Chicago; Bally Mfg. Co., Chicago; Birmingham Vending Co., Birmingham; Buckley Mfg. Co., Chicago; Capehart, Inc., Ft. Wayne; Chicago Coin Machine Corp., Chicago; *Coin Machine Journal*, Chicago; A. Dalkin & Co., Chicago; Daval Mfg. Co., Chicago; Electrical Products Co., Detroit; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Gardner & Co., Chicago; Genco, Inc., Chicago; Gerber & Glass, Chicago; Globe Novelty Co., Springfield, O.; D. Gottlieb & Co., Chicago; Great States Mfg. Co., Kansas City, Mo.; Groetchen Tool Co., Chicago; Guradian Electrical Mfg. Co., Chicago; Harlich Mfg. Co., Chicago; Independent Lock Co., Chicago; International Mutoscope Co., New York; Illinois Lock Co., Chicago; C. R. Kirk & Co., Chicago; Lincoln Novelty Co., Chicago; National Venders, Inc., St. Louis; Pace Mfg. Co., Chicago; Paris Bead and Novelty House, Chicago; Play-Ola Mfg. Co., Chicago; Ringo Mfg. Co., Chicago; D. Robbins & Co., Brooklyn; Richard Mfg. Co., Chicago; N. Shure Co., Chicago; Superior Products Co., Chicago; Stewart & McGuire, Inc., New York City; U-Need-a-Pak, Brooklyn; Watling Mfg. Co., Chicago; Western Equipment and Supply Co., Chicago; Wheeling Novelty Co., Wheeling, W. Va.; Popmatic Mfg. Co., St. Louis; Caille Bros. Co., Detroit.

Seattle

SEATTLE, Wash., April 16.—The Fun Palace on First avenue is sporting a new sign and facade. Installation of new miniature rifle ranges is also proving to be a hit with the patrons. When visited, a new pistol game awarding free games for points gained was getting the big play. Earl J. Heroux, proprietor,

staged a special entertainment for the fans last week. He had Wille F. Ryan, one of leading checker players of the country, show how the game should be played.

J. K. Hart, of Everett, Wash., has entered claim for ownership on six slot machines recently seized at the Coat of Arms Club, of Bremerton, Wash., the Navy Yard City of Puget Sound. Despite the state law that slots are permissible in private clubs, the machines were seized. M. B. Timmons, arrested for possession of the machines, was released.

Remodeled and beautified, the Joyland Penny Arcade has reopened. New diggers as well as a series of Mutoscope picture machines have been added.

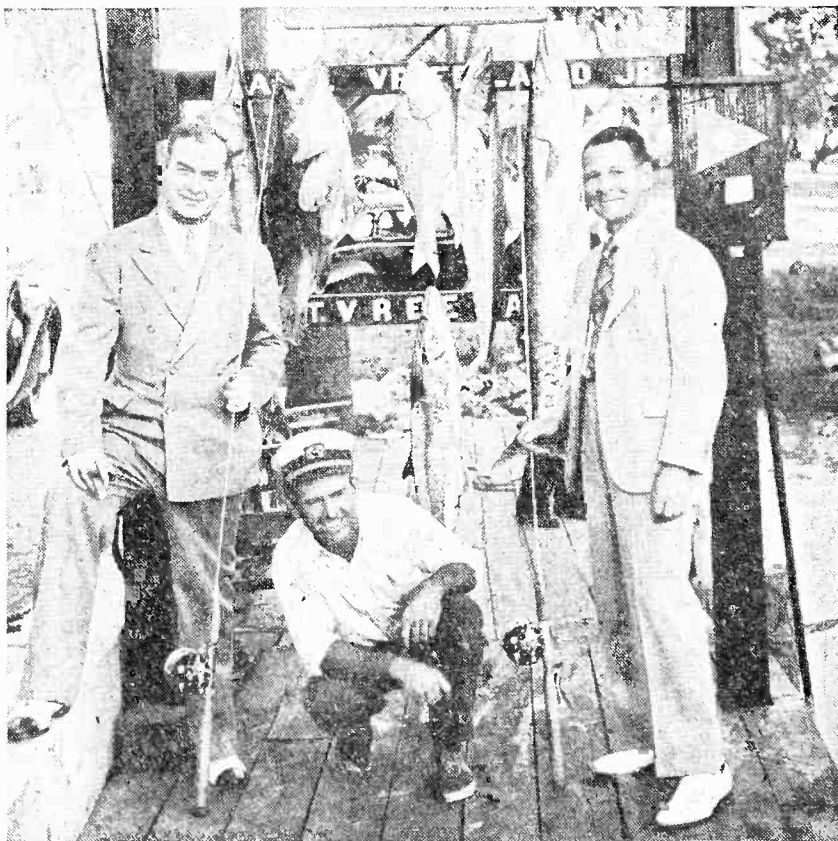
Success of the parking meter plan in Portland, Ore., is bringing to a head the suggestion that Seattle adopt a similar plan to provide revenue and relieve traffic congestion. Under the leadership of Chairman William L. Norton of the city council's public safety committee, the movement has grown apace during the past week. He advocates the placing of 3,000 machines in downtown district.

Match Tax Fate Still Undecided

WASHINGTON, April 16.—Just a few weeks ago the book match industry was rejoicing over the prospect of being relieved entirely from federal excise taxes. The latest recommendation by the Senate Finance Committee, however, proposes that the tax be raised from 10 cents per thousand books or 25 cents per case to 2 cents per thousand matches or \$1 per case.

When the subject of tax revision on matches was proposed in Congress, the House Ways and Means Committee first suggested the increase which the Finance Committee now recommends. However, the Ways and Means Committee later voted to eliminate the tax entirely. Assuming it was probable that both the Senate and House groups would agree to abolish the tax, jobbers and dealers began to restrict their orders to minimum requirements in order to get the full benefit of the lower prices if and when the tax were removed.

The outcome is still very doubtful. The next procedure is for the Senate to vote on the recommendation of the Finance Committee that the tax on book matches be increased from 25 cents to \$1 per case. Then the bill will be considered by the committee of both houses, and what they decide will then probably be the ultimate outcome.



D. C. ROCKOLA (right), president of the Rock-Ola Manufacturing Co., and Jerry Hyde (left), Rock-Ola representative of Fort Lauderdale, Fla., together with their guide, feel mighty proud of the beauties they hooked in a day's fishing in the blue waters off Miami.

WHY

DID EVERY OPERATOR SO FAR MORE THAN DOUBLE HIS ORDER FOR

BALLY'S RESERVE

"BANK NIGHT" NOVELTY HIT!

\$99.50

FREE PLAY MODEL \$103⁵⁰

BECAUSE

Operators are getting **BIGGER PROFITS** from BALLY'S RESERVE than from PAYOUT GAMES! It's the **ONLY GAME** of 1938 that operators have been able to place on single locations in batteries of 2 and 3! The **ONLY 5-Ball Novelty Game** that actually earns from \$30.00 to \$75.00 **NET WEEKLY PROFIT!** The **ONLY** game that is actually **BEHIND IN DELIVERY!** BALLY'S RESERVE is THE GAME YOU NEED NOW! ACT QUICK!

IMMEDIATE DELIVERY GUARANTEED--RUSH YOUR ORDER TO...

JOHN A. FITZGIBBONS

453 WEST 47th STREET NEW YORK CITY

362 MULBERRY ST., NEWARK, N. J.

2178 AMSTERDAM AVE., NEW YORK, N. Y.

GAY TIME

HIGH SCORE NOVELTY GAME with a PROGRESSIVE SCORE SYSTEM!

Balls drop into holes in "advance lane" and are moved into higher scoring positions by contact on rollover switches! Extra scoring on bumper springs! Lively ball and light-up action provides super appeal!

GENCO, Inc.

2621 N. Ashland Ave.
CHICAGO, ILL.

IMMEDIATE DELIVERIES



\$74.50

Advertising Hurts

Here is where the editor gets a break. When advertisers accuse me of "ruining the business," I always say that "if the business could be ruined it would have been ruined long ago by some of the advertising put out on coin machines." Here is an operator who agrees with me.

"To the Editor: First I want to say I have just read your editorial entitled Customers in the April 9 issue of The Billboard. I enjoyed reading it, as I do most of your editorials.

"However, in the same issue in which this editorial occurred I found the enclosed advertisement which, to my way of thinking, is the kind of publicity that has continually hurt the operating business. I have been connected with the operating business for several years.

"In the first place, the ad does not appeal to the conservative, business-minded operator. He knows about the amount of money that can be made with any type of machine. Of course, many operators have made money but I doubt if any has had 'riches thrust upon him.'

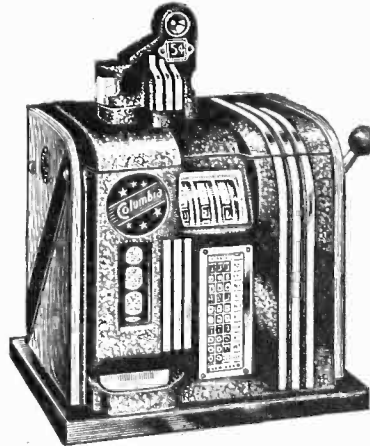
"Thousands of people read The Billboard that are in no way connected with the operating game, neither as an operator nor as a location. The layman has always considered the operating business about the quickest way in the world to get rich, and here again he now sees it advertised as a certain fact. If he has held any degree of jealousy for the operator, or the machines, this only serves to agitate his feelings. He inwardly hates operators and machines, for he thinks it is such an easy way to get rich and he is not fortunate enough to be in the business.

"The operating business always has heat on it because the business is conducted in such a way as to invite heat. You wouldn't think of a coffee manufacturer advertising that a merchant could get rich by selling his particular brand of coffee. I think your advertising department should exercise some leadership and try and correct some of this heat-producing advertising. As long as the public thinks every operator gets rich, and the machines are only made to gyp the public, just that long are we going to have so much closed territory."—M., Oklahoma.

DISCRETION

Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through the front payout cup. Instead these rewards are directed towards a separate, locked cash box in rear, for which location has the key.

This "concealed payout" idea has done wonders in opening territories.



Supplied with Cigarette Reels, but changeable to Fruit Reels and Front Payout. All Columbias are instantly convertible from Nickels to Dimes, Quarters, Pennies.

NO BULK, NO NOISE, NO RESTRICTIONS

Just continuous, comfortable PROFITS.

GROETCHEN TOOL COMPANY

130 N. Union Street Chicago, Ill.

IMMEDIATE DELIVERY Used Payout Games

1 ROVER	@ \$24.50
4 KEENEY NAVY	@ 18.00
4 PIKES PEAK	@ 20.00
4 AIR RACES, Ticket	@ 15.00
1 CLASSIC, Ticket	@ 19.50
1 GOLDEN WHEEL, Ticket	@ 19.50
1 SPRINGTIME, Ticket	@ 19.50
1 MILLS CLOCKER	@ 30.00
1 PARLEY VOUS, Ticket, Floor Sample	@ 50.00
1 RACING FORM	@ 19.50
1 WINNER	@ 10.00
1 CAROM	@ 15.00
1 TURF CHAMPS	@ 18.50
2 DERBY DAY CONSOLE with Pinball	@ 60.00
1 BIG ROLL CONSOLE with Pinball	@ 65.00

WANTED

Used Mills Melons and Blue Fronts. State price and serial number.

1/3 Deposit, Balance C. O. D.

ARUNDEL AMUSEMENT CO.
39 WEST ST., ANNAPOLIS, MD.

Preakness	\$ 37.50	Silver Bells	\$ 75.00
Derby Days	35.00	Galloping	85.00
College		Domino	85.00
Football	30.00	Bally Bells	35.00
Fleetwood		Rosemont	
Floor Sample	125.00	like new	49.50
Caroms	17.50	Rays Track	
Center Smash	15.00	4000 serial	85.00
Ak-Sar-Ben		Saddle Club	
Free Game	85.00	floor sample	110.00
Keeneys Free		Turf Special	
Races	65.00	New	85.00
Ohio Derby	15.00	Tanforan	75.00
Track Times		Long Champs	85.00
Ok. Sep.	170.00	Homestretch	15.00
Derby Day		Stones Races	22.50
Console, Slant		Skooky	12.50
Top, like new	85.00	Scoreboard	8.95

CLEVELAND, CHICAGO

AMUSEMENT SALES COMPANY

2729 Prospect Ave. Cleveland, Ohio

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

LARGEST PIN TABLE STOCK IN MIDDLE WEST

FLEETWOOD	\$97.50
ROCK-OLA 1937	
RHYTHM KINGS	97.50
MULTIPLE RACES	90.00
FAIRGROUNDS	89.50
PADDLES	75.00
PREAKNESS	35.00
SPEED KING	30.00
DERBY DAY	30.00
HIT PARADE	29.50
RACING FORM	29.50
MILLS WAR EAGLES,	
5c, 10c, 25c	27.50
FOTO-FINISH	26.50
TURF CHAMPS	24.50
GRAND PRIZE	22.50
CLASSIC	22.50
CAROM	22.50
POST TIME	20.00
AIR DERBY	15.00

MILWAUKEE COIN MACHINE CO.

2816 West North Ave.
Milwaukee, Wis.

Goes Out Looking For Used Machines

DETROIT, April 16.—An active market for used coin machines is reported by Ben Robinson, who lately established the Robinson Sales Co. as a new jobbing house here. The company handles used machines exclusively and is devoted to the purpose of clearing used machines out of the Detroit market, which has been flooded with them in recent months.

Robinson reports a strong demand for foreign shipment, with an order of 100 Bally Bumpers going to London, England, this week, for instance, to be followed by an identical shipment in another two weeks.

The ethical basis upon which this firm operates was demonstrated this week when a location owner dropped into the store during The Billboard correspondent's visit. When his identity became known, Robinson politely told him that he did not operate any machines himself, but would turn his name over to

Continental Incorporates

MILWAUKEE, April 16.—Continental Sales Co. has filed articles of incorporation to promote the game of "Bowl 'Em." Incorporators are John J. Bruner, William Soechtig and Michael Levin.

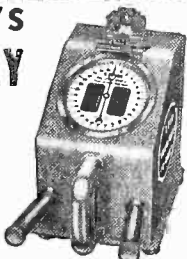
one of his own customers who did operate—with the result that one of Robinson's patrons is going to get a brand-new location that looks like a good money-maker, and Robinson is staying strictly out of the operating field.

A further example of sales policy here was the action of Robinson in going out in the market and buying up a few machines this week in order to fill an order for used machines received. Robinson had had a stock of the model in question, but they were already sold out when the last order came in, and he went to the trouble and expense of buying more rather than disappoint his customer.



CHARLIE TRAU, left, Cincinnati manager, and Meyer Marcus, head of the firm, set the stage for the Bally party recently given at the Cincinnati office of the Markepp Co.

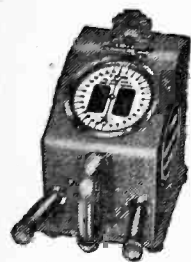
GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE



★★★
NEW IMPROVED
GIANT GRIP SCALE

Immediate Delivery

Miller Vending Co.
615 Lyon St., Grand Rapids, Mich.



**500 BRAND NEW
3-WAY DELUXE GRIP TESTERS
FOR IMMEDIATE DELIVERY**

**JOBBER AND OPERATORS WIRE YOUR ORDERS
USED PIN GAMES**

5 Stoner's Air Races.....	Each \$22.50	1 Palooka, Sr., Perfect....	\$22.50
2 Bally Carom.....	18.00	1 Bally Rambler, Perfect....	8.00
2 Mills McCoy's.....	25.00	4 Jennings Grandstands, Like New.....	18.50
1 Mills Post Time.....	20.00	4 Reel 21.....	5.00
1 Gottlieb Horse Shoe, Cash Payout.....	75.00	2 Reel Spots.....	11.00
2 Breakneck, Cash Pay.....	37.50	1 Bally Club House.....	90.00
2 Airways.....	30.00	1 Western Dewey Jr.....	80.00

WAYS TRACKS, brand new direct from the factory:
5c Cash Model.....\$167.50
5c Check Separator.....170.00
5c Ticket Model.....175.00

SLIGHTLY USED PHONOGRAPHS

1 Rock-Ola Multiselectors, 12 Record, Serial 21350.....	\$ 62.50
2 Rock-Ola Multiselectors, 12 Record, Serials 3265, 3299.....	50.00
2 Rock-Ola Multiselectors, 12 Record, Serials 8875, 1059.....	55.00
2 Rock-Ola Multiselectors, 12 Record, Serials 11518, 12311.....	57.50
2 Rock-Ola Rhythm Masters, F.S., 16 Record, never on location.....	175.00
2 Gabel Modern Model Multiselectors, JS, 2491-2353.....	35.00
2 Gabel Streamline Multiselectors, JS2842, JS3150.....	37.50
2 Gabel Jr. Selective, but not Multi- selector, Serials J783, J640.....	20.00
2 Seaburg Symphonias Multisector, No. 4360-4256.....	62.50
1 Wurlitzer P 12, No. 10373, Multi- selector.....	75.00

USED SLOT MACHINES

1 Mills Silent Escalator Double Jackpot War Eagle, 10c.....	\$30.00
2 Mills Double Jackpot Silent Sky Scraper Bells, Serials 299592, 302101 (2 for 5c).....	22.50
1 Mills Double Jackpot Silent Sky Scraper S.V. (2 for 5c), Serial 330632.....	22.50
4 Mills Double Jackpot Silent Front Vendors, 5c, Serials 276649, 293934, 310984, 276067.....	22.50
1 Mills Double Jackpot Silent Sky Scraper S.V., 1c, Serial 341871.....	20.00
4 Jennings Straight Front Side Vendors, 5c.....	10.00
4 Jennings Jackpot Side Vendors, 5c Serials 70328 to 74012.....	12.50
1 Jennings Jackpot Side Vendor, Re- serve Jackpot, 5c, Serial 85506.....	12.50
1 Pace Straight Front Bell, 25c.....	12.50
1 Pace Everfull Double Jackpot Bantam, S.V., 5c, Serial 12052.....	17.50
1 Watling Twin Jacks Front Vendor, 5c, Serial T49172.....	17.50
1 Watling Double Jacks Front Vendor, 5c, Serial BB45464.....	17.50

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale. The above prices are effective April 23d.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST.,
Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

**Gensburg Observes
Gay Time Appeal**

CHICAGO, April 16.—“I’ve seen myself,” says Meyer Gensburg, Genco, Inc., official, “the way players crowd around Gay Time, our new high-score novelty game. Yes, I’ve seen the kind of novelty game play that operators have been enthusiastically acclaiming since we first introduced Gay Time on a typical location. Now I know from my own personal observation how excited players get over this game which boasts the perfect combination of the two most outstanding ideas in pin-game play, the kicker progressive scoring and bumper spring systems.

“Gay Time is new, refreshing and appealing to players everywhere, report operators. And we feel this is one of the biggest reasons it has been so successful, remarkably so in view of the fact that it is so new. Increased production and shipping facilities have enabled us to satisfy to a certain degree the demands of operators all over for Gay Time. In order to be spared any delay in shipments we advise all operators to place their orders as soon as possible.

“In addition to orders for Gay Time, both Magic Roll and Recorder are doing their share to help keep the Genco staff busy,” he concluded. “The continuous flood of orders for these three hit games has made us almost breathless. As a matter of fact it has left us only enough breath to say to all operators thruout the country, ‘Thank you.’”

**Burning-Type Game
Popular, Is Report**

CHICAGO, April 16.—Officials of the Casterline Bros. point to Ed Sullivan’s “Looking at Hollywood” column which appeared in *The Chicago Tribune* on March 28 as proof of the growing popularity of the burning type of game. Sullivan’s column pointed out how Cary Grant, Phyllis Brooks, Doug Fairbanks Jr., Marlene Dietrich and Countess Dorothy di Frasso attracted starrers at the Clover Club with a burning race horse game. “A race track is sketched on chemically treated paper,” Sullivan described, “with dots representing horses at the post. The race starts when you touch lighted cigaret ends to the dots, which burn a path to the finish line. Horse ignited by Marlene Dietrich wins.”

“While we don’t make the game Sullivan describes,” officials of the firm point out, “our Nut House burning game is on the same order save the race is between the dog house. Chic Sale’s famed ‘house on the hill’ and other well-known spots. This is the game we are offering right now as premiums with 5-cent nut and candy sales. The game is a great stimulator for sales of this merchandise. Fortunately for Casterline salesmen, the dealers must buy from us to obtain this game, and therefore their commissions are greatly increased,” they concluded.

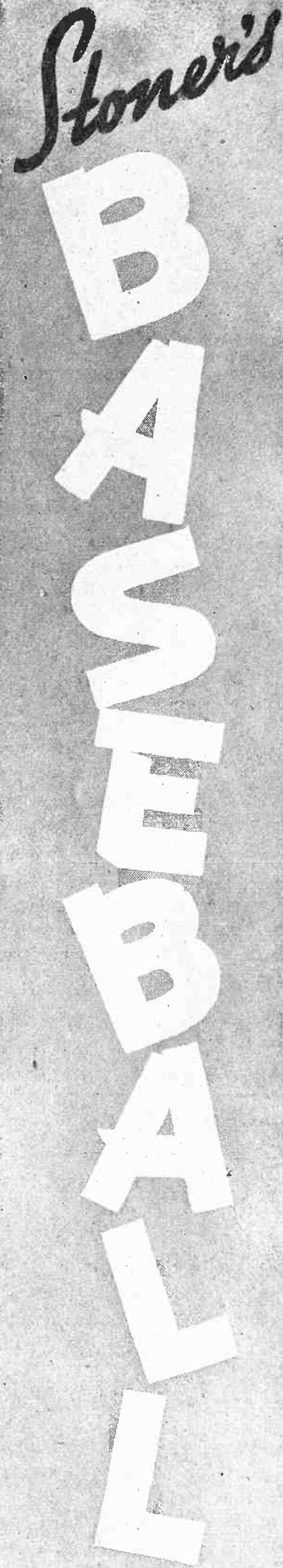
**Firms Merge; New
Game Is Announced**

TACOMA, Wash., April 16.—Allen E. Rau, founder and owner of the Rau Playboard Manufacturing Co., of this city, and the C. W. Atkins Amusement Game Co. have merged and launched into the manufacture of a new-type amusement game, according to reports. The new consolidation will be known as the Rau Playboard Manufacturing Co.

While no details of the new game were given out, officials declared that it is decidedly different and that their experimental department is preparing some real surprises for the industry.

After April 21 he will be located at the display room and office of Burgeson in the Security Warehouse, 334 North First street, Minneapolis. His duties will be to provide for the benefit of the operators in the territory in supplying service and direct factory knowledge of machines, as well as making it possible for operators to get equipment from the warehouse at all times, it was stated.

Burgeson reports he will continue to travel in Minnesota, Northern Wisconsin and North Dakota, keeping in personal contact with the operators who do not come in to Minneapolis.



Now Ready!
Write for
Prices

IMMEDIATE DELIVERY! STONER'S BASEBALL

Used Stoner's Auroran.....	\$16.50	Stoner's Vogue.....	\$35.00
Jennings Power Play.....	27.50	Dux.....	20.00
Stoner's Stadium.....	20.00	Silver Flash.....	22.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE.
BROOKLYN, N.Y.

2 in 1 Vendor for Nuts, Candies, Ball Gum, Etc. 1c-15c-20c Cigarette Vendors.

McCALL'S WEEKLY SPECIALS—ALL GUARANTEED

NOVELTY GAMES	Long Beach.....	Turf Flash.....	\$ 3.50
Around the World.....	Bally Line Up.....	"21" Vender.....	3.50
Bank Nite.....	Mad Cap.....	King Six (Dice).....	6.50
Beamlight of 1937.....	Mars.....	Triple Grip.....	13.50
Batter Up.....	Mercury.....	Western New.....	12.50
Bally Bumper.....	Bally Play.....	Cigarette.....	17.50
Bally Bull's-Eye.....	Power Wild.....	ABT Target.....	3.50
Chicago Express.....	Running Wild.....	Sweepstakes.....	
Genco Double Track.....	Replay.....	MISCELLANEOUS	
(2 Coin Chutes).....	Outboard.....	Bally Eagle Eye.....	\$ 95.00
Dux.....	Ricochet.....	Superior Races (with stand) (1937 Model).....	45.00
Electric.....	Rose Bowl.....	Wurlitzer 412.....	122.50
Electric.....	Stoner's.....	(Electric Front).....	185.00
Genco.....	Short Sox.....	Seaburg Machines.....	7.50
1937.....	Recorder.....	Cortex Cabinets (Single or Double).....	15.00
Hare and Hound.....	(Register).....	CONSOLES	
Hold 'Em.....	Swing Time.....	All Makes. Write for Prices.	
Home Run.....	Thriller.....		
Home Stretch.....	War Admiral.....		
Hand Ball.....	Running Wild, Jr.....		
Happy Days.....	Junior.....		
Live Wire.....	Reel Spot.....		
	Red Dog.....		
	Three Cadets.....		

McCALL NOVELTY CO.
3147 Locust St.,
St. Louis, Mo.

1/3 Deposit. Balance C. O. D.
Cable Address: "McCalloco." Phone: Our
Jefferson 1644. Send for
Latest Price List.

**Werth Resigns
From Jennings**

CHICAGO, April 16.—L. W. Werth has just announced his resignation from O. D. Jennings & Co., with which he has been associated for the last five years. The termination of such a long-standing connection did not come without regrets, for, as he said, “My association with the Jennings organization has been the source of much satisfaction to me, as it has always been a pleasant one. My regrets at leaving are only equaled by my happiness in knowing that I will be able to keep on serving Jennings in my new position, altho I will not be connected directly with the factory.”

Werth has just been appointed as the general office manager of P. L. Burgeson, Jennings’ Northern factory distributor.

**OPERATORS!
UNUSUAL OFFER**

60 Keeney's 1937 SKILL TIMES in A-1 condition, at \$177.50 Each. With large Check Separators. Used less than ninety days.

WRITE, WIRE OR PHONE!

SAM MAY & CO.
2011 Maryland Ave., Baltimore, Md.
University 1800.

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



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.

\$99.50
FREE PLAY
MODEL \$103.50
F. O. B. Chicago

★Names on request
Pat. Number 2063108 and 2082708

Modern's Phono Classes Score

NEW YORK, April 16.—The second of the series of instruction classes held at Modern Vending Co. on last Saturday, April 9, was a complete success, according to Nat Cohn, official of the firm. "So many operators and service men attended," stated Nat Cohn, "that it exceeded all of our expectations. Judging by the attendance at this meeting, it looks like we may have to hire a hotel room for future classes."

Cohn stated that a group of five prominent phonograph men addressed the group. These men are Joe Darwin, W. B. Reed, H. Wilcox, Andy Christianson and Elmer Johnson.

At the conclusion of the meeting operators were very thankful to Modern Vending for providing a class of this kind, it was reported. "All agreed that they had got plenty out of the class," Cohn stated, "and could see why attending the course, which will take four to five weeks, will save them plenty of money. As a result of these classes mechanics will be able to service many more machines, and ops will save a good deal of time if they know where the trouble is and fix it immediately."

Cohn stated that everyone is welcome at these lectures and that his firm plans to serve sandwiches and beer after the next class.



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!

\$194.50

Ticket Model
\$206.50
F. O. B. Chicago

- MILLS BLUE FRONT BELLS, 10c Play, Light Cabinet **\$52.50 each**
- MILLS BLUE FRONT BELLS, 25c Play **\$57.50 each**
- MILLS BLUE FRONT BELLS, 5c Play **\$49.50 each**
- MILLS CHERRY BELLS, 5c Play, Used 2 Weeks, Like New **\$59.50 each**
- MILLS Q. Ts., 1c Play **\$22.50 each**
- MILLS LOCKS AND KEYS **\$1.00 ea. - \$10 Dz.**
- 10 WATLING TWIN J. P.s, 1c Play **\$140.00**
- 2 MILLS D. J. P.s, 1c Play **\$20.00 each**

TERMS: 1/3 With Order, Bal. C. O. D.

D. & S. SALES CO.
1005 Broadway, Rockford, Illinois

BARGAINS IN USED MACHINES

- EVERY ONE RECONDITIONED
- 25c Paces Races, 20 to 1 **\$175.00**
 - 5c Paces Races, 20 to 1 **180.00**
 - 5c 1937 Paces Races, 30 to 1 **280.00**
 - 5c Mills War Eagles **27.50**
 - 5c Mills Gold Award **27.50**
 - 5c Mills F.O.K. Vendors **25.00**
 - 5c Pace Comets **30.00**
 - 5c Watling Rol-A-Tops **35.00**
 - 1c Cigarette Machines **7.50**
 - 1c Superior Gold Award, Twin Jack **27.50**
 - 5c Watling Blue Seals **15.00**
 - 5c Jennings Puritans **10.00**
 - 5c Mills Puritan Bell **10.00**
 - 5c Mills Blue Fronts, Single Jack **40.00**
 - 5c Mills Q.T. **30.00**
 - 1c Jennings Dukes **12.50**
 - 5c Jennings Dukes, Triple Jackpot **17.50**
 - 25c Watling Blue Seals, Jackpot **20.00**
 - 5c Jennings Jackpot Bells **15.00**
 - 1c A.B.T. Pool Tables **12.50**
 - 1c A.B.T. Gun Targets **10.00**
 - 1c Barnes Scale, Low Type **22.50**
 - 1c Scheffer Scale, Low Type **22.50**
 - 1c Jennings Scales, Low Type **27.50**
 - 1c Columbia Scale **25.00**
 - 1c Peanut Machines starting at **3.00**

Orders filled as received. — Send cash or 1/3 Deposit, Balance C. O. D.
BUCKEYE VENDING CO.
434 WILSON AVE., COLUMBUS, OHIO.

Write for descriptive literature on NEW ROCKET Low Price Novelty Game, BALLY'S MILLWHEEL Revolutionary New Counter Game, BALLY'S HOT VENDER 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.

Big Response to Calcutt's Sale

FAYETTEVILLE, N. C., April 16.—Orders are coming in thick and fast for the bargains offered in Vending Machine Co.'s 12th annual spring sale, reports Joe Calcutt, head of the firm.

"This is the first time since the first of the year that we decided to throw all the machines on hand into one big sale. We did it primarily to see whether conditions were as black as some of the men in the industry had been painting them. Ever since the announcement of this sale appeared in *The Billboard* we have been jammed with orders. We feel that it isn't conditions but rather a foolish fear which seems to have gripped some of the leaders in this business. The proof of the pudding is that when ops are given fine bargains they will respond with big orders," he concluded.

Ace Vending Co. Takes New Bldg.

NEWARK, N. J., April 16.—Officials of the Ace Vending Co. report the addition of a building with 5,000 square feet of floor space to their present facilities. The new quarters will be ready to house the many machines the firm keeps on hand within the next 10 days, it is reported.

New building is located at 10-12 Frelinghuysen avenue, which is one of the better commercial districts of the city. Officials stated that their present offices will be used solely for sales and repairs and at some future date it is proposed to split the repair service between the two places.



GUARANTEED for LIFE!
Metal Slotted Coin Counter
Sample 75c

10 or more 65c
Get the Best for Less! Buy the STAR Slotted Coin Counter. Polished aluminum; Indestructible. A new one if one ever wears out! Slugs easily detected through slot. Stamped gauge marks; wide throat for tubing coins.
(For Pennies Only.)

STAR MANUFACTURING COMPANY
3901 Wayne, Kansas City, Mo.

BARGAINS IN GOOD EQUIPMENT

8—MILLS MELON BELLS, 5c Play — 1 BALLY ZEPHYR	Write
2—WATLING DIAMOND BELLS, one 5c, one 25c — 1 10c PACE KITTY BELL	Write
3—CAILLE CONSOLES, New, Never Uncrated, one 5c, two 25c	\$100.00
2—CAILLE CONSOLES, one 5c, one 25c. Used six weeks, like new	90.00
8—CAILLE PLAYBOYS, 2 CAILLE COMMANDERS, new, never uncrated	60.00
10—CAILLE PLAYBOYS, 5, 10 and 25c Play (No Lemons). Used three weeks	47.50
40—CAILLE COMMANDERS, All Colors, Any Coin. Used 60 days, extra clean	45.00
30—PACE COMETS, Blue Fronts, Any Coin. Used 5 months, extra good	30.00
8—COLUMBIAS. Used short time. Interchangeable 1c, 5c, 10c or 25c	27.50
1—MILLS CHERRY BELL, 5c. perfect, \$50.00. — 1 MILLS BF 25c, Serial 350483	27.50
1—MILLS ROMAN HEAD, 25c. perfect, \$25.00. — 1 SUPERIOR RACE HORSES	20.00
1—REEL SPOT, \$10.00. — 1 WATLING 10c TREASURY, nearly new	25.00
12—PACES RACES, '37 Models, like new, 30-1 Odds, Oak Cabinets, 4600 and up	165.00
3—RAYS TRACKS, Late '37 Models, extra clean. Serials 3700 and up	90.00
7—GALLOPING DOMINOES, 5c; 5 with Cup Type Payout Drawer, extra clean	85.00
1—EVANS ROLLETTE JR., 5c, Cup Type Payout Drawer, used two weeks	85.00
50—MILLS 1c PIN TARGETS, Payouts checked in cash drawer	4.00
25—DOUBLE SLOT CABINETS (Chicago Metal), \$20.00. — 10 SINGLE CABINETS	12.00
1—PAMCO DELUXE BELLS, Floor Sample, original crate	45.00

You may have any machine shipped subject to your inspection. One-third deposit required with all orders.

WALKER SALES COMPANY 1723 Franklin Ave. **WACO, TEXAS**

WURLITZER \$159.50 ea.
— 616 — (Lots of 10)
SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$84.50. 716—\$159.50
ROCK-OLA, Late 1936 Model, \$79.50.

CIGARETTE MACHINES.
ROWE ARISTOCRAT (8 Columns) **\$22.50**
STEWART & MCGUIRE (6 Columns) **\$27.50**
NATIONAL 9-30 **\$74.50**

BOWLETTE \$49.50
(PRACTICALLY NEW)
50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.



JUDGING BY THE SIZE bag he uses, S. L. Stanley, of Automatic Amusement Co., Memphis, goes for Bally's Hot Vender. George Moloney, right, is satisfied with a normal ration.

- 2 Caroms, \$19.50; 2 Winners, \$18.00; 1 Top 'Em, 1 Daily Races Multiple, \$14.00; 1 Grub Stake, \$15.00; 1 Wheel of Fortune, \$9.00; 2 Sunshine Derbys, \$7.50; 2 Heavy Weights, \$12.50; 1 Bally Bonus, \$8.00; 2 Pikes Peak, \$22.50; 1 Golden Wheel, \$22.50; 2 Daily Limit, \$5.00; 2 Bally Roundups, \$7.50; 1 Bally Bumper, Novelty, \$12.50; 1 Bally Cross-Line, Novelty, \$12.50; 1 Chicago Coin, Novelty, \$12.50; 4 Reel Spots, \$9.00; 2 Watling Twin Jacks, 5c, \$20.00; 2 Mills 5c Q. T.s Green Fronts \$29.00; 1 Hold and Draw, \$7.50; 1 Buckley Horses, \$5.00; 1 Pace 4-Reel Puritan, \$4.00; 1 Bally Peerless, \$12.50; 1 Royal Races, \$12.50.

CENTRAL SALES CO.
1511 N. Clinton Blvd., Bloomington, Ill.

MACHINE CLOSEOUTS
HOME STRETCH \$13.50
VOGUE (Floor Sample) \$40.00
CHICAGO EXPRESS (Floor Sample) 29.50
BATTER UP 14.50
TOUCHDOWN 25.00
SPEED 22.50
LONG BEACH 18.50
1/3 Deposit with Order; References—A. P. Sauve Co., Detroit; Genco Co., Chicago.
ROBINSON SALES CO.
2995 GRAND RIVER, DETROIT, MICH.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

End your correspondence to advertisers by mentioning The Billboard.

G-MAN GRIPPER ONE BALLS \$16⁷⁵==

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
Preakness	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 Comet 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

PACES RACES (20 to 1)	\$119.50
PACES RACES (30 to 1)	129.50
(Serials Over 3700)	
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

Rock-Ola 2-in-1 Bonanza for Ops

CHICAGO, April 16.—A payout table that is proving a bonanza for many operators is Rock-Ola's new two games in one, 3-Up and Across the Board, according to N. L. Nelson, head of Rock-Ola's Games Division.

Nelson says this table has turned out to be a real gold mine for operators for two reasons: "First," he explains, "it has two exchangeable light-up back panels—3-Up, with the familiar fruit and bell symbols, and Across the Board, with horse-race symbols—which give longer life to the game. Actually the buyer gets two games for one price. It has just about the fastest action of any table on the market! Naturally the speed of a payout table is important because a fast-action game means more play and more money to the operator and location.

"Secondly, 3-Up is tops because of its mechanical perfection. According to the legion of operators who have it out on location, it functions all the time. This game is equipped with the payout unit used on all of the better automatic tables; has the A. B. T. coin chute with escalator; new trouble-proof contact points with fixed adjustment; four percentage adjustments changeable on locations in less than five minutes so the operator need not pay too much nor too little. The 100 per cent in-a-drawer mechanism is removable simply by lifting a single plug. Because operators rarely have a service call," Nelson concluded, "they call it the 'king' of payout tables."

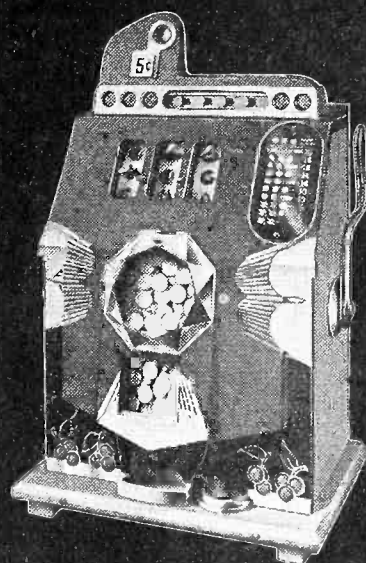
Recession Ended, Says Ray Moloney

CHICAGO, April 16.—"The coin machine industry is definitely on the upgrade," declares Ray Moloney, president of Bally Mfg. Co. "From the lull of a few months ago Bally has passed into a situation in which it is physically impossible to keep up with the volume of orders coming in daily. I mean this literally. Altho we are working the plant on double shifts, seven days a week—with the largest pay roll since the days of Bumper—we are several days behind orders on all our current line and as much as a week behind on certain machines.

"Of course, the spectacular success of our Bally Reserve novelty game and Sport Page payout game has a lot to do with this, but I firmly believe that back of the soaring demand for these and our other machines is a nation-wide revival of confidence, not only in the future of the coin machine business but also of business as a whole. Operators are in an optimistic mood, they are earning money again, and the gloom which was abroad a few months ago is rapidly being dispelled. I look for an unusually active summer, resembling the days of the Jumbo boom.

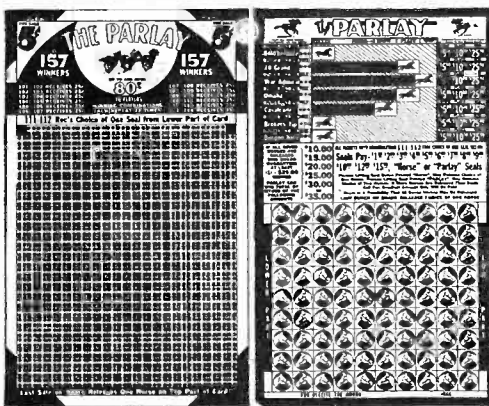
extra jackpot!

MILLS MELON BELL
Watch it earn 20% more!



Mills Novelty Company
4100 Fullerton Ave., Chicago

PENNY ARCADES and SPORTLANDS
Installed on percentage basis.
LINDY SALES
Fort Lee, N. J.



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 punches any hole; horse flashes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Drawer of "Parlay" ticket selects any two horses. Only one \$25 winner possible. Made in thin and thick styles, 10c or 5c per play; average profit \$71.82 on 10c deal, \$41.82 on 5c deal. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
14 N. Peoria St., Dept. C, Chicago, Ill.



J. P. BLACKWELL, left, of Denver, is reputedly the largest Wurlitzer operator in America. With him is R. Q. Kramer, Wurlitzer's Colorado district manager.

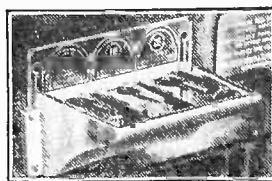
VEMCO'S GUARANTEED BARGAINS

Arlingtons	\$47.50	Archers	\$ 7.95	Mills 5c B.F.	\$49.50
Preakness	47.50	Airway	34.50	Mills 10c B.F.	52.50
Fairgrounds	89.50	Bally Mercury	21.50	Mills 25c B.F.	55.50
Fleetwoods	95.50	Chico Derby	29.50	Mills 1c B.F.	44.50
Golden Wheels	29.50	Daval Speed	29.50	Mills 5c W.E.	36.50
Classics	19.75	Tournament	19.50	Mills 10c W.E.	39.50
Racing Forms	32.50	Forward March	29.50	Mills 25c W.E.	42.50
Sportsman DeLuxe	39.50	Stadium	34.50	Pace Comet, 5c	29.50
Air Races	34.50	Miss America	37.50	Pace Allstar, 10c.	34.50

5 Brown Cabinet and 6 Black Cabinet Paces Races Priced To Sell. Phone, Wire or Write for Prices. All Perfect Shape.

TERMS: One-Third Certified Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.



NO MORE CHISELING
POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS, **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.



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, ABT Slot, Chrome Fittings, etc.

Operate this penny-harvester and forget the recession!

Also available with 5c slot.

12" x 44"
AC CURRENT
\$39.50

ABSOLUTELY LEGAL!



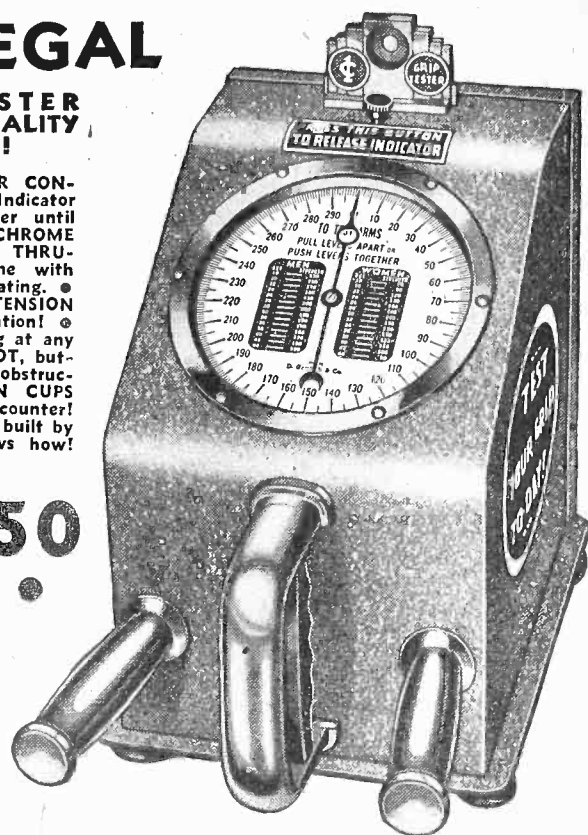
DELUXE GRIP SCALE

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



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.

22" x 44"
CABINET BACKBOARD
22" SQUARE
\$69.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!
GIANT GRIP SCALE, \$17.50

RECONDITIONED---GUARANTEED

MILLS BIG RACE. Fir. Sample ... \$95.00	GOTTLIEB DERBY DAY. Mystery. No Clock ... \$29.50
PAMCO ROSEMONT. With Skill Attach. 5c, 25c, or 2 5c Play ... 49.50	JENNINGS DERBY DAY. Slant Top, With Skill Attachment ... 75.00
WESTERN PADDLES. 75.00	PAMCO RACES. Chk. Sep. & 7-Coin H'd. ... 39.50
Glock ... 25.00	GOTTLIEB SP'D KING. Clk & Myst. ... 39.50
RAOING FORM ... 25.00	G'LD'N WHL. Tkt. Unit. ... 29.50
FOTO FINISH ... 27.50	G'LD'N WHL. No Tkt. ... 25.00
MILLS POST TIME ... 15.00	MILLS DBL. HEADER ... 7.50

Wire Deposit—Balance C. O. D. All Prices F. O. B. BALTIMORE.

SAVOY VENDING CO.
406-B W. FRANKLIN ST. BALTIMORE, MD.

Bingo Ball Gum Reports Big Biz

NEW YORK, April 16.—The new jar deal of Bingo Ball Gum Mfg. Co. is reported to be attracting the attention of operators throught the country, according to James Cante, president of the firm.

"Just last week," he stated, "we received a whopper of an order from A. I. Orenstein, of Hercules Machine Exchange, in Newark. It seemed that ops in his territory were all het up about the possibilities of this deal. The general opinion of men in the trade seems to be that if this deal is as good as our gum we've really got something. Judging by the orders we've received, it looks like this deal is what the men are looking for," he concluded.

French Show Offers Prize for New Game

PARIS, April 16.—An industry in search of an idea is the best way to characterize the present tenor of the French coin machine trade. They are not simply sitting back waiting for something to happen, however. To stir the industry into action as well as to attract the attention of inventors, the sponsors of the coming French coin machine exhibition are offering 5,000 francs (\$160) to the person or firm who presents at the exposition a machine offering the best chance of replacing those of the bell-type that have been banned.

Rene Godin, publisher of *The Revue de l'Automatique*, French trade paper, is sponsoring the expo. Dates have been set from May 28 to June 2 at the Salle Hoche, which is considered to be a better spot than the Hotel Continental, where the show has been held in previous years.

While some predict that the show will not attain the proportions it enjoyed in former years, Godin reports that judging by the amount of space reserved two months in advance of the opening date its success is assured.



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Bell 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) \$8.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID
Liveliest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator assort tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

WANTED!

A. B. T. TARGETS MODEL "F" HANDICAPPERS BLUE FRONTS AND ALL LATE MILLS SLOTS

Send Us Complete List Giving Serial Numbers and Condition

Write for Our New Circular NOW AVAILABLE

ACME NOVELTY CO.
23-25 N. 12th Street, Minneapolis, Minn.

DOLLARS from HEAVEN

LUCKY STAR PRIZES

170 WINNERS	170 WINNERS
\$25.00	\$12.50
\$20.00	\$10.00
\$15.00	\$7.50
\$10.00	\$5.00
\$5.00	\$2.50
\$2.50	\$1.25

73 TICKETS PRINTED

DOLLARS from HEAVEN

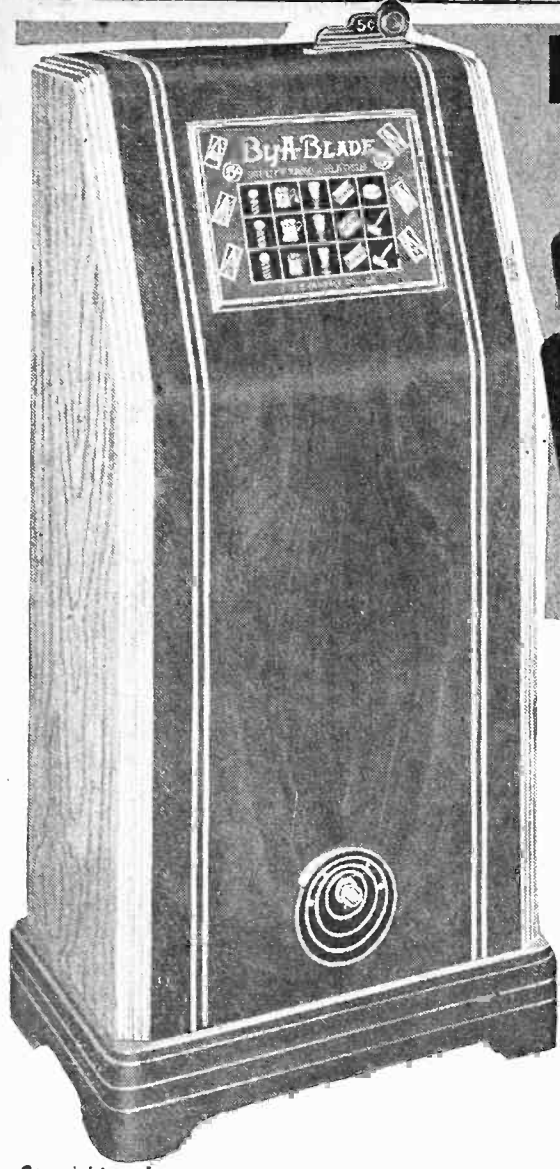
A new "GLOBE" STEP-UP BOARD consisting of 2470 combination tickets, beautifully made up with a rainbow of colors.

170 Winners---From 25c to \$25.00

Board Takes In --- \$123.50	PRICE \$4.60
Average Payout --- 78.0¢	plus 10% tax
Average Profit --- \$ 45.44	

GLOBE PRINTING CO. 1023 Race St. Philadelphia, Pa.
SEND FOR LATEST CIRCULAR

LEGAL FROM COAST TO COAST!



Copyright and Patent Applied For.

Write for Evans' Franchise Plan — Biggest Money-Maker in the Coin-Machine Business! Get the dope quick for your territory!

The Answer To Your Problem!
EVANS' MYSTERY MACHINE
BY-A-BLADE
 Vends Razor Blades That May Be Resold If Desired!

SENSATION OF THE INDUSTRY!

AT LAST! A basically NEW idea! A machine that opens hot spots and makes profits you never dreamed possible! Here it is—legal as a peanut vendor, fast as a slot—ready to work 365 days a year to put you back in the money!

DELIVERS BLADE FOR EACH 5c

For every nickel deposited, purchaser receives a super-quality, double-edge safety razor blade—an article of recognized standard value anywhere, easily worth a nickel. BUT THE PURCHASER MAY RECEIVE EXTRA VALUE! Based upon the inherent right of everyone to barter and trade, certain blades vended from this machine may or may not be resold to the location for 10c to \$2 each, depending upon the COLOR COMBINATION OF THE WRAPPER!

ABSOLUTELY LEGAL!

Do not confuse this machine with so-called "legal machines." IT IS 100% LEGAL EVERYWHERE!

HOW THE VENDOR WORKS

When a nickel is inserted, glass front, decorated with colored symbols of shaving implements, flashes lights which flit and skip. They come to rest on a

combination that determines the wrapper of the blade which is dispensed in drawer in base of machine.

OTHER FEATURES

Handsome streamline cabinet of black walnut with curly maple trim, 16" deep x 23" wide and 50" high! Sloped front—no crouch, no bend, no blink. Equipped with famous EVANS' Anti-Slug Coin Chute. In every detail a masterpiece of Evans precision-engineering; Special package blades packed in proper assortments supplied by Evans only. Perfect performance unconditionally guaranteed when Evans merchandise is used!

OTHER EVANS WINNERS!
PROFIT-SHARING PHONOGRAPH
ROLLETTO SR. HIALEAH SPECIAL
WRITE FOR DETAILS!

At your Jobber, or write, wire or phone Haymarket 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
 Receive Prompt and Efficient Attention
 Through Our Export Department.
 Cable Address: NATCOINCO.

FACTORY RECONDITIONED PAYOUTS.

Fleetwood \$97.00	Derby Day \$29.00
Multiple Races 94.00	College Football 29.00
Fairgrounds 89.00	Latoria Ticket 25.00
Stables 70.00	Grand Prize 25.00
Clocker 49.50	Classic 24.00
Arlington 45.00	Bluebird 18.00
Preakness Ticket 45.00	Flicker Late Mod. 18.00
Foto Finish 40.00	Bonus 9.00
Miss America Tkt. 39.00	Peerless 9.00
Preakness 37.00	Queen Mary 9.00
Turf Champs 35.00	Jumbo 7.00
Golden Wheel 29.00	Prospector 7.00

NOVELTY GAMES.

New Auroran \$40.00	Chico Derby \$18.00
Dux 25.00	Home Stretch 17.00
Long Beach 24.00	Carnival 17.00
Stoner's Races 24.50	Ricochet 12.00
Forward March 22.00	Daval Baseball 10.00
	Bally Bumper 9.00

SLOTS.

Mills Blue Fronts, Single Jack \$45.00
Mills Blue Front, Gold Award 40.00
Jennings Chiefs, 5c, 10c, 25c 39.00
Paces Comet, B. F., 5c, 10c 35.00
War Eagle 32.00
Mills Q. T., Late Mod., 1c, 10c 30.00
F. O. K. Escalator 20.00
Watling Rol-A-Top, 10c, 25c 29.00

COUNTER GAMES.

A.B.T. Target Skill \$18.50	Penny Pak Late Mod. \$ 7.50
Ginger, 5c 18.00	Mills Tickette 4.00
Tri-O-Pak 9.50	Tit-Tat-Toe 4.00
Reel Spot 9.00	Punchette 4.00
Reel Races 5.00	
Reel "21" 5.00	

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
 First With the Latest New Games,
 Get Your Name On Our Mailing List.
National Coin Machine Exchange
 1407 DIVERSEY BLVD., CHICAGO.

Hankin Prepares For Summer Boom

ATLANTA, April 16.—Morris Hankin, of the Hankin Music Co., reports that his firm is looking forward to a real boom in music machines during the coming summer months. "Everywhere we have noted the increased number of spots opening for the summer trade," Hankin stated. "All of these people believe that the summer season ahead is going to be a real profit maker, and that is our belief, too."

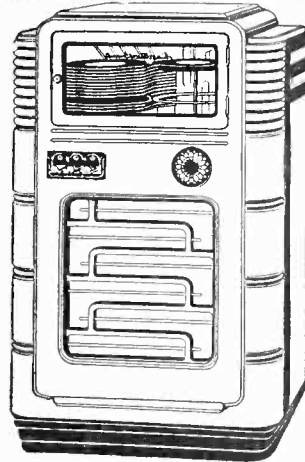
"There is no doubt that more operators are entering the music machine business. Some of these men have never had anything to do with music before but have come to realize that music is the real backbone of the coin machine business. They find that music is one sure way of bringing them steady revenue."

"Because we are so certain of the future ahead for music ops," he concluded, "we have opened the Carolina Music Co. in Columbia, S. C., and have increased our facilities here in Atlanta so that we can give ops in both States the prompt, efficient service for which we are famous."

Taksen Moves to New Headquarters

NEW YORK, April 16.—Leon Taksen announced this week that he had moved to new quarters at 2134 Amsterdam avenue. "One of the reasons for this move," he stated, "is due to the fact that we needed more room for our export trade. This has increased tremendously and we have been very busy arranging for shipment of machines to almost every one of the European and Asiatic countries."

"The larger space we now have," he continued, "makes it possible for us to give better service to our many customers. Since we have built our business on our service," he concluded, "we think this expansion move of ours was a wise investment."



MODEL 716

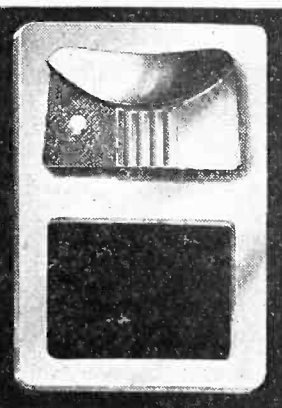
PHONOGRAPH OPS

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.



CHANGE YOUR MILLS DOUBLE JACKPOT MACHINES INTO SINGLES

No need to buy new machines—a screw-driver and a Buckeye Attachment will convert Mills Double Blue Fronts, War Eagles and Gold Awards into single jackpot machines. No drilling necessary. Perfect fit. Each attachment matches the machine perfectly—cannot be told from factory built model. Order a sample TODAY, \$2.00. Be sure to specify machine you want it for. Save money by ordering in quantities, lot prices on request.

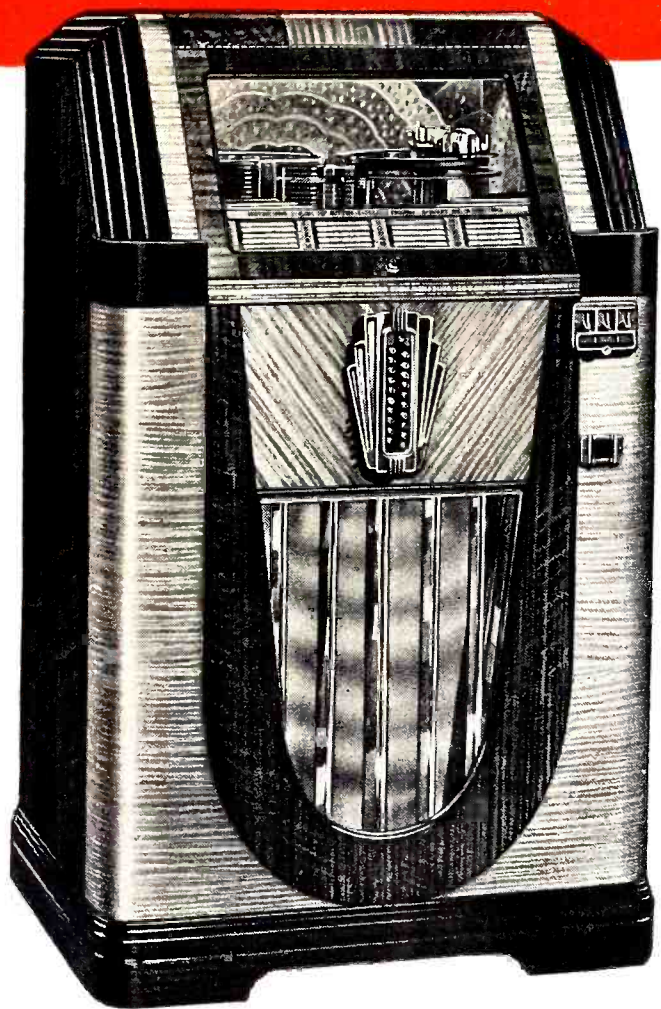
BUCKEYE VENDING CO.
 434 WILSON AVE., COLUMBUS, OHIO.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ROCK-OLA'S MIGHTY

"Monarch"

OF THE MUSIC WORLD



The "Reason Why" of Rock-Ola's popularity

- ★ Twenty Records—exactly the right number.
- ★ 99% slug-proof, drop-style coin chute—No extra charge.
- ★ Modern streamline cabinet with "Borealis" light-up grille.
- ★ "No Stoop" program arrangement attracts more play.
- ★ Slant-top visibility of mechanism holds attention.
- ★ Matchless Rock-Ola tone quality holds the best spots.
- ★ Lightweight crystal pickup saves needles and records.
- ★ Simple, flawless mechanism permits continuous earnings.

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue • Chicago, Illinois, U. S. A.



G R E A T E S T O F A L L P H O N O G R A P H S

In **BOSTON**

Are you prepared to head into big business in phonographs? We stand ready with the best equipment — Rock-Ola's new

IT'S J. V. FITZPATRICK

1938 streamline phonographs—and the best of loyal service to give you a good send-off to bigger profits. We grew up as Westrock, Inc.; we have recently changed our name to J. V. Fitzpatrick Company. With our new expansion program under way, we are pledged to continue giving the same first-rate products and the same efficient service which made possible our success. Remember, in Boston—and New England—it's Fitzpatrick!



1246 Washington Street,
Boston, Massachusetts.
Phone: Liberty 1145.

410 East Main Street,
Bridgeport, Connecticut.
Bridgeport 6-1654.

MOST PROGRESSIVE DISTRIBUTORS IN

New England

JIMMY DORSEY
 and his Orchestra play
 nightly for hundreds at the New Yorker...
 ...yet are heard by millions, anytime,
 anywhere... thanks to
**WURLITZER AUTOMATIC
 PHONOGRAPHS**



Millions of music-loving Americans want to hear Jimmy Dorsey every night, right in their own neighborhood. They want to hear not only the hit songs of today but also the coming tunes of tomorrow and the melodies of yesterday. The Wurlitzer Model 24, with enough capacity to suit all musical tastes, is the only instrument which can meet this nation-wide demand... actually America's only modern 24-record phonograph.

Tens of thousands of tavern and restaurant owners insist on providing brilliant, colorful, variable entertainment. In these locations, necessarily limited to automatic music, Wurlitzer Phonographs are overwhelming favorites. The Model 24 is the only instrument whose sparkling light and color scheme can be changed at the location owner's will, easily, quickly, without cost.

Thousands of music operators have swung over to Wurlitzer Phonographs, knowing that Wurlitzer is the only instrument which gives the public everything it wants in automatic music—the first law of permanent operator profits.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK
 Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WBS-93



24
 RECORDS

MODEL 24-24-A



SOLD ONLY TO OPERATORS

Here are the latest
DECCA RECORDS
 made by
JIMMY DORSEY
 and his ORCHESTRA

- 1745**
 "Stop And Reconsider"
 "The Week End Of A Private Secretary"
- 1746**
 "Lost and Found"
 "I Can't Face The Music"
- 1724**
 "At A Perfume Counter"
 "Love Walked In"
- 1723**
 "Joseph! Joseph!"
 "Two Bouquets"
- 1671**
 "I Fall In Love With You
 Every Day"
 "How'dja Like To Love Me!"

Use the extra capacity of the Model 24 to fullest advantage. Keep these and other hits constantly at patrons' fingertips.

WURLITZER

AUTOMATIC PHONOGRAPHS REG. U. S. PAT. OFF.

Bring the Music of Modern Masters to Millions