

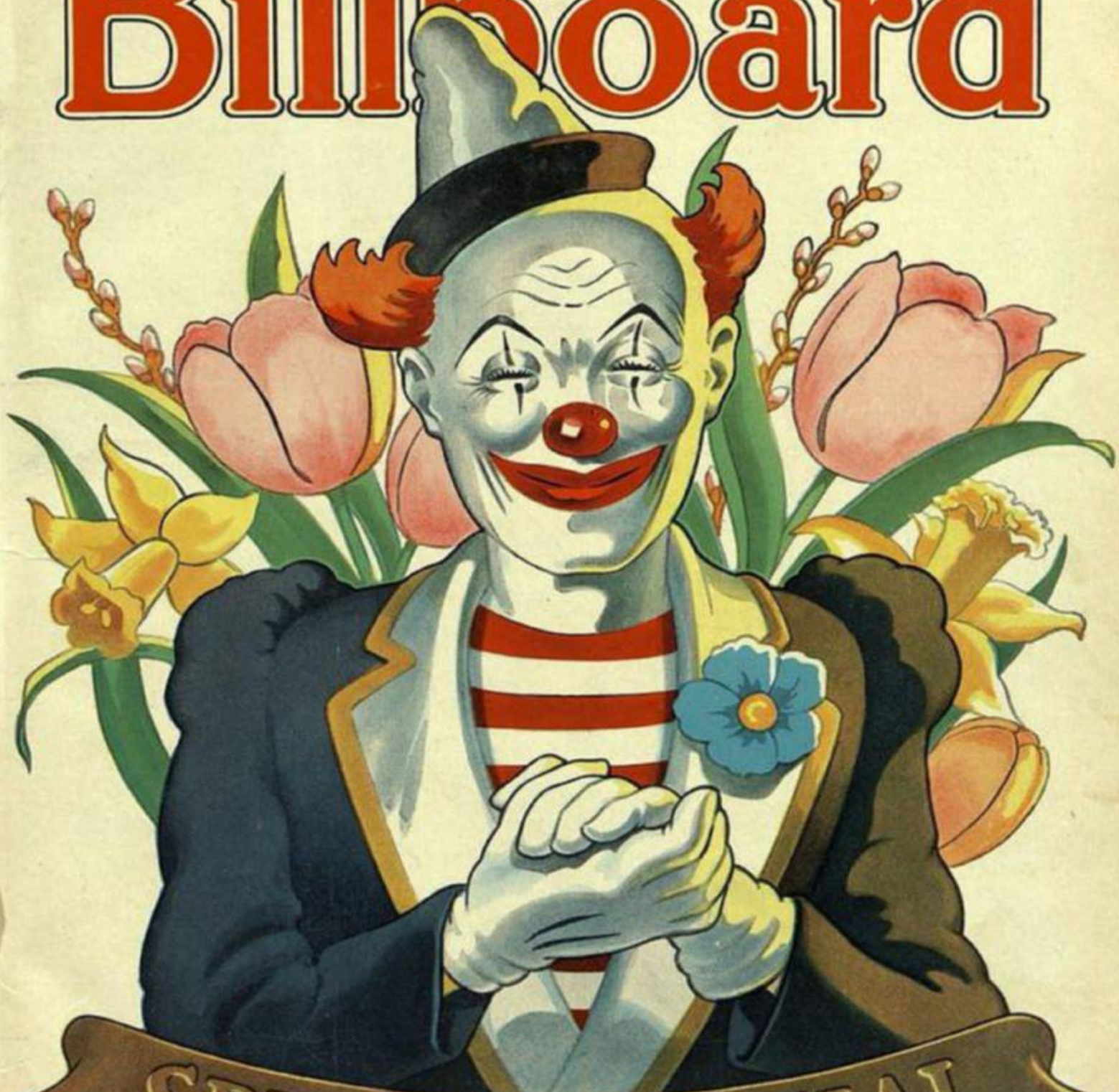
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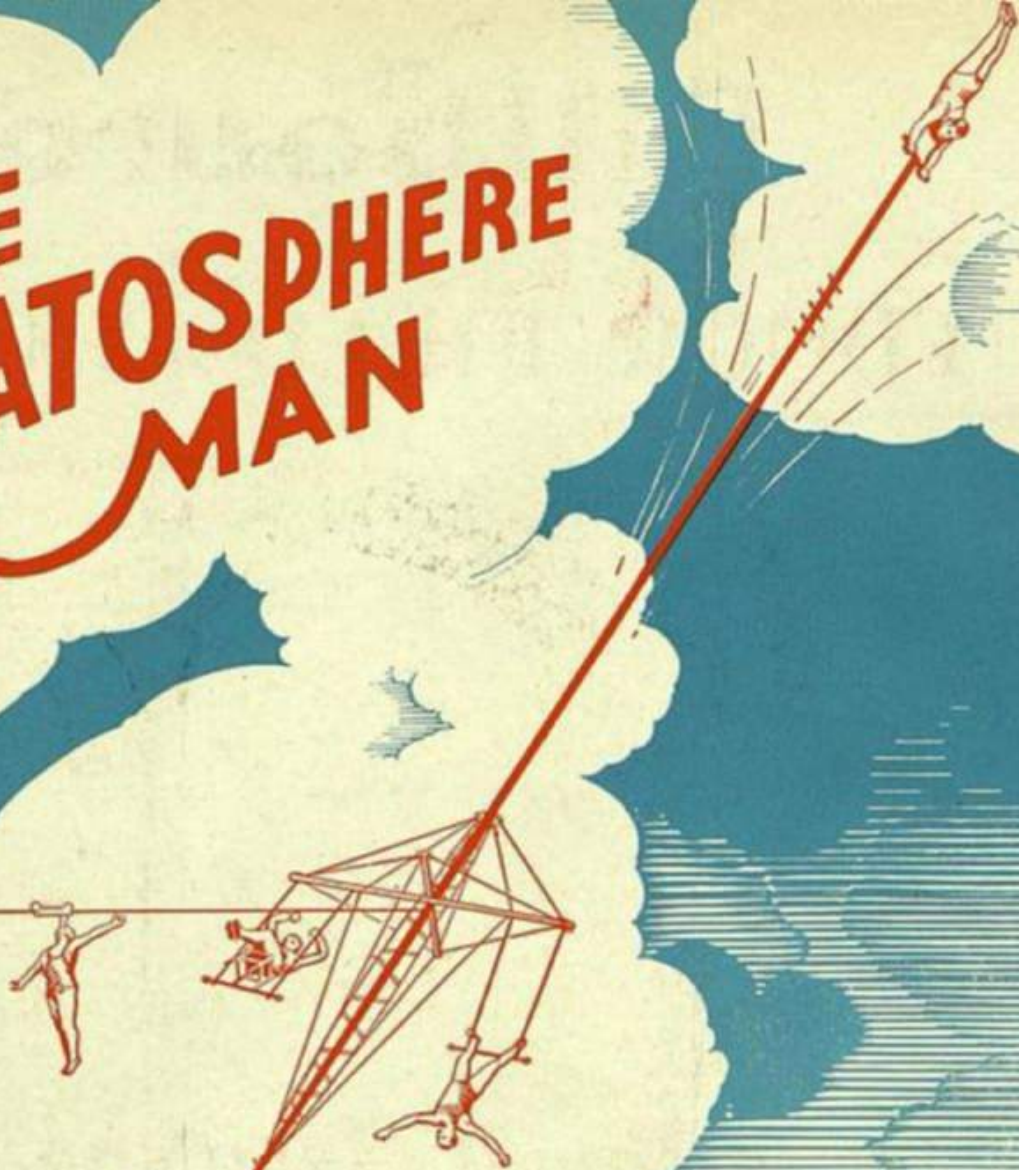
# The Billboard



SPRING SPECIAL

WG  
SCHAEFER

# THE STRATOSPHERE MAN



## World's Highest Aerial Act!

THE MOST SPECTACULAR ACT IN EXISTENCE

A 100 Per Cent Record

Starting in 1934 this act played 18 weeks; 1935, 20 weeks; 1936, 25 weeks; 1937, 23 weeks. At every engagement during this 4-year period this act was proclaimed the greatest drawing attraction ever presented to the public.

AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS.

Permanent Address, THE STRATOSPHERE MAN, Care of  
The Billboard, Cincinnati, Ohio.



# The Billboard

Vol. L  
No. 15

The World's Foremost Amusement Weekly

April 9,  
1938

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## OUTDOOR FIELDS HOPEFUL

### Unions Hot on FTP Transfers

Performers' groups steam over plan to switch members to other branches

NEW YORK, April 2.—Plan to transfer FTP-ers to other branches of the WPA has performer unions steamed up. Actors' Equity, for one, has found out that on the list of transfers are three of its active constituents. Committee saw Paul Edwards, administrator, about the matter Wednesday, arguing that there was no need to transfer actors since the WPA authorized him to take on 300 more. Edwards assured the union representatives that he would look into the three specific cases so that professional performers would not be shuttled to road-dancing projects.

Complaints along same lines have come from Harlem, too. Negro actors charge that they are ordered off the FTP to take examination for other jobs. Not being suited for other work, performers failed tests and were either let go completely or placed in lower-money classes.

APA is preparing for the worst, and this week sent a notice to all its members. (See UNIONS HOT on page 6)

### Tampa to Royal American

### Contracts Call For Three Years

19-day '39 event to be international expo with fed government participating

TAMPA, Fla., April 2.—At a meeting of the Florida State Fair board this week Royal American Shows were awarded contracts for the years 1939, 1940 and 1941 for all shows, rides and concessions.

The 1939 event will take form as an international exposition, with the federal government participating in the Hernando DeSoto Celebration, commemorating the 400th anniversary of the landing of DeSoto in old Tampa Bay. Federal government is engaging in a special building construction program in connection with this exposition, and the Florida Fair Association is increasing its advertising appropriation on a national scale.

The exposition will be held for 19 days in 1939 instead of the usual 11 days.

Local shipbuilding plants just received government orders totaling \$7,000,000, employing 4,000 men over a two-year period. This with many other employment projects will make Tampa an outstanding moneyed town. It is located in the center of 70 per cent of the population of the State.

### Animal Crackers!

CHICAGO, April 2.—Brookfield Zoo here is always the butt of April Fool gagsters who call their friends and leave a message to call Mr. Fox or Lion, etc., at Rockwell 4750. Zoo really played posy this year, however, having WBEM's sound effects department cut a wax of various animal sounds and played them over the telephone to the Fall Guys asking for Mr. Rhino, or what have you!

### Emergency Fund Big Help to Musicians

NEW YORK, April 2.—The aid which the Musicians' Emergency Fund has rendered to impoverished composers, pianists, conductors, singers, teachers and other musicians; totalling 5,916 cases since 1932, was summarized at the Fund's final meeting of the season Thursday. Thus the organization's placement bureau, musicians have earned \$369,474, and those with no place of their own in which to practice or teach were supplied with 12,601 studio hours. 5,673 concerts for almost three million children in New York public schools were given by the "made work" department. An overhead of little less than 3 per cent was necessary to accomplish the work. Among the speakers who asked for continued financial help for the Fund was Walter Damrosch.

### Cash Backs Faith of Operators Of Fair, Park, Carnival, Circus

Heavy financial outlays reported by many leaders in industry as season dawns—pick-up anticipated for mid-summer that will gain in momentum thru autumn

CINCINNATI, April 2.—Outdoor show business, with perhaps greater preparatory expenditures than in a number of years, is ready for the season, be what it may, altho a strong note of optimism runs thru opinions of leaders in the industry who have backed up their faith with heavy financial outlays. A canvass made by The Billboard indicates that operators of fairs, parks, circuses and carnivals, while fully cognizant of present economic conditions, do not anticipate any falling off in amusement business and that many believe there will be a steady pick-up during the season which not only will justify their make-ready plans but will chalk up by next fall one of the best periods in history.

Geographical location and local conditions will, of course, tell the tale in many instances, particularly as to fairs and parks. More conservative managers point out that while last season started off like a house afire, there was a falling off in midsummer which remained until closing. This year they believe the opening may not be so hot, but that an upturn later will replace last year's slump and that from midseason or before a pick-up will continue to gain in momentum until end of the outdoor season in autumn.

Some parts of the South, the West and Canada have felt so little recession,

it appears, that bigger plans than ever are on for State, district and county fairs and exhibitions. In some industrial communities fair boards know that the outcome of their annuals will hinge largely upon working conditions and, as usual, crop results will be the arbiters in agricultural districts.

### Ralph E. Ammon

"I consider the business outlook only fair," said Ralph E. Ammon, Madison, Wis., president of the International Association of Fairs and Expositions and director of the State Department of Agriculture and Markets. "Unemployment here remains high. The outlook for fairs is good in comparison. Most of them will be over before the full effect of conditions is felt. Wisconsin State Fair is increasing expenditures for program and premiums 15 per cent to promote optimism."

### Ralph T. Hemphill

Secretary-Treasurer Ralph T. Hemphill, International Association of Fairs and Expositions and general manager of Oklahoma State Fair and Exposition, Oklahoma City, said: "With a good crop year our fair should do all right. I am hopeful that business will improve as summer approaches. We are operating on practically the same budget as that of last year."

### Frank H. Kingman

"We do not expect our business to be as good as that of last year, based on a possible drop in shoe and textile business," said Secretary Frank H. Kingman, Brockton (Mass.) Fair. "We will spend the same amount as last year."

### Elwood A. Hughes

"The business outlook generally in Canada is encouraging and for amusement interests particularly so," said General Manager Elwood A. Hughes, Canadian National Exhibition, Toronto. "Canada has not been affected by the recent recession to the same extent as the United States. We are planning for our Diamond Jubilee Canadian National Exhibition with expenditures that (See OUTDOOR FIELD on page 142)

### "Guest Night" Gag Still Used; Keeps Many Spots Out of Red

NEW YORK, April 4.—Guest nights and other free talent gags in night clubs are flourishing just as before, despite the musician and the performer unions. The unions are not pressing the offending night clubs too hard these days, due to poor business being done by most local spots and the fear that a strict ban on "guest nights" might force some clubs to close.

Most successful guest night in town now is Abe Lyman's "Sunday Night Informals" at Billy Rose's Casa Manana. The "informals" go on Sundays at midnight, displacing the last show, and consist of name acts out for publicity and also new talent trying to show its stuff. Since the decline of vaudeville has practically wiped out good showing spots for talent, Rose promotes the Sunday nights as opportunities for acts to be seen by important agents, etc. In fact, so much talent is usually available that Rose can have his pick. Lyman ran "informals" successfully last year when he was playing the Hotel New Yorker.

The Paradise Restaurant inaugurated a series of Sunday night "jam sessions" this week, with Bunny Berigan bringing in Gene Krupa, Maxine Sullivan, Joe Marsala and Charles Baum as his first crop of "guests." Leon and Eddie's has been running Sunday guest nights for quite some time. These usually take the form of "parties" to prominent performers.

The big spots advertise the "guests," and this, of course, makes it easier to get free talent. Whenever an act's appearance results in bookings—and it does quite often—this news spreads among performers and they beg to be permitted to go on.

When accused of exploiting talent the club owners usually claim they are doing the acts a favor. They claim that many good acts can't get a good showing date and that the "guest nights" perform that function. They also point out that the "guest nights" often keep the club out of the red, enabling it to stay open (See GUEST NIGHT on page 6)

### The Index

and Additional Late General News will be found on Page 35.

RATING RADIO PROGRAMS --- A NEW SURVEY SERVICE -- PAGE 9

# CLUBS CUT IN ON TAXIS

## In Chi, Taverns Offer Partners Gratis; N. Y. Regulations Hinder

Taxi dance spots definitely feel competition of hide-away night spots—N. Y. ballrooms doing all right, but taxi halls cry the blues—regulations enforced

NEW YORK, April 2.—Operating under strict licensing and police supervision, there are 14 dance halls left in New York City. In addition, there are three ballrooms which, although somewhat similar to the taxi hall centers, have a separate group of police regulations covering them. Taxi spots are always good copy for occasional daily paper crusades, brought to a head by some news event, either a murder mess or sex affair. Currently, business is poor, and it appears that while some spots may soon fold for varying reasons, the average level will be maintained. Ballrooms are classified by local police under two categories. Class A, such as the Savoy in Harlem, the Arcadia or Roseland, maintain hostesses as a side line and not as the sole or major source of revenue. A Class B spot sells the gala waiting for a dime dance and lives on the income derived from that. Class Bs are closely supervised by the gen-darmierie.

In a Class A spot you gotta behave or a floorman, the euphemistic title of a bouncer, steps in. Class A regulations provide that a lonesome dancer must be introduced to his partner by the head hostess. Class B, you take your pick. All spots must have a sort of feminine corral in which the non-dancing lassies must be sequestered. And the girls must be paid \$25 a week as their minimum in Class A, where the curfew, say the constabulary, must be at 1:30 a.m.

Taxi spots selling their dancing partners obviously want no outside competition, and men accompanying their own gals seldom go to these places. Class A spots, however, depend on the admission take to a major extent. Hence, more of a family, if so it may be termed, trade is to be expected.

### Strict Rules

The cops were plenty strict in laying down Class B provisions, effective June 18, 1936, there being 17 individual provisions prescribed by Commissioner Valentine's department. Some of them are: no hidden rooms; all entrances and exits open during operating hours; employee record to be filed with police; no mixing by the gals except when on the floor; hostesses shall not drink liquor and no liquor may be displayed at a table where sits a taxi; plenty of light; 4 a.m. curfew; known misbehaviors shall not be allowed to make "a rendezvous of or remain in the premises." Furthermore, hack drivers shall not be paid subsidies for steering, and an unlawful act is to be reported to the police immediately.

It is stated that the average girl in a "B" hoofery draws about between \$30 and \$40 weekly, on the basis of 7 cents on every dime ticket. In the Class A spots, where the frills get salaries, a police provision requires \$3 per hour sitting-out pay or instruction fee.

While the taxis have remained fairly constant in number during recent years, there were 23 of them before the depression. Number will never grow any larger, since the cops will not license any more. Leading to this decision were the occasional moral stinks, newspaper crusades and a recent murder. As it is, police now visit the joints once a week, never slipping off. Infractions bring disciplinary action plenty on the up-beat. This makes the sub rosa sitting out, with the related immoral angles stemming therefrom, risky. Another factor which has not lengthened the life of taxies locally is the rise in night club popularity in recent years.

### Ballrooms in Black

Unlike the Class B halls, the three local ballrooms are each showing good yearly profits. The tactics are pretty far removed from a clip policy, such as having 30-second dances, the usual taxi rule. Ballrooms play their numbers straight and use fairly well-known bands, such as Paul Martel, Teddy Hill, Chick Webb, Harry Reser and others.

No punning is intended in calling Harlem's Savoy the most colorful of the ballrooms. The spot has a national reputation and the tune, *Swinging at the Savoy*, didn't hurt. In addition to its dominant hold on the Harlem citizenry, the Savoy draws a steady day

crowd of curious. Swing helped tremendously, and the dance battles the place stages are house packers.

A Harlem physician recently advanced the theory that the Savoy played an important part in the life of that community. Without the emotional outlet the place affords, he claimed, there might be trouble—race riots, hunger riots, etc. The ballrooms give a vitally required outlet for many, who may either be plain lonely or else strange and alien in a community.

Many of the girls at Roseland and Arcadia, it is said, use these jobs to earn side money, in addition to their regular occupations as models, stenogs, etc. Girls, who with other hoofing emporium employees, are fingerprinted by the police, must buy their own clothes. Evening gowns are required at night, sport or afternoon frocks for the matinees. Florence Forder, chief Roseland hostess, is a former vaudevillian.

Gigolos formerly were much more numerous than today, with only one or two (See **CLUBS CUT** on page 6)

### They're Not So Crazy

NEW YORK, April 2.—A new advertising men's club, known as the Better Mousetrap Foundation, calls its board of directors the Board of Cheeses and Balts and has no objective other than to do nothing about a lot of very pressing problems.

Head of the group, which is devoid of organization, is a Miss Possibly, who neither speaks nor governs. Adopted program calls for a weekly prominent speaker who doesn't bother to give his speech. At Thursday's regular meeting Dr. Henry Goddard Leach did not talk on "Why Lawrence Tibbett, Jascha Heifetz, Fedrico Colum and I launched a campaign for a new national anthem."

### Actors and Cherry Blossoms Bloom Together in Capital

WASHINGTON, April 2.—Local entertainment spots are frenziedly making arrangements to accommodate an expected influx of visitors here to see the cherry blossoms. Sudden advent of warm weather hurried the blooming and the local trade body rushed an order for holiday fireworks as an added attraction for out-of-towners. At the Lotus (Chinese-American) a new floor revue got under way, giving an atmosphere of Cuba with a series of native dances and rumbas. Dupont and Clark carry out the revue's theme with a tango. Afro dancer Iris Wayne has been held over for another week.

The Shoreham Blue Room is featuring Ruth Boyce, socialite singer, who came here from Buddy Hoyer's Ork in Chicago. College boys head for Carlton's Star-Zed, where they take over the place (almost), calling for more numbers from Evelyn Oakes.

### German Actors' Union Disbands After 19 Years

NEW YORK, April 2.—German White Rats Actors' Union, which next to Actors' Equity is the oldest performers' union in the country, will soon fade out of existence. Their AFL charter will be surrendered to the Associated Actors and Artists of America by May 10.

The Rats were organized in 1910 to improve and protect working conditions of German-speaking actors and performers, obtaining a charter from the Four A's.

They retained their place as an entity in the theatrical labor movement up until a few years ago, when employment became so limited that many of its members drifted into other branches of show business.

Action on this situation was taken by officials of the Four A's, who felt that members of the Rats could be better benefited if they entered the stranger performer unions. It was then decided to formally disband the Rats.

The entire membership, numbering less than 100, will go into the APA, Actors' Equity and Chorus Equity.

### Shawn Dancers End N. Y. Series

NEW YORK, April 2.—Ted Shawn and his male dancers ended their series of five Sunday night performances at the Majestic Theater this week, making a magnificent impression. Between their Sunday dates, they played out-of-town engagements and have resumed a tour that will keep them busy for months.

Shawn's troupe of eight young men captivated audiences easily, mixing light numbers, with occasional meaningful and also abstract dances. Excellent costuming and lighting helped enormously and did much to highlight the versatility of the troupe and of Shawn himself. The sports dances, for example, were instantaneous hits, their subject matter being familiar and their performance being joyous and vital. The more abstract numbers, such as "musical visualizations," had more difficulty getting over, having to depend so much on the effectiveness of the movement rather than on the idea content.

The troupe is 100 per cent visually, too. Shawn is sort of hefty, but the young men are handsome, lithe and easy-moving. Shawn catches in on their appearance by putting them thru interesting pictorial formations and movements while clad in revealing costumes.

Most interesting of the wealth of material presented during the series here was the Symphony No. 46 in G Minor (Mozart), in which each dancer paralleled exactly the notes played by each instrument in the symphony orchestra. The number is worked out "symphonically"—a method devised by Ruth St. Denis about 1917, but rarely used since then.

Exclusive management of the Horner Bureau, Inc., of Kansas City, with Helen Arthur handling the local engagement. Paul Denis.

### Gottlieb Goes to Chi

CHICAGO, April 2.—Manie Gottlieb, manager for Universal Pictures, Detroit, has been transferred to take charge of the local exchange, succeeding Henry Herbel. Gottlieb, in the film business for 25 years, has been connected with Universal for the last 15 years.

The Variety Club of Detroit is staging a testimonial banquet for Gottlieb at the Statler Hotel, that city, April 4, to be attended by over 500 of his friends. The mayor and other notables are expected to turn out.

### Ga. Prohibition Ends

ATLANTA, April 2.—Twenty-two years of prohibition ended in Georgia Monday with the licensing of dealers and opening of sales at Albany resort center. All forms of advertising except in newspapers and magazines of general circulation was banned. Specifically excluded were advertising by radio, neon signs, motion pictures or motion picture slides, napkins, watch fobs, key rings or similar novelties.

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

### For VAUDE

ETHEL SHEPPARD—young and comely rhythm singer now on WHN, New York. Formerly danced in vaude, but has now blossomed out as a lively and ingratiating singer who should be watched. Is ready for a vaude buildup as a singer of the Mermaid type, and should rate a screen test, too.

### For LEGIT MUSICAL

team of Ken and Roy Paige, recently seen at the Park Central Hotel, New York. A good-looking boy, apparently in his early 20s, who does exuberantly funny knockabout, eccentric hoofing and panto. Combines and sells his talents with relish and a developed sense of comedy. Can deliver lines and has a sense of timing. Also recommended for a film test.

ALAN AND ANISE—colored ballroom team in the current show at

the Cotton Club, New York. Girl is lovely and boy is handsome, making them about the best-looking colored ballroom combo around. Dance well, offering a strong set of routines and impressing constantly. Should be a refreshing item in any musical show, if given proper production. Should also go well as a specialty in a musical film.

### DRAMATIC

ISLA VAILE—recent graduate of the American Academy of Dramatic Arts. A blond youngster, she has a stage appearance that is both lovely and interesting. Shows sincerity in approach, intelligence in readings, and a good deal of incipient talent. Did a fine job in *Saturday's Children*. Rates a pro try.

LORRAINE WING—another recent American Academy graduate who, in a large number of varied parts in the student shows, displayed unusual intelligence and ability. Has excellent stage presence, and shows far more intelligence in her work than plenty of pros.

SPECIAL PRINTED ROLL OR MACHINE	100,000 FOR \$20.00	TICKETS	STOCK
			ROLL TICKETS
			ONE ROLL \$ 30
			TEN ROLLS 3.50
			FIFTY ROLLS 15.00
			ROLLS 2,500 EACH
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			No. C. O. D. Orders Accepted
ELLIOTT TICKET CO.		129 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 615 CHESTNUT ST., Phila.	



By GEORGE SPELVIN

**S**YLVIA SIDNEY, undetected by "To Quit and Back," has sent a play (she didn't write it) to Frank Martin and will appear in it for him if everything goes well. . . . The night club field is developing a recognized set of critics, thanks to the night spots' growing practice of quoting criticisms in ads and promotion folders; as a result, some of the boys make sure there's a quote in even a bad review. . . . When a certain big hotel was taken over by a chain recently, the first thing the new regime did was to lock out all the joy girls; this they could do under the law that rules a room holder is "guest of the hotel" and therefore the hotel can withdraw its hospitality whenever it wishes—which is how hotels get around laws against discrimination in public places. . . . There have been a lot of gags on the subject, but this time it's a true story, however sad: Ben Bernie's sister-in-law won \$4,000 on the recent sweepstakes—but lost her ticket, so she can't collect a cent. . . . The night life scene has been crowded with fight champs turning from boxing to bonifancing, Jim Braddock being the most recent to lend his name to a sipping and snacking nook—but now the practice threatens to spread to other fields; ex-Mayor Doris Bradley of Wildwood, N. J., recently recalled from office, will operate a cafe bearing her name this summer at that resort. . . . The T.M.A.T. office is getting the feminine touch, with Loretta Valmyr putting up curtains for the boys and girls. . . . Members of the New York press agents' chapter, incidentally, recently gave their leader, Elise Chisholm, a cigaret case and lighter inscribed, "NYTFA, R.I.P."

At least one example of gratitude to the T.M.A.T. for the new wage scales it's won for its members came last Saturday night when Hank Senber got paid for the two Mercury Theater productions he's press agenting. After the pay-off he blew into headquarters and dragged everybody out for drinks and thanks. It's better than being a newspaperman, huh?

**THE ALBUM:** Bernard Bernardi is probably the most prolific night club producer in the East—and he's practically unknown to Broadway. One reason is that he is located on Riverside drive and few Broadway acts bother to become acquainted with his office. He's whitish-haired, middle-aged but spry fellow of French extraction, who wears thick-lensed glasses, runs a successful dance and musical comedy school and who, at the same time, produces floor-show units for local Class B clubs and out-of-town spots. He rotates 22 units, using both school graduates and outside talent, thruout the East—and he has what is undoubtedly the only "night club circuit" in existence. He does almost all of the casting, booking and rehearsing personally, and transacts most of his business over the long-distance phone. His phone bill is plenty each month—and he complains that when a night club owner calls him he stampedes to the phone, but when he calls a club the owners take it easy and let the bill run up.

One of the brighter spots at the Eddie Cantor Camel show rehearsal at CBS' Little Theater: Gladys Swarthout singing "Darktown Strutters' Ball." . . . Whenever the Astor has an opening the Klieg lights pass across the street at Loew's State and turn on the juice from that vantage point—which must drive Al Rosen nuts. . . . Chris Wagedorn, back in New York after 15 years at Szabo's, hopes to make a real comeback thru a game he's invented called Puzler; it's in the hands of a big game manufacturer for marketing in the fall. . . . The Paradise Restaurant claims that Jack Benny refused to be photographed when he visited the spot last week, explaining that he was tired and wouldn't look so hot if snapped. . . . The marriage of show girl Hope Chandler (in the last Paradise revival) to one of Heart's sons has excited other cherishes in the big spots, who are basking again in dreams of marrying rich guys. . . . They planted crops again a week or so ago in the dirt on the "Tobacco Road" set; they've grown radishes, turnips, beans and even potatoes successfully in previous years.

How to win friends, influence people and become a millionaire: Dale Carnegie, who has been benefitting mankind thru his column in The Mirror, says all you have to do to make a million is feel that "something." He cites as a case in point that of Otto Harbach, who was inspired by a billboard with a bucket of paste putting an advertisement for a musical comedy. "That's what I want to do," quoth young Harbach, who up to that time had been "a teacher, a newspaper reporter and an advertising writer. But he was only half happy." So he went back to his office and quit his job, because he'd found what he really wanted. "And he had," assures HTWFAIP, "it made him a million dollars." Such is the story of success. All you need to do that "something." Just like that!

**OUR OWN MAIL DEPT.:** "I know that your time is very much valuable, but I will make it brief as possible, perhaps you will believe unusual, have been a constant reader of The Billboard many years. According to your theorize any person would believe that you are the philosopher of the theatrical profession. I do some performing, I go about as a dance comedian, so I appeal to you for some information, what I want is addresses of trypout houses in New York City, or any suggestion you wish. That is all, I ask of you with kind affecting. Yours truly,"

On West 35th street, in the heart of Garment Center, there's a sign reading: "Furrer's Grill." . . . Billy Rose can't make up his mind whether or not to install a ski chute in the Casa Manana; he may do it if the International Casino brings in an ice show. . . . Dave Vise's daughter, Harriette, has been tested by Paramount. . . . The Grand Street Boys (See BROADWAY BEAT on page 35)

## See FCC's Policy on Papers In Sale of WHBC, Canton, O.

WASHINGTON, April 2.—Dropping a hot poker this week, the Federal Communication Commission released its opinion on a station sale with a unanimous vote to permit Father Edward P. Graham, of Canton, O., to sell his 100-watt facilities to Ohio Broadcasting Co., owned by Brush-Moore Newspapers. Over a year old, case was tentatively decided two weeks ago with a vote of four in favor and three against, and this week's unanimous vote was hailed as an FCC policy on newspapers. But newspapers were only a part of the issues involved and the story of the applications is frequently discussed among local lawyers as a memorable case. According to FCC Examiner Dalberg,

Father Graham can be considered among the early broadcasters. His station, WHBC, was established in 1923, originally operating on Sundays only to carry his sermons in St. John's Catholic Church. At a later date Father Graham's station entered the commercial field, but after a short time the priest's advancing years, other duties and work attached to broadcasting made it necessary to employ station managers. Arrangement was developed into a "lease" whereby the station manager, Norman S. Walker, was to receive the profits of the station for his salary and the priest to receive monthly \$100. This, according to Walker at the hearing, violated the communications act because no permission has been obtained to transfer control. Walker ap-

# SOUND SYSTEMS

## for Every Purpose

Whether you want an inexpensive sound system or the finest made: one that's small enough to carry around like a hand bag or big enough to flood an entire town with sound, one that meets any requirement from sound truck to ballroom, or a combination that will cover any variety of needs, Wards can save you money. Send for 1938 Sound System Catalog showing Wards complete line of sound systems, money-saving prices and convenient time payment terms. It's yours FREE!

### MONTGOMERY WARD

MONTGOMERY WARD, DEPT. BM-19, CHICAGO, ILLINOIS  
Send me my FREE copy of Wards 32-page Sound System Catalog.

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## For SPEED and ACCURACY

Lower Intrastrate Rate in All But a Few States  
TELEGRAMS \* CABLEGRAMS \* RADIOGRAMS, ERRAND SERVICE \* MONEY ORDERS

# USE

## Postal Telegraph

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

<b>QUALITY STOCK TICKETS</b> ONE ROLL... \$ 50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1 1/2".	Reputation is Never Completely Earned. Our Continuing Responsibility Makes Our	<b>SPECIAL PRINTED</b> 10,000... \$ 6.95 30,000... 9.95 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.
	<h1>TICKETS</h1>	
	Wanted the World Around. Let Us Quote on Your Special Printed Tickets.	
	<b>THE TOLEDO TICKET CO., Toledo, Ohio</b>	
	plied for a license and facilities of WHBC, urging the commission to delete Father Graham's station because of law violation. Father Graham at the same time lodged two applications, to renew WHBC's license and to sell WHBC to the Brush-Moore interests for \$21,600, netting him \$11,000 over the bare-bones value of the station equipment.	

Commission had the choice of recognizing the violation and deleting the priest's license, causing him to lose much resale value of the equipment, or renewing the license and "condone" the violation. To this dilemma was added Walker's application, which if granted would also condone breaking the law. Because Walker had been a party to the disputed contract, Third point to consider was the newspaper angle with the Brush-Moore papers. If the FCC had voted to delete the license it could reasonably expect a yell

from church quarters because the priest was advanced in years and had given the city of Canton meritorious service. To deny has to start trouble and to grant was to permit profit from law violation. Way out, according to the unanimous vote, was to deny the Walker application and grant the priest the right to sell the newspapers. LOCAL NO. 277 of International Alliance of Theatrical Stage Employees, Bridgeport, Conn., held its 25th anniversary celebration at the Seton Oables, Milford, Conn., March 27. Among speakers were Lester Isaacs, chief sound projectionist of the Loew Circuit; Mayor Jasper McLevy, Loew City Manager Matt Saunders, Morris Rosenthal, Loew-Majestic manager, and State Labor Commissioner Joseph Tunc, Areato Tomassetti and Peter Benard were in charge of arrangements.

# CHORINES HAVE TROUBLES

## Poorest Paid, But Often the Most Valuable to Night Clubs

NEW YORK, April 4.—The drive to organize night club chorus girls by the American Federation of Actors puts the spotlight on extraordinary conditions in that field. There are girls and girls in night clubs, but there are no definite standards as to salary and conditions. Only one angle is clear, chorus girls are the poorest paid of all night club entertainers and often the most valuable to night clubs.

Their value is proved when night club budgets are cut. Acts may be trimmed, but rarely is the girl line dropped. Angle is that the kids are often the real attraction of a modest-priced night club. They provide an eye-ful in revealing costumes and their youth makes them doubly attractive. Not only that, but many of the kids are breaking into show business and don't mind mixing with patrons in the hope of pushing their careers. As a result the chorus line may often bring more repeat customers to a night club than the featured specialty acts or even the band.

### Three Chorus Types

Generally speaking, there are three types of chorus girls in niteries:

1.—**STOCK CHORUS**, such as the permanent troupes in the Paradise, Park Central Hotel and Casa Manana here. The girls are in for the run of the floor-show revue and are usually employees

of the club and directly responsible to the dance producer hired by the club. Salaries are usually \$36 to \$40 a week, with the girls often holding side jobs as models. They work hard at the club, usually having to do several numbers each show. Since these shows are highly publicized chorus girls sometimes land picture contracts or marry rich guys, etc.

2.—**CHORUS UNITS**, meaning units booked by independent dance producers into night clubs. A few of these units play Class A spots, but most of them are six to eight-people affairs touring Class B clubs and making jumps by car and bus. They usually go out with sufficient routines and wardrobe for four-week engagements and are sometimes on the road for months at a time. Most of these girls are picked out of dance schools, sometimes run by the producer of the units. They usually get paid from \$18 to \$25 a week and have to adjust themselves to each new job. In some spots they may have to mix and in others they may not. Usually these girls try to get into Broadway clubs when they feel confident enough to break away from their small-time circuits.

### Hostesses a Problem

3.—**HOSTESSES-CHORUS GIRLS**, in clip joints and hideaway clubs, who earn their salary mainly because of ability to mix and get customers to spend dough. These girls work in the floor show, usually in a parade number, because the club owner knows customers like to mix with the "performers." A straight hostess lacks the appeal of a performer who "condescends" to meet customers. These girls are usually the type that give the police the most trouble and precipitate probes into "vice" conditions.

As for salary, most unit chorus girls get paid a flat salary by the club or the producer. However, the hostess type of chorine sometimes works under other arrangements, such as (1) a salary that must be matched by price of liquor wheeled out of customers; (2) straight commission on liquor bills run up by customers while in company of the girl; (3) salary plus a commission on liquor bought by customer-friends.

The problem of mixing is, of course, one of the most important facing the AFA in tackling working conditions for chorus girls. Tentatively the AFA is taking a stand against "compulsory mixing," fearing a flat stand against mixing would clash with the performers' right to meet personal friends, agents, etc.

According to the AFA's Ralph Whitehead, "any mixing by performers that is made a condition of employment will be fought by the AFA."

Meanwhile night club owners are sitting tight, claiming that mixing by performers and chorus girls with patrons is one of the big attractions of night club life and that its ban would compel some clubs to close.

The battle lines are forming.

LOUISVILLE, April 2.—Henry Helstead opens this week at the Club Greyhound just across the river here. Freddie Bernard comes in to emcee the floor show.

## Show Business Horse

DETROIT, April 2.—The Hanneford Family, appearing recently at the Michigan Theater, lost Queen, 14-year-old white mare used in their act. Death was in typical the-show-must-go-on tradition, with the horse going thru the routine and retiring to the wings, collapsing before applause for the act was finished.

Three horses used in the act were reduced to two for the balance of the week.

## Boston Purity Purer and Purer

BOSTON, April 2.—Voluntary promotion of decency raised its head en masse recently when three distinct classes of fish dispensers told the public their aims, sans any official kibitzing from the city censor's office.

The RKO Keith Memorial Theater screens a trailer stating that no salacious entertainment shall adorn the Memorial screen and that only high-class stuff will be sold customers.

Tom Maren's *Art Models Revue* (Penthouse), a "glimpse into an artist's studio," asked the public if nudity is a crime but virtually lacked any nudity. Yet the production was one of the most important theater-restaurant revues ever attempted on such a large scale in Boston. Jerry Mano, press agent for the Penthouse, concluded a trailer with the line, "A glowing tribute to Peter Arno, James Montgomery Flagg, Russell Patterson, the Esquire Staff, McClelland Barclay and other well-known artists and illustrators."

Max Michels, manager of the Columbus Burlesque, cleans up any blue business on opening show, often before the city censor does. A warning on the house program says: "Taking of photographs and candid camera shots is prohibited."

## CLUBS CUT

(Continued from Page 4)  
left. And they, far from the gigolo legend, double as bouncers.

CHICAGO, April 2.—Dance halls have seen their better days, judging by local conditions in that field. The few remaining emporiums, cashing in on transient and local males hunting for femme dance partners, are operated on a grab-as-can basis, advertised mostly thru circularized passes on street corners.

### Taverns Cut In

Principal reason for the dance hall decline is the competition furnished by dozens of taverns that furnish dance partners gratis. The small spots in local neighborhoods, furnishing music, usually mechanized, have hostesses on hand. The so-called table stingers double as dance partners and will strut with the visiting males just as long as they care to hold out. Rather than pay 10 cents a whirl the dance-struck yokels will stop a glass a beer for that coin and choose their partners gratis.

The few remaining dance halls advertising "charming instructresses" are located in the less colorful districts. They go under such names as dancing academy and dance schools. Girls in most of those spots are not exactly the type Siegfried would have selected, but the proprietors explain that young, shapely and attractive dance partners are hard to get these days for salaries they can afford to pay. Pay is very low, average being around \$15 a week plus tips, if any. Girls also reported getting a cut on drinks and food bought by their partners between dance sessions.

Instead of clinging to the dime per dance ruling some spots will charge an outright admission; others set a price for dance sessions of hour or half-hour durations.

Leading halls going after the street trade are the Palace Dancing School, West Randolph Hall and the Grand Dancing Academy, all downtown and conveniently reached by the transient trade. When it comes to grosses and attendance figures the ops are crying the blues. Small local bands are used.

## Pitt's Late Closing

PITTSBURGH, April 2.—After three dark weeks out of five last month and a season that is six months old without having shown a musical, the Nixon will run into its latest closing date in years with a booking of the Rodgers-Hart musical, *I Married an Angel*, for May 9. Co-starring Dennis King and Vera Zortina, the revue will closely follow Nixon showings of Cole Porter's newest musical with Clifton Webb, Libby Holman and Lupe Velez, and the annual Pitt Cap and Gown revue, this year entitled *Pickets, Please*, the work of Robert Saffron and Nick Spanos.

## Helen Hayes Sets 23 Records

NEW YORK, April 2.—In 26 weeks of touring Helen Hayes, in *Victoria Regina*, has set 23 records, no less. Latest was hung up in Birmingham, Ala., where in one performance Thursday the show grossed over seven grand. House was sold out three weeks in advance. Another record had been smashed Wednesday in Nashville, where at the Ryman Auditorium *Victoria* took in just under the \$7,600 mark.

## GUEST NIGHT

(Continued from page 3)

and pay off its regular show. The AFA, for example, has not attempted to step certain "guest nights" because its check-ups reveal that the "guest night" often kept the club open.

The lesser known clubs, on the other hand, cannot attract free talent, and often exchange talent on "special nights," advertising the talent as "visiting guest stars."

Some of the hotels also run guest shows. The Hotel White, for example, has "guests" Tuesday afternoon at its cocktail hour.

Jam sessions (the musicians' form of guest nights) are quite popular, and many hideaways receive star musicians who drop in to relax by jamming. Benny Goodman, for example, has favorite spots where he jams. In several cities the musicians' union has outlawed jamming, claiming this was only another way of getting talent for nothing. But the big hitch here has been the difficulty of policing the night clubs.

In any event, it seems there will always be talent eager enough to show for nothing—and there will always be employers kind enough to "permit" these showings.

## UNIONS HOT

(Continued from page 3)

bers on the PTP. The AFA wants everyone on project to file report, listing name, stage name, status of dues, membership book number, name of other theatrical union affiliations and list of professional experience.

Questionnaire also solicits delinquent members who owe more than \$12 and who would like to take advantage of special offer which would place them in position of good standing by paying \$12.

Ralph Whitehead, secretary of AFA, returned Wednesday from a four-day confab with Washington officials of the WPA, and obtained from them a promise that there would be no further discrimination against vaudevillians on the New York project.

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# Thru Sugar's Domino

WITH theater grosses dropping steadily, with product not perceptibly better and with business conditions generally discouraging, exhibitors haven't anything to make whoopee about—despite the optimistic character of trade paper advertising. But these are by no means the only worries besetting exhibitors. The trouble lies deeper and the men who have their money invested in theater properties and operation deals must appreciate the fact that the industry is riding for a fall. All of this should have reached the ears of General Will Hays and his lieutenants. And if Mr. Hays isn't planning to do anything about it he can't be very much concerned about perpetuating the industry that he heads and which recently selected him as its boss for still another term.

Just what is ailing the most important branch of the amusement industry? If we had to give the answer in two words it would be double features. The major producers know it; the exhibitors know it and feel it—and the indie producers also know it but don't seem to give a darn and would rather have the subject dropped altogether. Double featuring is a curse inflicted by the film industry by its own hands. The film industry alone can lift the curse. It depends on how far General Hays can go in his efforts to bind together the major elements of the industry into a united effort to kill once and for all the practice that has made market stalls of theaters and junk factories of Hollywood studios. The majors cannot accomplish the job alone but they can lead the way with the tremendous force made possible by unity. And the others would have to follow.

General Hays' real value to the film industry is based to a large extent on his ability to handle relations with the government—State and national—and with the public. Does it not seem peculiar that all the polls that have been held on the double-feature practice should have produced—so far as we know—overwhelming sentiment in favor of single bills? Peculiar because thus far nothing has been done to amount to anything by the film industry to wipe out double featuring. Do General Hays and his cohorts really think that they can long deny the public what it has expressed itself as wanting very badly? The answer is obvious. The public will in some way make its preference felt at the box offices of theaters that give them what they want. Despite what psychologists tell us about the low intelligence quotient of moviegoers, wise exhibitors have come to know from actual experience that their patrons want quality, rather than quantity; that a really good box-office film can outdraw many times over the biggest bargains they've ever offered in doubles and triples.

The indie producer who has no assured theater outlets bathes in the luxurious foam produced by the double-features situation. It is his salvation. Without double featuring many of the indies would close shop and look for new fields to conquer. The terrific demand for films superinduced by double-bill policies gives the quickies a place in the sun. Not a very stable place but enough for the easy-money boys to cash in.

It is possible for the film industry to get together and kill double features. If they don't do it soon double features will kill the industry.

It is possible also for the film industry to throw chance games and giveaways out of the theaters. Possible if all elements get together. The Hays office and certain exhibitor organizations are always battling. It is in the nature of things that they should because their interests are opposed. But when a common enemy threatens they can get together and they should. Even wolves that devour the weak among them band together to attack a common foe. This can apply to the higher form of animal life known as the exhibitor.

The average exhibitor of this day and age is rolling down a hill, gaining momentum and doomed to wind up in a heap at the bottom. He started the downward trend by evicting stage shows. He substituted double features and found out his mistake too late. There isn't an exhibitor in the country who wouldn't drop double featuring like a hot coal if he were certain that his opposition would do likewise. It's a case of one distrusting the other. The same deplorable situation exists in the chance game and giveaway practices. Exhibitors do not willingly and enthusiastically turn their houses over to crockery hawking and gambling. They are forced into it by their opposition. Somebody started it—and nobody has it within his power as an individual to stop it. But something can be done if the Hays office and the exhibitor organizations get together.

The exhibitor can find many constructive ways within show business to fill out bills. There used to be a very prosperous shorts industry. There used to be a flourishing stage-show industry. These can be revived with benefit to all concerned. There is plenty of talent available for shorts and stage shows. The unions will co-operate. The unions will have to co-operate. When double features and chance games and giveaways are kicked out of the back door the film theaters of the country will be back in the show business. And that is where they belong. If concerted action is not taken to throw them out the end of a great industry will not be long in coming.



E. E. SUGARMAN

# As I See It

By DAVE VINE

**A NOTHER DIFFERENT SWITCH.** . . . It happened last year. One of these agents booked a girl for an audition in a Chinese restaurant. While the girl was doing the audition she fell and broke her arm. She is now receiving Workmen's Compensation from the State of New York. The agent, learning of this, now wants commission from the girl on the amount she receives as compensation. He claims that if he hadn't booked her for the audition—**SHE COULDN'T HAVE BROKEN HER ARM.**

**... LIFE'S AQUATIC MERT.** . . . Some swim, some dive, some back water, come float—**AND THE REST SINK.**

**... MAE WEST** will play Loew's State week April 21. Salary understood to be \$12,500 (and that ain't tin). The picture will be *Merrily We Live*, starring Constance Bennett and Brian Ahearn. The lights on the marquee that week should read *Merrily We Live* with Mae West. In fact, *Merrily We Live* should also be the slogan for the Loew people that week, because that's what they'll do. La West will break all records and when you break records for theaters—**MERRILY WE LIVE.**

**... PARAMOUNT'S** new find, Francisca Gaal, is the cutest thing I ever saw. See her in *The Successor*. She has something about her that makes you think of her long after you leave the theater. From where I sat it looks like she'll go places. . . . I had to laugh at that critic who said, "Ella Logan is using Maxine Sullivan's style of doing a Scotch song in swing time." . . . Why don't they find out before they print those things? With all due respect to Miss Sullivan, may I inform that critic that Ella Logan did that type and style of singing long before Miss Sullivan was in show business?

**... I HOPE YOU'LL REMEMBER.** . . . The best thing about distant relatives—is the distance. . . . Just because you cannot be a star is no reason to be a cloud. . . . There is no point in being fit as a fiddle—if you have no beau. . . . A philosopher is a man who even likes taxicab drivers. . . . And a wise stenographer puts everything off until tomorrow—including her employer.

**... EDDIE CANTOR** handed me a good laugh with this: "Just as I was leaving Ted Lewis' house last night he started showing me his collection of pajamas. He showed me 6 pairs he had bought in Paris for \$100 a pair, 9 pairs he bought in London and 12 pairs he bought in Japan. I have never seen so many pajamas in all my life. After he had shown me all those pajamas, what do you think happened? You'll never guess—**HE WENT TO BED IN HIS UNDERWEAR.**"

**... WHISPERS.** . . . Are you taking me out tonight? Yea, meet me at the Waldorf at 8. The Waldorf? Say, that's a pretty swell place, isn't it, darling? Yea, it is dear, and it's only four blocks from where we are going. . . . You wouldn't marry her just for her money, would you? Sure I would. You're silly; what good is her money if you don't love her? Well, I can move away from misery with it. . . . And speaking of whispers, **WHATEVER BECAME OF WHISPERING JACK SMITH?**

**... IF YOU** have never seen Louis Sobol on the stage you never will, because he told me that he would never accept another vaudeville date and he was very serious about it. . . . With Eddie Sullivan in Hollywood, Walter Winchell too busy, and Sobol wanting no more of it, Nick Kenny is the only one left in town that they can play. . . . The bookers are naturally going short of columnist attractions. . . . And you know me. . . . I wouldn't want to see any booker stuck. . . . And I can be coaxed—or am I too fresh?

# Chicago Chat

By NAT GREEN

**A**MERICANS are assuredly a music-minded people and a little checking up reveals some interesting facts. For instance, it is truly surprising to learn that in spite of radio there are still millions of phonographs in use. Thousands of these are coin-operated phonographs, the popularity of which has grown by leaps and bounds during the last few years. One reason for the popularity of the machines is the great improvements that have been made in them. Refinement of tone quality has reached near perfection and when one listens to music played on any of the standard makes it is almost like listening to the band itself. In restaurants, tea rooms and taverns one can listen to the recordings of the finest bands in the country playing the latest tunes. Multiple-record machines give one a wide selection and enable spots too small to afford an orchestra to give their patrons any sort of music they prefer. Nor has this spread of mechanical music lessened the popularity of bands in general. Rather it has had the opposite effect.

We also learn from Lawrence H. Belz, who has just completed a comprehensive survey for the National Piano Manufacturers' Association, that there are nearly 6,000,000 pianos in use in the United States. And the demand for accordionists, we are told, exceeds the supply. The multiplicity of professional, high school and other bands and orchestras has sent instrument sales soaring and it would seem that the band instrument manufacturers have little to worry about.

Sports champs, old-time athletes and sports lovers to the number of nearly a thousand gathered at the Midwest Athletic Club last Wednesday night to honor Julian T. Fitzgerald on his completion of 50 years in the world of sports. "Fit," who developed Bobby McLean into the world's champion speed skater, has had an interesting career in sports since he started his career in 1887, and for years has been prominent in the promotion of motorboat shows, six-day bike races, professional foot races and ice-skating tournaments.

Entertainment tastes of the folks down underneath are much the same as in this country. A. B. Marcus writes from Perth, Australia, that while the miniators there lambasted his show unmercifully for its nudity, the populace flocked to see it. . . . Lou Cowan, publicity purveyor, sporting gorgeous new offices. . . . In another local publicity office some important changes are likely to take place soon. . . . That was Rubinoff besting one at the Celtic bar. . . . Irving Mack, the trailer man, continues to expand and now has nearly 50 people working for him. . . . Joe Estes, Filmack sales promotion manager, back from a five-month sojourn in the South. . . . Maybe we were mistaken as to the kind of entertainment Congress Hotel patrons want, as Ralph Hitz has signed N. T. G. for four more weeks. . . . Harms, Inc., using a local milk association for infringement because it used a number of Harms songs in its song book. . . . Sigrid Gurie, Sam Goldwyn's star, stopping briefly on her way to Hollywood, said the stories that she learned English after she reached California are all poppycock.

# K. C. DAYTIME SURVEY

## Several Day Shows Give Evidence of National Caliber; Listening to Radio Reported at 24%

Joanne Taylor, KMBC, and Staff Frolic, WHB, indicate a considerable hold on local listeners—P. & G. daytime serials lead—Marion Talley strong

By JERRY FRANKEN

NEW YORK, April 2.—A principal aim behind *The Billboard* radio surveys is to help discover local programs which merit further attention—that is, consideration for national radio presentation. There is at least one such daytime program broadcast in Kansas City, according to the half of the survey presented in this issue. Last week's issue dealt with night time productions, and at that time there was one local program, *Quicker Court* (KCKN), which warranted further attention. The daytime program is Joanne Taylor on KMBC. Another possibility is WHB's *Staff Frolic*. However, another highlight of the daytime survey is of major importance. This is the record of listening to the radio during the period covered, figures showing that 24 per cent of the respondents listened to their sets some time during the day before 5 p. m. There were 1,047 completed telephone calls made in the investigation of daytime programs. Of this 1,047, 251 replied affirmatively to the question, "Did you listen to the radio today before 5 p. m.?" Telephone calls made during the evening refer to listening of that same day; calls made during the day refer to programs heard the night before. The questionnaire and basic method of the surveys are shown in this issue. This 24 per cent for daytime compares to the evening figure on the same question of 49 plus per cent.

According to research leaders, there is an important difference between the question used in this survey and that used in other surveys with reference to the use of radio receivers. *The Billboard* survey asks, "Did you listen to the radio before 5 p. m.?" while others use, "Was your radio in use before 5 p. m.?" The point involved, it is explained, is the difference between active and passive listening, and *The Billboard* question pries deeper into the listening habits. In other words, it requires more active memory response to answer the question, "Did you listen to the radio?" Thus, to show an extreme example, a housewife could be using her vacuum cleaner and have her set turned on. She could then say her radio was in use. But the chances are she could not say she had listened. There is another example. It is quite possible that a respondent could answer affirmatively to, "Was your radio in use," but could not give any actual listening results because the respondent had been away from home. Yet it would be entirely possible that the person interviewed knew the radio was in use, since other members of the family were at home and listening. Thus, unlike the "in use" question, the actual listening question is a measure of conscious remembrance, requiring actual listening for an affirmative answer.

### Weather and Radio

While it is admitted that it may be a shot in the dark, the weather in Kansas City during the survey period may have been an element of importance contributing to the low daytime listening record. Reprinted from last week's is-

sus of *The Billboard* is the analysis of competing factors—other entertainment media, weather and general conditions—published to provide a complete picture of conditions obtaining in Kansas City when the survey was made. This analysis shows that during the week starting March 3 the weather was unusually pleasant, hitting a record high of 81 degrees for Friday, March 4. Furthermore, Friday shows fewer listeners than any other day except Saturday and Thursday. As shown last week, Thursday evening is the peak listening night in Kansas City. It is next to the worst daytime period, however.

### News Up

Another important conclusion that may be drawn from the figures is that daytime news broadcasts show up considerably stronger than evening news broadcasts. In the night statistics, news was down as to mentions and was weak on station identification. However, the day figures not only give news many more actual listening mentions, but further identification of stations developed. KCKN, owned by Capper Publications, broadcasts news hourly and leads, having more news on the air than the other stations. Where the competition is closer, WHB leads, with WDAF following.

### Leaders

In the table listing the daytime programs, broadcasts receiving less than five (See K. C. DAYTIME on page 13)

## ASCAP Challenges Tenn. Fee Ruling

KNOXVILLE, Tenn., April 2.—American Society of Composers, Authors and Publishers prepared today to file suit in Federal Court challenging the Tennessee Legislature's measure barring collection of fees for broadcasting music for commercial purposes. E. C. Mills, ASCAP's administrative committee chairman, came from New York to hire counsel and prepare the case.

Mills stated, "That law was jammed thru the legislature without giving producers and authors any notice. It is plainly unconstitutional and it is grossly unfair to the persons whose music keeps the dance halls and radio stations going."

## Chi Competition on Special Event Coups

CHICAGO, April 2.—Stiff competition is springing up here between stations WGN and WBBM on special events coups. Outlets scrap especially on promotions in neighboring burghs and are locking horns over the scheduling of their stunts with the hamlets' Chamber of Commerce committees.

First incident took place recently at Bloomington, Ill., where WBBM is planning one of its *Salute to the HomeTown* programs. Bloomington Chamber of Commerce had just got thru turning down WGN on its new baseball sports quiz, which starts at Gary, Ind., April 23, when WBBM came to town asking for co-operation on a "salute" to Bloomington. City execs turned 'em down at first, saying they couldn't play favorites. Story behind the story in this case was that the town's Chamber of Commerce is run by the local newspaper, which has no lost love for *The Chicago Tribune*, owner of Station WGN. WBBM finally got an okay, however, but burned up over the trouble it took.

Recurrence of this squabble over near-by town promotions will probably have stations at each other's throats thruout the summer. WGN will hold baseball quiz contests in these burghs, choosing teams from each and holding a final run-off October 1, with free trips to the World's Series as the grand prize. WBBM has been airing its "salute" stunts the past few months, but figures on enough nabe cities to hold out for another year.

NBC is out of the picture on this special event rivalry and by its own choosing. Ken Fry, handling that department at NBC, says policy is not to overburden the schedules with a pile of insignificant stuff, giving special preparation for a few stunts of human interest. Fry believes spot events are B-6—since there isn't time to wizen the listener up as to what's going on.

WBBM's psychology is just the opposite, as can be seen by its tactics with the mobile trailer unit. Ken Ellington, who was recently put in charge of special events at WBBM, meets all celebs

### Open Forum

An open forum is being maintained with regard to *The Billboard* radio program surveys. It is in the nature of such research that there be conflicting opinions. In view of this *The Billboard* invites comment. Communications should be addressed to Radio Editor, *The Billboard*, 1564 Broadway, New York.

## Two K. C. Papers Friendly to Radio

NEW YORK, April 2.—Kansas City, covered in this week's radio survey as to evening programs, has two newspapers, *The Kansas City Journal-Post* and *Kansas City Star*. The *Star* owns and operates WDAF, NBC Red network station. That ownership is reflected in its radio columns and in publicly accorded other stations. Daily publishes local program listings, but no daily column. On Sunday most of a page is given to radio, but the bulk of the items concern WDAF offerings. Paper, of course, is friendly to radio, but only *The Star's* own programs are generally plugged except on rare occasions. It is a powerful daily and operates a powerful station.

John Cameron Swayze is radio editor of *The Journal-Post*. Like *The Star*, daily listings are published, but a radio column appears only on Sunday. The daily has a deal with WHB, a working agreement whereby three daily 15-minute newscasts are exchanged. The *J-P* gives about equal publicity to WHB, KMBC, KCMO, KXBY, WREN and KCKN. WDAF is rarely given space. The Sunday page is good.

## Buchanan's New L. A. Spot

LOS ANGELES, April 2.—Buchanan & Company, ad agency, is moving its local office into the Beaux Arts Building. Charles W. Curran, for the past three years account executive with Donahue & Coe, Inc., New York agency, is now associated in a similar capacity with Buchanan's Los Angeles office.

at the depots and covers other spot news much the same as a daily newspaper. Station believes that if only a few pedestrians catch the boys at work it is worth the publicity.

## Day and Night Listening Chart

The tables below show statistics on the use of radio receivers by respondents questioned in *The Billboard* survey in Kansas City. Table to the left gives the ranking order of listening for evening programs. The table to the right shows listening during the daytime use of sets and also ranks the days in order of most listening. The figures next to the day record, in parentheses, indicate the night listening rank of that day.

Evening	Listening	Not Listening	Total	Day	Listening	Not Listening	Total
1. Thursday	88	57	145	1. Monday (3)	46	111	157
2. Sunday	84	76	160	2. Sunday (2)	42	114	156
3. Monday	80	80	160	3. Tuesday (6)	41	103	144
4. Wednesday	73	72	145	4. Wednesday (4)	41	114	155
5. Friday	65	90	155	5. Friday (5)	33	125	159
6. Tuesday	65	86	151	6. Thursday (1)	23	96	124
7. Saturday	61	94	155	7. Saturday (7)	20	132	152
Total	518	555	1073	Total	251	796	1047

ONE-HOUR PROGRAMS (Six Times Weekly)		ONE-HOUR PROGRAMS (Five Times Weekly)		HALF-HOUR PROGRAMS (Five Times Weekly)		15-MINUTE PROGRAMS (Five Times Weekly)		15-MINUTE PROGRAMS (Three Times Weekly)		SUNDAY PROGRAMS	
Breakfast Club (WREN)	6	Farm and Home (WREN)	11	Joanne Taylor (KMBC)	5	Ma Perkins (WDAF)	44	Edwin C. Hill (KMBC)	12	Thatcher Colt (Half Hour) (WDAF)	5
ONE-HOUR PROGRAMS (Five Times Weekly)		HALF-HOUR PROGRAMS (Five Times Weekly)		15-MINUTE PROGRAMS (Five Times Weekly)		15-MINUTE PROGRAMS (Three Times Weekly)		SUNDAY PROGRAMS		SUNDAY PROGRAMS	
Myrtle and Mezzo (KMBC)	8	Our Gal Sunday (KMBC)	7	Pepper Young (WDAF)	40	Arnold Grimm's Daughter (KMBC)	5	Mickey Mouse (Half Hour) (WDAF)	6	N. Y. Philharmonic (Two Hours) (KMBC)	5
News (12-12:15) (WHB)	6	Follow the Moon (KMBC)	5	Vic and Sade (WDAF)	32	Kitty Keene (KMBC)	5	Cuy Lombardo (Half Hour) (KMBC)	5		
News (12-12:15) (WHB)	6	John's Other Wife (WDAF)	5	Aunt Jenny (KMBC)	30	John's Other Wife (WDAF)	5				
Follow the Moon (KMBC)	5	O'Neill's (WDAF)	5	Big Sister (KMBC)	23	O'Neill's (WDAF)	5				
Kitty Keene (KMBC)	5	Dick Tracy (WDAF)	5	David Harum (WDAF)	16	Dick Tracy (WDAF)	5				
John's Other Wife (WDAF)	5			News Hourly (KCKN)	16						
O'Neill's (WDAF)	5			Woman in White (WDAF)	15						
Dick Tracy (WDAF)	5			Mary Maslin (WDAF)	13						
				Golding Light (WDAF)	12						
				Houseboat Hannah (WDAF)	10						

"Rigoletto" was broadcast Saturday, March 5, for approximately three hours on WREN. It received five mentions.



# DAYTIME PROGRAMS HEARD IN KANSAS CITY, MO.

Hours Listening	Programs Heard	Program Origin	Station	Total	Friday March 4 No. List.	Saturday March 5 No. List.	Sunday March 6 No. List.	Monday March 7 No. List.	Tuesday March 8 No. List.	Wednesday March 9 No. List.	Thursday March 10 No. List.
6:45-7:00	Morning Devotions	L	KMBC	1	---	---	---	1	---	---	---
7:00-7:30	Tex Owens	L	KMBC	1	---	---	---	---	1	---	---
7:30-8:00	Today's Sermons	L	WHD	1	---	---	1	---	---	---	---
8:00-8:30	News	L	KMBC	1	---	---	---	---	---	---	---
8:30-9:00	News	L	WDAF	1	---	1	---	---	---	---	---
9:00-9:30	Musical Circle Review	L	WDAF	1	---	---	---	---	---	---	---
9:30-10:00	Rhythm in Rhythm	L	KMBC	1	---	---	---	---	---	---	---
10:00-10:30	Breakfast Club	N	WREN	6	---	---	---	4	1	---	1
10:30-11:00	Coast to Coast on a Bus	N	WREN	1	---	---	1	---	---	---	---
11:00-11:30	Across the Breakfast Table	N	KMBC	1	---	---	---	---	---	---	---
11:30-12:00	Medical Program	L	WDAF	1	1	---	---	---	---	---	---
12:00-12:30	The Party Line	L	KMBC	2	---	---	---	---	---	---	---
1:00-1:15	Mrs. Wiggs of Cabbage Patch	N	WDAF	4	3	---	---	1	---	---	1
1:15-1:30	Joanna Taylor	N	KMBC	5	4	---	---	---	---	---	---
1:30-1:45	Radio Pulpit	N	WDAF	4	---	---	---	---	---	---	---
1:45-2:00	Church of the Air	N	KMBC	1	---	---	1	---	---	---	---
2:00-2:15	Market of Castlewood	N	WREN	1	---	---	---	---	---	---	---
2:15-2:30	John's Other Wife	N	WDAF	3	2	---	---	---	---	---	---
2:30-2:45	Aunt Jeanna	N	WREN	1	---	---	---	---	---	---	---
2:45-3:00	Just Plain Bill	N	WDAF	1	1	---	---	---	---	---	---
3:00-3:15	Tony Wynn	N	KMBC	2	1	---	---	---	---	---	---
3:15-3:30	Let's Pretend	N	WDAF	1	---	1	---	---	---	---	---
3:30-3:45	Home Fills	N	WDAF	1	---	---	1	---	---	---	---
3:45-4:00	Ma Perkins	N	KMBC	3	---	---	---	---	---	---	---
4:00-4:15	Municipal Court	L	WHD	4	---	1	---	1	---	---	---
4:15-4:30	Woman in White	N	WDAF	10	1	---	---	---	4	---	---
10:00-10:15	David Harum	N	WDAF	10	1	---	---	2	---	---	4
10:15-10:30	Fourth International Concert	N	KMBC	2	---	---	2	---	---	---	---
10:30-10:45	Organ Rhapsody	N	KXKY	1	---	---	---	1	---	---	---
10:45-11:00	Backstage with	N	WDAF	8	1	---	---	---	3	---	---
11:00-11:15	W. O. Kiddie Review	N	WHD	1	---	1	---	---	---	---	---
11:15-11:30	Bachelor's Children	N	WHD	1	---	---	---	---	---	---	---
11:30-11:45	Carol Kennedy Romano	N	KMBC	1	---	---	---	---	---	---	---
11:45-12:00	How To Be Charming	N	WDAF	3	---	---	---	---	---	---	---
12:00-12:15	Big Sister	N	KMBC	28	1	---	---	---	---	---	---
12:15-12:30	Major Downs	N	KMBC	3	---	---	---	---	---	---	---
12:30-12:45	American Radio Writers	N	WHD	1	---	---	4	---	---	---	---
12:45-1:00	Nellie Pecky	N	WDAF	1	1	---	---	---	---	---	---
1:00-1:15	Aunt Jerry	N	KMBC	30	1	---	---	---	---	---	---
1:15-1:30	Larry Larson	N	WREN	1	---	---	---	---	---	---	---
1:30-1:45	Lucy's Family	L	WDAF	1	---	---	---	---	---	---	---
11:00-11:15	Mary Margaret McBride	N	KMBC	4	1	---	---	2	---	---	---
11:15-11:30	Stone Church Choir	N	KMBC	1	---	---	---	---	---	---	---
11:30-11:45	Edwin C. Hill	N	KMBC	12	---	---	---	---	---	---	---
11:45-12:00	The O'Neills	N	WDAF	4	---	---	---	---	---	---	---
12:00-12:15	Romance of Helen Trent	N	KMBC	1	---	---	---	---	---	---	---
12:15-12:30	Heart of Julia Blake	N	WDAF	1	---	---	---	---	---	---	---
12:30-12:45	Fate and Honor Hour	N	WREN	11	---	---	---	---	---	---	---
12:45-1:00	Our Gal Sunday	N	KMBC	7	---	---	---	---	---	---	---
1:00-1:15	It's Fun To Keep House	N	WDAF	1	---	---	---	---	---	---	---
1:15-1:30	Emerson Gilt's Orchestra	N	WDAF	1	---	---	---	---	---	---	---
12:00-12:15	Emerson Gilt's Orchestra	N	WDAF	1	---	1	---	---	---	---	---
12:15-12:30	News	L	WHD	1	---	---	---	---	---	---	---
12:30-12:45	News	L	KMBC	1	---	---	---	---	---	---	---
12:45-1:00	Falconer's Noon Hour Clock	L	KCKN	4	---	---	---	---	---	---	---
1:00-1:15	Tex Owens	L	KMBC	4	---	---	---	---	---	---	---
1:15-1:30	Sports and Betty	N	WDAF	1	---	---	---	---	---	---	---
1:30-1:45	News Service Reports	N	WDAF	1	1	---	---	---	---	---	---
1:45-2:00	Smoke Dreams	N	WDAF	1	---	---	---	---	---	---	---
2:00-2:15	Betty and Bob	N	KMBC	1	---	---	---	---	---	---	---
2:15-2:30	Mrs. F. D. Roosevelt	N	WREN	1	---	---	---	---	---	---	---
2:30-2:45	Leola's First Love	N	WDAF	3	---	---	---	---	---	---	---
2:45-3:00	Post's Gold	N	KMBC	3	---	---	---	---	---	---	---
3:00-3:15	Voices of Experience	N	WHD	1	---	---	---	---	---	---	---
3:15-3:30	Grand Opera—Rigoletto	N	WREN	5	---	---	---	---	---	---	---
1:00-1:15	Lady of Millium	N	WDAF	2	2	---	---	---	---	---	---
1:15-1:30	Voices of Kansas City	L	WREN	1	---	---	---	---	---	---	---
1:30-1:45	The Magic Key of R. R. A.	N	KMBC	1	---	---	---	---	---	---	---
1:45-2:00	Arnold Grimmer's Daughter	N	KCKN	5	---	---	---	---	---	---	---
2:00-2:15	Brevities	N	WREN	1	---	---	---	---	---	---	---
2:15-2:30	Tulsa Ted	N	WDAF	1	---	---	---	---	---	---	---
2:30-2:45	Editor's Daughter	L	WDAF	1	---	---	---	---	---	---	---
2:45-3:00	Dan Harding's Wife	N	WDAF	4	---	---	---	---	---	---	---
3:00-3:15	Valliant Lady	N	KMBC	3	---	---	---	---	---	---	---
3:15-3:30	U. S. Navy Band	N	WREN	10	---	---	---	4	---	---	---
3:30-3:45	Neurological Hannah	L	WDAF	10	---	---	---	---	---	---	---
3:45-4:00	American School of Air	N	KMBC	1	---	---	---	---	---	---	---
4:00-4:15	Dr. Christian	N	KMBC	1	---	---	---	---	---	---	---
4:15-4:30	Teacher - Girl	N	WDAF	3	---	---	---	---	---	---	---
4:30-4:45	Judy and Jule	L	WDAF	10	---	---	---	---	---	---	---
2:00-2:15	Pepper Young's Family	N	WDAF	40	8	---	---	6	10	9	7
2:15-2:30	Dilemma of Civilization	N	KMBC	1	---	---	---	---	---	---	---
2:30-2:45	Wentworth Military Band	L	WDAF	1	---	4	---	---	---	---	---
2:45-3:00	Junior Review	N	KIDY	1	---	---	---	---	---	---	---
3:00-3:15	Philharmonic Sym., New York	N	KMBC	2	---	---	---	---	---	---	---
3:15-3:30	The Radio Revue	N	WDAF	3	---	---	---	---	---	---	---
3:30-3:45	Rochester Civic Orchestra	N	WREN	3	---	---	---	---	---	---	---
3:45-4:00	U. S. Marine Band	N	WREN	3	---	---	---	---	---	---	---
4:00-4:15	Ma Perkins	N	WDAF	44	10	---	---	7	13	10	8
4:15-4:30	Organ Music	L	KMBC	1	---	---	---	---	---	---	---
4:30-4:45	Vin and Sade	N	WDAF	32	1	---	---	---	---	---	---
4:45-5:00	Sunday Matinee Ensemble	L	WDAF	1	---	---	---	---	---	---	---
5:00-5:15	French Lesson	N	KFKU	1	---	---	---	---	---	---	---
5:15-5:30	Guilding Light	N	WDAF	12	3	---	---	---	---	---	---
5:30-5:45	Staff Feels	L	WHD	3	---	---	---	---	---	---	---
3:00-3:15	Myrl and Marge	N	KMBC	8	1	---	---	3	---	---	---
3:15-3:30	Loretta Jones	N	WDAF	2	1	---	---	---	---	---	---
3:30-3:45	Walter Cup Race	N	KMBC	1	---	1	---	---	---	---	---
3:45-4:00	Father Goughlin	N	KCKN	2	---	---	---	---	---	---	---
4:00-4:15	Club Matinee	N	WREN	32	8	---	---	12	---	---	---
4:15-4:30	Swing Club	N	WHD	1	---	---	---	---	---	---	---
4:30-4:45	Pretty Kitty Kelly	N	KMBC	6	---	---	---	---	---	---	---
4:45-5:00	Mary Martin	N	WDAF	13	1	---	---	4	---	---	---
5:00-5:15	Nitty Nenny	N	KMBC	5	---	---	---	---	---	---	---
5:15-5:30	Indoor Tennis (Nat'l)	L	KMBC	3	---	---	---	---	---	---	---
4:00-4:15	Follow the Moon	N	KMBC	5	---	---	---	2	---	---	---
4:15-4:30	Matinee Ensemble	N	WDAF	1	---	---	---	---	---	---	---
4:30-4:45	Marion Talley	N	WDAF	1	---	1	---	---	---	---	---
4:45-5:00	Great Plays "Everyman"	N	WDAF	1	---	---	---	---	---	---	---
5:00-5:15	Don Winslow of Navy	N	WREN	1	---	---	---	---	---	---	---
5:15-5:30	The Mickey Maker	L	KMBC	1	---	---	---	---	---	---	---
5:30-5:45	Mickey Mouse Theater	N	WDAF	1	---	---	---	---	---	---	---
5:45-6:00	Guy Lombardo	N	KMBC	5	---	---	---	---	---	---	---
6:00-6:15	Duke Tracy	N	WDAF	2	---	---	---	---	---	---	---
6:15-6:30	Hilltop House	N	KMBC	3	---	---	---	---	---	---	---
6:30-6:45	The Three Business	N	WREN	2	---	---	---	---	---	---	---
6:45-7:00	News	L	KCKN	10	---	---	---	---	---	---	---
Hourly	News	L	KCKN	10	---	---	---	---	---	---	---

KMBC — CBS  
 WDAF — N. B. C. (Red)  
 WREN — N. B. C. (Blue)  
 WHD — Mutual

KCKN — Local  
 KFKU — Local

## EXPLANATION

The survey was made in Kansas City, Mo., starting Friday, March 4, ending Thursday, March 10. Programs are listed under the period or periods broadcast. Number of mentions given each program is found under the column headed by the day or days of the week the programs are broadcast. Under the column "Program Origin" will be found letters indicating whether the program is a network show (N), local show (L) or spot (S).

## Kansas City Stations

KCMO, 100 watts. Local.  
 KMBC, 5,000 watts day, 1,000 watts night. Member basic CBS network.  
 KXKY, 1,000 watts. Local.  
 WDAF, 5,000 watts day, 1,000 watts night. Member basic NBC Red network.  
 WHB, 1,000 watts, day time only. Member MBS basic supplementary group.  
 KCKN (Kansas City, Kan.), 100 watts.  
 WREN (Lawrence, Kan.), 5,000 watts day, 1,000 watts night. Member basic NBC Blue network.  
 KFKU (Lawrence, Kan.). Does not sell time.

# State Libel Bill Would Usurp Federal Power, NAB Group Says

BOSTON, April 2.—Battle between the State Judiciary Committee and Massachusetts broadcasters was fought at the State House March 29 on the petition of Representative Philip C. Bowker for legislation to establish responsibility for defamation of character by radio. Bowker has been the broadcasters' nemesis the past few months with this bill, House No. 117. Leading the opposition was Al Moffat, spokesman for the Massachusetts State Committee of the National Association of Broadcasters and WMAZ; John Shepard III, Yankee-Colonial network; Harold E. Fellows, WFFT; Gerald Harrison, WLLH, Lowell; Gerard H. Skatery, WCOP; Roy L. Harlow, WAAB; John A. Holman, WEZ and WJZA.

Bill provides: "Every radio broadcasting station shall take and keep a transcript . . . of every speech or other statement broadcast over such station. Each such transcript shall be . . . attested under the pains and penalties of perjury, by a responsible officer of the corporation, or member of the firm, or by the individual conducting such broadcasting station; shall be kept on file for a period of not less than one year . . . and shall be open to public inspection."

"Whoever violates any provision . . . shall be punished by a fine of not more than \$500."

"A defamatory speech or other statement broadcast by radio shall, if libelous, be deemed to be a libel, and the person making the same by radio broadcast, and the person owning or conducting the station from which it is made shall each be liable therefor in accordance with the law of libel, and the rules of pleading, practice and evidence relating to the law of libel shall apply to actions brought for such broadcasts."

"The owner, lessee, licensee or opera-

tor of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable as provided in section 2 of this act and shall not be punishable as provided in section 3 of this act for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator, agent or employee shall prove the exercise of due care to prevent the publication or utterance of such statement in such broadcast."

## Broadcasters' Stand

Moffat, saying he was not a lawyer, called attention to the opinion of Paul D. Spearman, of the Washington law firm of Spearman & Robertson. Highlights of Spearman's opinion toward the bill follow:

(1) Radio communications are interstate commerce, (2) as such it admits of and requires a uniform control system throughout the nation if not the world. This control is vested in Congress to the exclusion of the so-called police power of the States. (3) Congress has empowered the Federal Communications Commission to require the keeping of all such radio records as are deemed advisable, and therefore the Congress and regulations of the FCC cover the subject to the exclusion of any power of the States. (4) Since the power to regulate radio is Federal exclusively, it follows that the States are powerless to make any use of radio communication, a State criminal offense, or enact laws providing for civil liabilities for such use.

"While I shall have to leave to the lawyers the discussion involved in the inter and intra-state commerce aspects of broadcasting," said Moffat, "I shall like to remind you of the unpredictable characteristics of radio. . . . Radio waves refuse to stay at home, do not respect political boundaries of States, territories or nations. . . . The Federal Radio Act provides the station has no power of censorship over the speeches of candidates for public office. However, this bill covers not only political talks but also every other spoken word. It would mean either closing smaller stations due to inability to absorb added expense imposed by the bill or for the purpose of avoiding this added expense, the elimination from the station's programs of all statements of opinion, speeches on controversial or political subjects, news broadcasts, sermons and educational and other talks."

Moffat's concluding arguments were that malpractices in radio have been very few, considering the rapid growth and extent of the industry. Responsible radio management, sensitive to the demands of the public and desirous to operate efficiently, has corrected abuses promptly. Were the bill to be enacted calling for a record of all broadcasts from stock market quotations to Aunt Mary's new recipe for baking cranberry pie, station operators would be faced with serious additional expense—at least \$250 per week in the case of small broadcasters. This item, according to

## Station, Headlights Land Army Fliers

HUNTSVILLE, Ala., April 2.—Eighteen Army fliers, comprising the 17th pursuit squadron, Selfridge Field, Mich., respect Huntsville's radio station, WHHP. Flying in a ragging storm above the community last week, the fliers were searching in vain for the municipal air field when sighted by two motorcycle patrolmen. Cops hastened to WHHP, which broadcast an appeal to the station's listeners to drive swiftly to the local unlighted landing field and train their automobile lights on it. Citizens responded by the hundreds and formed a semi-circle of headlights that allowed the fliers to glide to landings safely, one by one. A grand gesture of a listening public in a community with a population of about 12,000 persons.

Moffat, may mean the difference between profit and loss, or, in the event stations attempt to make both ends meet, temporary existence might be managed by eliminating news broadcasts and other programs which would have to be recorded. Under such circumstances, he reasoned, the FCC might find reason to discontinue the station's license.

In toto, according to Moffat, "no more effective bill might have been framed to eliminate the smaller stations. . . ." The Massachusetts State Committee of NAB in summary, submits that this bill is (1) Unconstitutional in that it seeks to usurp to the State authority which is the sole concern of Congress, (2) it is impractical in application and would curtail service and benefits to the public.

## CBS Answers Southern Press

NEW YORK, April 2.—Recently advertising placed by Southern newspapers, attacking radio coverage and advertising power in that section of the country, was answered this week in a "comparison" of radio and newspaper advertising effectiveness in the Southeast prepared by CBS and issued by William Schudt Jr., manager of the CBS station, WBT, Charlotte, N. C. Booklet appears to punch holes in the dailies' claims.

Dailies' advertisements appeared in various advertising trade papers. Schudt's letter with the booklet claims the ad distorted facts about radio, but the booklet states it is not its aim to tear down any other advertising media. Pointing to WBT, it is claimed the station reaches 51 per cent of all families in the Carolina region, against 29 per cent for the leading newspaper there. Two Charlotte newspapers duplicate their coverage, it is claimed. It is also argued that the average family has \$29 invested in radio, as against \$10.40 in newspapers as reflected in the leading Charlotte daily to a reader. It is also put forth that radio reaches about 20,000 families at a cost of \$208 for six 15-minute shows on WBT, against one page in a newspaper with 3,300 readers and costing \$360.

## Joanne Taylor KMBC Production; Sponsor Is Local Dept. Store

KANSAS CITY, April 2.—Joanne Taylor is a dramatized quarter-hour daily program sponsored on KMBC by the John Taylor Dry Goods Company. It has been on the air for five years and has just been renewed by the sponsor. Program, which took the lead among local programs in The Billboard radio survey, is a KMBC production.

STAFF Profile recently started on WBB, the idea of the station president, Don Davis. As the name indicates, the program allows members of the station's personnel to do almost anything they please. Program features ad libbing, etc.

Judy and Jane is sponsored on WDAF by Folger Coffee Co. and, together with *Hausboot Hannah*, sponsored by Lava Soap (Procter & Gamble), was produced by Blackett Sample-Hummert. Both shows are transcriptions recorded by World Broadcasting System. Judy and Jane has been on the air five years; *Hannah* about two. Both programs are spotted on other stations throughout the Midwest.

Another local show that emerges as a popular feature is WBB Municipal Court broadcasts. Program emanates from the Kaycee court.

## Seek End of Hoss Race News in Mass.

BOSTON, April 2.—Legal Affairs Committee hearing recently thrashed-out charges that radio dissemination of horse racing news "constituted a serious menace to public safety and was giving backbone a legal source of information with which to cater to the public." Representative Milano was responsible for the fireworks by authoring a petition. Striking at the *Racing Nefine* program over WAAB, he said that world news and crisis had to "wait until after the eighth race before the public could be given news of public interest."

Warning up, Milano stated horse race news exceeded quantity news of public interest as much as three to one. Claimed the turf items were dished over the ether at \$15 per word, the blurbs being separated by recorded music. Program, he said, was a "monotonous recital." Calling radio the most powerful means of intelligent communication, Milano said passage of a law would cripple the bookies.

Question of interstate commerce was brought into all this padlock talk. Milano stating that if radio dissemination of stable stuff was stopped it would be difficult to operate even by telegraph or ticker service. Senator Burke felt that newspapers were more dangerous than radio.

Talk then veered to prisoners and convicts, Milano trying to show an instance where radio was harmful. Said that when State prison cots were removed to Concord prison they involuntarily denied radios in their rooms. In their old stamping grounds at Charleston the cots, who are anxious to help improve the breed of horses, could listen to broadcasts and place bets with the bookies, it appeared.

## New Missouri Spot Starts Going April 15

POPLAR BLUFF, Mo., April 2.—City's only radio station will take the air for the first time about April 15 in the Poplar Bluff Bank Building. A 100-watt station, KWOC, on 1310 kilocycles frequency. Nearest station will be in Cape Girardeau, 110 miles away.

Owners are A. L. McCarthy and Don M. Lidenton. Station will be on the air from sunup to sunset daily. Staff includes Randall Jenace, station manager; Clifford M. Atkinson, commercial manager; William Bates, continuity editor, and others to be selected.

United Press news wire will be used, and it's the intention of owners to feature live shows. Several sponsors already have been sold local programs.



"I Dunno—I Just Don't Feel Right! Guess I'll Try That Tonic They've Been Advertising on WBB"

**WBB** • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Authority, but an unusual representative. Offer time reservations, schedules, information, etc. Telephone Marvone 3177, address, or write column to DON DAVIS, President, KANSAS CITY, MISSOURI

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## World's Fair Effect on Radio And Other Advertising Debated

NEW YORK, April 2.—Checkup of leading advertising agencies shows no unanimity of opinion regarding the effect of the World's Fair on radio and other types of advertising. Last Fair at Chicago offers no basis of comparison, advertising at that time having been at its lowest ebb. Considered likely by one agency man, however, that buying of exhibits at the coming fair will necessitate sharp trimming of the radio ad budget, in that exhibits of pulling power will cost sponsors between one-half and one million dollars. One ad exec pointed out that if radio doesn't get the ax it will be institutional advertising in magazines.

As opposed to this view, some agencies predict the fair will boom advertising, particularly in that sponsors will be anxious to buy time on broadcasts emanating from the fair grounds. Fly in the ointment here, however, is lack of agreement between fair and network officials. Clash has already reached such proportions that, of the three nets, only

NBC, thru its parent RCA, will be represented with space at the fair. One heretofore unconsidered angle is fact that a rush for time on fair programs may mean emptying out the regular network studios.

While some of the agencies regard the fair as too distant to merit much aggravating thought right now, others are definitely thinking of possible tieups, particularly tieups for the early weeks, because fair publicity during this time will be at fever heat. Pressure on agencies by clients is expected.

With networks showing no love for the fair radio setup, agencies are expected to adopt a similar stand, because a shift of business to the fair will mean a sharp decrease in ad agency commissions.

In other branches of show business, the fair presents as yet unsolved problems. Band booking and talent agencies have already begun to jockey for exclusive rights and theatrical unions are keeping close watch.

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# Radio Bills to Die in Congress

WASHINGTON, April 2.—Authoritative observers believe that at the moment the odds are 70-30 against Congress passing any kind of radio legislation this year. Reasons for making this statement are based partly on Congressional hopes for adjournment in May and partly on the coming fall elections. Both considerations are believed to be working in favor of the broadcasting industry.

Political circles agree that the Democrats will lose about 20 seats in the House and the others will find it tough studding at the polls this November. Thus congressmen are loath to arouse station owners in their districts because more and more radio is becoming the deciding factor in polling votes. Another point is that approaching elections are causing Congress to center more attention on issues more closely related to the voters, and most congressional veterans consider radio legislation without election-booth appeal. To the voter, radio means Jack Benny. A political campaign cannot be built from "radio monopoly" or other proposals primarily of trade interest. Indifference of voters is believed to be the controlling factor.

Only in the Senate is there any chance for action of interest to the industry. It is possible that the Senate may ratify the Havana Radio Agreement between now and adjournment, depending upon time of submission to the Senate, the condition of the Senate calendar and the length of time necessary for hearings before the Senate Foreign Affairs committee. At present the official copy of the Havana agreement is resting at the State Department, where no word is given of its immediate future.

The Duffy Copyright bill and the International Copyright Union have been placed on the Senate calendar but that body still has general revenue and the big navy program to consider. Not much general interest has been expressed over the copyright measures, so they may get thru with perfunctory consideration, but the Duffy bill will have to go to the House, probably to its death.

If still unacted by adjournment, the congressional investigation resolutions introduced by Senator White, the late Representative Connery and Representatives Wigglesworth, Bacon and McFarlane will automatically die in their pigeonholes. A like fate will be met by the Boylan tax bill, the Wearin newspaper-radio divorce bill, the Capper-Cutkin no-beer-advertising-on-radio bills and the Schwellenbach-Scoot time-for-politics bill. Some of these proposals will come to life next year when they will be reintroduced. Expected next year is the continued program for congressional investigation of the industry, the Federal Communications Commis-

## Page Leo Fitzpatrick

PHILADELPHIA, April 2.—Mrs. Annan Mountain, West Philly housewife, with two hooper-daughters, lives next door to Mrs. Mary Swartzkopf, who has a daughter studying to be a chirper.

Mrs. Mountain no like "mi-mi-mi" of Miss Swartzkopf, so she wrote out a warrant charging "disturbing the peace." Dailies splashed stories and pix all over front pages, featuring line "Is It Singing or Yowling." Fast-thinking p. a. for WCAU grabbed Isabelle Swartzkopf for a Friday afternoon radio stint, with dailies bally-hooing program as "Let Public Be the Judge."

tion, lobbies and a trade paper. Another tax bill patterned on the Boylan wattle plan is expected, and some chance is given for initial introduction of Senator Herring's proposal to regulate commercial radio programs. The Iowa senator has waited too long, observers believe, for introduction this year, and to drop the measure into the hopper at this time would only get it to the printer in time for adjournment.

## CBS Issues Area Maps; MBS Out With Fancy Job

NEW YORK, April 2.—Columbia Broadcasting System last week published its fourth CBS listening area survey, containing a new series of maps showing areas where the nation's dealers and distributors listen to major network stations. CBS researchers claim the study is the only network survey of coverage based upon evidence of actual listening. Map folios contain 400 pages of reference material and a report on population and market data for each CBS station's listening area. Summary of survey concludes that CBS covers more than 95 per cent of the nation's radio audience. This material is broken down into number of radio families owning automobiles, telephones etc. Statistics also include number of retail stores in which these families purchase goods and annual sums expended for different types of merchandise. Information is shown individually for each CBS station and for the network as well.

NEW YORK, April 2.—Promotional piece on Blue Coal, Ups and Downs, recently issued by Mutual Broadcasting System, is the chain's latest pet. Job is a honey, telling how, with a small-time budget for time and talent, sponsor maintained prices despite stiff competition. Ups and Downs is a five-color job, with the booklet reproduced by color line cuts.

## WCKY in Ad Campaign

CINCINNATI, April 2.—WCKY has arranged a campaign to educate the public to the value of advertising. Station will co-operate with the Cincinnati Advertisers' Club, four other Cincinnati stations and three daily papers. Lloyd G. Venard, director of sales, is lining up a series of five-minute talks by members of the ad club and prominent local business men. Ethics of radio and newspaper advertising will be stressed, as well as safeguards given the consumer by advertised products. Broadcasts will use material prepared by the Advertising Federation of America.

# Industry Acclaims Ethridge As New NAB Leader

WASHINGTON, April 2.—A newspaper executive active in radio as an industry organizer and leader only a year, Mark Ethridge, general manager of The Louisville Courier-Journal properties, is the new nonalaried president of the NAB. At the same time, it is now apparent that the call for funds issued last week by the NAB has been successful. Telegraphed promises from member stations have assured the trade organization a treasury in excess of \$150,000.

Ethridge's appointment by the NAB board of directors is temporary, and he may be succeeded later this year if an executive satisfactory to the board is found. This new president will be paid. Another meeting of the board will be held here in about a month or so to continue presidential discussions.

Selection of Ethridge met with just about unanimous approval. Since his really active entry into radio last year in the origin of the independent network radio affiliates to deal with the musicians, Ethridge has distinguished himself as a leader. His employers, the Bingham newspaper and publishing groups, own Station WHAS in Louisville. It is somewhat ironic that Ethridge was one of

several radio men who, by their activities in the INRA, brought about the complete reorganization of NAB from a weak and powerless trade body into a potentially strong unit.

NAB directorate also appointed Edwin Spence to take charge of NAB headquarters to help Philip Loucks, administrator and counsel, in casing up on details and duties. Loucks, as soon as he clears up certain Washington matters, is to take a field trip to the various regional NAB committees, set up thruout the country by the reorganization. In the meantime an appraisal and survey of the NAB Washington office are to be made to see what changes and personnel additions are required to meet the reorganization's demands. Also, numerous committees, to work on legislative, ASCAP and other problems have been appointed.

## AFRA, IBEW Make Truce in Seattle

SAN FRANCISCO, April 2.—Truce in Seattle between the American Federation of Radio Artists and the IBEW (International Brotherhood of Electrical Workers) is considered likely to become permanent, according to Vic Connors, executive secretary of the San Francisco and Pacific Northwest Chapter of AFRA, who returned from the Northern city this week.

One hitherto unpublicized angle in that about a year ago IBEW attempted to sign radio workers. Move was unsuccessful, altho Dave Beck, then a power in Seattle, was amenable to talent affiliating with IBEW.

Aware of this situation when he went north, Connors said he met no opposition from IBEW when he set about organizing radio. "It's a dead issue," Connors declared.

He reported that 35 joined AFRA unit in Seattle and also announced that contract negotiation with KJDS had been suspended until Ralph Brunton, owner of the station, returned from Washington.

NEW YORK, April 2.—An unverified report in New York alleges that the IBEW tried at one time to force radio performers into its ranks.

## La. Radio Off 1.7%

NEW ORLEANS, April 2.—Radio advertising sales in Louisiana during February dropped .7 per cent and were 6.3 per cent under February of last year. The Louisiana Business Review, official State trend paper, reports. While radio ads dropped less than 1 per cent during the month, the Review said that newspaper advertising lineage declined 4.1 per cent from January level and 10.8 per cent from February last year.

## 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.

## The New NAB President

In the annual Holiday Greetings Number published at the end of 1937 The Billboard named Mark Ethridge as the man of the year in the radio industry. Ethridge has just been named president of the NAB. Unlike previous presidencies, this one means something—or it should—because the organization has been rebuilt and is now on the way to becoming a trade organization. That's a lot different from the politics-ridden, social sort of body the NAB had been before.

Selection of Ethridge is an excellent move. When, last year, the industry and the NAB were running around in circles after the musicians' union served notice demanding further employment, Ethridge was one of the few industry leaders, and the outstanding one, to emerge and put into action the required moves, culminating in the reorganization. At the last NAB convention some one remarked that emergencies always develop leaders, and this was proven true in the case of the new NAB head.

It will probably be better for radio if it remains unnecessary to go outside of the field for its leader. Baseball had to do it after a scandal. Radio hasn't had one, probably never will have. And in selecting Ethridge, the best possible man has been chosen.

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# Year-Round Promotion of a Three-Month Program Series—By DR. FRANK SIMON

THE grass is always greener on the other side of the fence, and it is easy, in sizing up the other fellow's job, to say, "Hasn't he a cinch!" Many times friends of mine have said, "Frank, you certainly have it easy conducting just one broadcast a week." And if waving my baton over 50 musicians each Sunday afternoon was the only effort that my radio work required I would heartily agree with them. It so happens that conducting my band, tho a highly important activity, is the easiest and smallest part of my job.



DR. FRANK SIMON

Usually, too, the job is only a part-time one in the sense that I broadcast only a few months out of the year. The assumption is that for eight or nine months I can take life easy at Miami, along the Riviera, or even in Siberia if I wish. It is not, however, as simple as all that.

The activities necessary to the perfection of a half-hour broadcast are greater than may be apparent. Good radio programs, unlike Topsy, are not "just grown." They are born of many hours of arduous thought and preparation. For example, it is easier for me to prepare a week's program of concerts than just one radio program, with its split-second timing of about six numbers crowded into a short half-hour period. I have in my music library well over 20,000 compositions of every description imaginable, yet I am always bewildered as to how to start selecting a short radio program from this abundance of material.

## Rhythmic Appeal Important

First I give thought to the millions of radio audience that represent all types of musical tastes. Then there are those listeners who have no definite musical taste and will enjoy only those numbers with pep, snap and lots of rhythm—the type of people that the late John Philip Sousa must have had in mind when he said, "Some people listen to music thru their feet instead of their minds." Which is a good reason why I rarely play music, even of the more classic variety, that does not have a definite rhythmic appeal.

Another important factor is the high musical standard of my organization, composed of musicians capable of the highest artistic achievements. It is by their outstanding performances that my band earns and maintains its reputation, and to continue to enjoy this prestige we must play something of real musical worth on every broadcast.

The combination of these elements makes the task of program building a difficult one, requiring much careful judgment and analysis. I cannot consider my programs from my own musical point of view, nor can I allow myself to be too greatly influenced by individual opinions. However, from the general response of the public I believe that thru the popular medium of carefully chosen band music just those things that make for a well-reounded program that most people can enjoy are being accomplished. Only two adverse letters this season attest to this.

## Fitting the Time Limit

One of my chief problems is the cutting of compositions to fit the time

limit. Complete movements often have to be deleted, and frequently new modulations and phrases have to be added to piece together the numbers. Rarely can I play an overture, rhapsody or symphonic number without making several cuts. If this is not done intelligently the composition can be ruined and the prestige of my or any program will suffer. This usually requires much special effort.

Also a part of the job is the task of furnishing the advertising agency with enough data to complete the radio script and furnish good publicity material. This requires much research, not only in my own collection of musical biographies and informative literature, but with new works much correspondence with composers and their publishers. But it's all part of the job!

Out of season, when the Armo Band is not on the air, I am virtually as busy as I am during the broadcasting season. Certainly I cover almost as much territory as the broadcasts do. For a number of years I have been active in band work generally, so for the greater part of the year I am kept busy tramping all over the country as guest conductor, judge and lecturer at band festivals, gala band concerts, contests and clinics. In this capacity I am on my own, but inevitably I am identified with the broadcasting Armo Band. Naturally this serves as promotion for the band. From my correspondence I know that many of the people I meet on these tours are faithful listeners to the broadcasts. However, at those times when I am not monopolized by this work I become an official ambassador of good will representing my sponsor, the American Rolling Mill Co.

## Great Interest in Bands

In this work there is no lack of opportunity to build up followers. The interest in bands today is so great that I cannot accept all invitations. Few people realize that there are over 20,000 high-school bands in the country, to say nothing of bands in grade schools, colleges and fraternal organizations. Add to these the many musical organizations maintained by municipalities and industrial plants and it is easy to understand the source of the rapidly growing interest in band music.

In the school field particularly bands everywhere vie for contest honors with as much determination as rival football teams, and solo instrumentalists battle it out in district, State, sectional and national contests with the sporting rivalry of athletes. It is no new sight to witness a city of good size completely taken over with several thousand band boys and girls there for a contest. And I have many times in the past few years conducted massed groups of young musicians ranging anywhere from 200 to 6,000 strong.

There was never a time when band music enjoyed so much popularity everywhere, and my numerous trips thruout the nation provide me with a splendid opportunity to bring my company close to these thousands of future buyers and their parents. My sponsor in turn has made a valuable contribution to American bands and band music thru the national broadcasts of my band every year.

## Good-Will Trips Help

The current season's broadcast, I think, have been of more interest as a result of these extended good-will trips that I have made.

For this season I interested my sponsor in an added innovation that I knew

FRANK SIMON was 9 when he made his debut as a musician. He played hockey to toot a paper horn with a cireus that was playing Middletown, O., in 1928. The truant officer sent him back to school, but at the somewhat ripened age of 14 he was again a professional musician, this time with a theater orchestra. Later he studied with the famed bandmaster Herman Belstedt, whose manuscripts and copyrights Simon acquired after Belstedt's death. Simon then played with various bands thruout the country until he joined Sousa's, where he remained for seven years.

He accepted a call from the American Rolling Mill Co. to take charge of its industrial band in 1929. He returned to Middletown, the scene of his premiere, and organized the Armo (NBC) Band, which later became a professional group. Simon, whose band is a veteran network feature, is past president of the American Bandmasters' Association and is also a director of the band department of the Cincinnati Conservatory.

would capture the interest of the general public. In trips thruout the country I had often been astounded by phenomenal exhibitions on band instruments by American boys and girls of high-school age. Diamonds in our own back yard, so to speak!

I wanted to give some of these brilliant youngsters a chance. I wanted the nation to hear them, and I had faith that their performances would ring the bell of human interest, which is one of the great secrets of successful broadcasting. Then came the job of selecting them. I had no interest in running an amateur show. The youngsters that I would present must be true champions who would not only bring interest but musical merit to the program. Time and time again I had heard many of these boys and girls play solos that many professionals would hesitate to tackle and many would not play as well. I also wanted to show that this development of musical youth is nation wide.

and in choosing musical prodigies from as many sections of the country as possible I was presented with another problem that makes me chuckle when people ask, "What do you do in between broadcasts?"

## Choosing Musical Prodiges

Fortunately, I enjoy personal contact with most of the school-muscle leaders of the country. When my plan became noised around many phenomenal young players were recommended to me—boys and girls loaded down with medals they had won in contests. From some places I had conflicting reports and this required careful investigation. I even had recordings made to satisfy myself that I was not basing my selection merely upon the advice of these quite naturally prejudiced in favor of their particular prodigies. The interest was so great that, in some parts, contests were held to eliminate aspirants to the Armo program. In Minneapolis, for example, the judges narrowed down the contestants to three fine young players. From these they decided I should make the final choice, and by listening to three recordings in my home I chose the player that I believed would be best for radio performance.

## An Audition by Phone

On another occasion, in spite of wonderful reports, I could not quite satisfy myself that a certain 19-year-old boy was quite up to our standard. So I telephoned the lad one evening, heard him play his solo over the telephone and discovered that he needed a little more preparation. Giving thought to the boy's feeling, I talked to him encouragingly and made him the promise that if he improved as much as I felt he would I would put him on next season. And you can bet that he'll make it!

Apart from the pleasure of broadcasting brilliant young American artists, I have derived a genuine thrill from observing the enthusiasm that permeates each young player who has appeared with my band. They radiate happiness when I present them with the Armo Gold Medal for Distinguished Musicianship, and even the most seasoned trouper of my band seem to enjoy it as much as the youngsters and myself.

## 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, raise further mention. Posts is that a one-time program review is inadequate for a production that varies each time it is presented.

Plethora of movie commentators on the air is poison for a good proportion of listeners but nectar for the fans. George McCall has enough on the ball to keep his following, even tho the program starts with two strikes already on by using the obnoxious title of Screen Scoops. To make matters worse, a gal breaks in and announces a "style scoop," telling what such and such an actress wore on a particular occasion.

Scoopers were caught Tuesday, and announced they would be back Thursday, drumming up trade for Old Gold.

Just Entertainment underestimates the performances the Andrews Sisters put on Wednesday night for Wrigley's. Their renditions were polished to the point of being slick. Labors expended for special arrangements of *Nice Work If You Can Get It* and *Where Have We Met Before?* went for a good cause. Girls were smartly different, treating with an extra bit when they joined Jack Fulton's chorus of *My Blue Heaven*. Fulton is smooth with *I Fall in Love With You Every Day*.

However, combination of the Fulton band of crooning and the sisters' stylizing is not propitious, because the soloist comes out pale in the shadow of so dynamic a harmony group. Carl Hohenberger's musicians get by.

WIN's 15-minute session of transcribed Latin American music, *Chelel Havana Nights*, is just about okeh for the time allotted. Mostly rumba and tango material, with an occasional vocal thrown in. When caught program went on and off without much ado. Music is pleasing and about six tunes in all are aired.

Lyzol's thrice-weekly program featuring Dr. Allan Roy Dafee is put together with utmost simplicity. Sales talk opens and closes program, and songs of the Quins, together with a bit of instrumental and vocal music, take up most of the time. Dafee himself was on about five minutes when caught and spoke on the merits of the family physician. Dafee gives a fairly convincing talk. Talent end is strictly n. g.

## FCC Decides on 7 Station Requests

WASHINGTON, April 2.—Federal Communications Commission broke the jam of broadcast applications which have been decided this week, releasing seven written decisions with bonus for patient waiters by adding a lengthy examiner's report to the gist of commission hand-out.

It granted WBAY, Rochester, an increase from 100 watts daytime to 230 watts daytime and 100 watts at night on 1210 kc.

Gila Broadcasting Co., Safford, Ariz., was granted a construction permit for a 250-watt daytime and 100 watts during night-time station on 1420 kc. Keystone Broadcasting Co., New Castle, Pa., was granted a construction permit for a 250-watt daytime station on 1250 kc. and Sims Broadcasting Co., Globe, Ariz., got a permit for 100-watt night-time and 250-watt daytime station on 1210 kc.

It granted the Roberts MacNab Co., Boreman, Mont., a 100-watt on 1420 kc. and denied the Gallatin Radio Forum's (Bozeman) application for the same facilities. Examiner F. W. Seward recommended denial of application from KSTP, St. Paul, and WJSV, Washington, for power boosts to 10,000 watts each. Both stations operate on 1460 kilocycles and requested power boosts in order to "increase the service being given by the two stations." But Seward said that they hadn't shown enough proof the service was needed and that service now rendered by the stations was adequate.

## AFM Delays Confab With Record Mrs.

NEW YORK, April 2.—American Federation of Musicians executive board has postponed negotiations with the recording manufacturers until April 21, according to Joseph N. Weber, AFM chief. He expects settlement to be final at that time. Independent stations, now engaged in preparing financial data to present to the AFM executive board, have been given until April 20.

Transcription problem, according to Weber, will automatically work itself out when the independent outlets sign contracts with the AFM. Weber expects the indie contract to be similar to that negotiated between the federation and the network affiliates.

## NBC Increases Outlets

NEW YORK, April 2.—National Broadcasting Co.'s number of outlets will number 150 May 1 when KOKO, Fort Worth, and KTOK, Oklahoma City, affiliate with the chain as part of a new Southwestern group. This regional net will be available either to Red or Blue network.

## Radio Mag Does a Fold

NEW YORK, April 2.—Microphone, six-year-old radio fan magazine, suspended publication last week. Personnel was John K. Owen, publisher; Morris Hastings, managing editor; G. Carelton Pearl, editor, and F. N. Hobson, business manager.

## NLRB Hands Down Final Decision on ARTA Beef

CHICAGO, April 2.—Final decision of the National Labor Relations Board was handed down last week on the American Radio Telegraphists' Association's complaint filed last June which stated that the Associated Columbia Broadcast Tech-

nicians, now called Associated Broadcast Technicians, was a CBS company organization. Although decision ruled against ARTA's accusations and ruled out any investigation of ABE on those grounds, the CIO organization still looks upon NLRB's ruling as a victory since it is confident of organizing CBS outlets independently.

ABE is still hopeful of getting an AFL charter, but is awaiting a purer feeling among its members before attempting negotiations with William Green, AFL

chief. ABE's negotiating contract with CBS was renewed for another four years last June. ARTA will have to pull more than 50 per cent of the CBS engineers into its union before it can bargain collectively with that chain.

## K. C. DAYTIME

(Continued from page 2)

mentions have been eliminated. Leaders are Procter & Gamble serials. Only programs broadcast during the week, in-

cluding Saturday, have been counted. The last group of figures is for Sunday programs. The programs are presented in order of the frequency of mention.

Judy and Jane and *Houseboat Hannah*, both transcriptions, each with 10 mentions, are in approximately a central or average position. Further information concerning these programs, as well as Joanne Taylor and *Staff Frolic* is published in this issue.

Under the Sunday listening, Marlon Talley's program, it will be noticed, has six mentions, tying for the lead position. It is interesting to note that Miss Tally was born in Nevada, Mo., about 60 miles from Kansas City. She gained her education and singing instruction in K. C.

## Analysis of Competing Factors During Period Survey Was Made

Many factors have definite relation to the size of radio audiences at a given time. The weather, local emergencies—flood, power breakdowns, etc.—and other forms of entertainment available will affect listening. To present a complete picture of conditions in Kansas City during the period *The Billboard* survey was conducted the data below is presented.

A city primary election took place Tuesday, March 8, with about 118,000 voting.

There were no emergencies of any kind, nor any traveling attractions other than one legit show mentioned below.

Kansas City's population for 1937 was, according to the 1938 World Almanac, 428,258. The U. S. Department of Commerce census in 1930 gave the city 309,746.

The report of the Joint Committee on Radio Research gave Jackson County, in which Kansas City is located, radio set ownership of 121,000 as of January 1, 1936. Those figures are now being revised, new figures to be released shortly. The 121,000 radio homes represent, as of the 1936 figures, 93.4 per cent saturation. While the national increase in set ownership since then has been 7.1 per cent, this cannot apply to Kansas City, since it would give an ownership rating of more than 160 per cent in that city. The industry estimates the increase to be shown in K. C. set ownership will bring the figures up to about 96 or 97 per cent.

## Picture Theaters

Leading K. C. film houses changed attractions once during the survey period. Day the survey started, Thursday, was the last day for the following:

FOX TOWER—Stage show headed by Sara Ann McCabe, with Monroe and Grant, Johnny Bryant, Chester and Duley, Val Williams and Lester Harding. Pic, *International Settlement*.

LOEW'S MIDLAND—Yank at Oxford and *Love Is a Headache*.

RKO MAIN STREET—*Snow White* and *The Seven Dwarfs*, *March of Time*.

NEWMAN—*Romance in the Dark*, *The River*.

Starting Friday, and running for seven days, the following were the attractions at the same theaters:

FOX TOWER—Stage show topped by Borrah Minevich's Harmonica Band, with Sally and Thomas, Bud and his Buddies, Gilbert and Carroll, *Dancing Adorables* (girl line). Only vaude show in the city. Picture, *Change of Heart*.

LOEW'S MIDLAND—*Merrily We Live*, *Armed and Dangerous*.

RKO MAIN STREET—*Snow White* and *The Seven Dwarfs*, *March of Time* (holdover—second week).

NEWMAN—*Romance in the Dark*, *The River*.

## Night Clubs

MUEHLBACH HOTEL GRILL-ROOM—Dusty Rhodes' Orchestra opened Friday, March 4.

PLA-MOR BALLROOM—Spot changes bands several times weekly. During the particular week following orchestras appeared in the order given, starting Thursday: Little Joe Hart, Jimmie Lunceford (Saturday), Wally Stoefler (Sunday thru Wednesday), Little Joe Hart.

WORNALL GARDENS—Nitty opened to good biz Thursday.

Night club business was especially good Friday and Saturday, tapering off later and remaining fair the rest of the week.

## Legit, Concert, etc.

There was one road-show attraction, *The Women*, Broadway hit, premiering Tuesday, March 8, at the Music Hall. Played every night during the survey, plus matinee Thursday (16).

GRACE MOORE, with the Kansas City Philharmonic, played to 2,800 capacity at the Music Hall Thursday and Friday. Last concert of season Friday.

BURTON HOLMES lectured at the Music Hall Sunday (6).

VBONSKY and BABIN, piano concert, Music Hall, Monday (7).

## Sports

THURSDAY—City Basket-Ball Tourney at the Armory. Trap-shooting Tourney at Elliott Park.

FRIDAY—Finals, City Basket-Ball Tourney at the Armory.

SATURDAY—Finals, State high-school basket-ball games, Municipal Auditorium.

SUNDAY—American Association hockey game at Pla-Mor Rink.

MONDAY—Start of National Intercollegiate Basket-Ball Tournament, Mury Awd.

TUESDAY—Second round, National Intercollegiate Basket Ball.

WEDNESDAY—Third round, basket-ball games. Hockey game at Pla-Mor Rink.

## Weather

THURSDAY—Clear, pleasant.

FRIDAY—Fair, warm; record temperature for day at 81. Weather helped night clubs, theaters.

SATURDAY—Clear; sharp temperature drop to cold.

SUNDAY—Clear, cold.

MONDAY—Clear, warm.

TUESDAY—Clear, warm.

WEDNESDAY—Rain, cold. Cloudy all day.

## General Business Conditions

Business and employment have been below normal for the past two months in Kansas City. However, there is a general feeling of optimism. Good weather from March 3 on, except one day, helped department stores and general business. Local advertising lineage increased considerably.

Closing of Chevrolet assembly plant temporarily hurt employment at the time the survey was made. It is expected that employment will gain soon, although many are now suffering from lay-offs. Gain may eventuate, it is felt, after the city elections, March 19.

## Procedure Used In Preparation Of Radio Surveys

The program study of Kansas City is the first in a series. Following studies will be made in principal markets, and all information will be published exclusively in *The Billboard*. Four issues will be devoted to analysis of each study. The first, as is the case in this issue, will deal with night-time listening habits. The second in each series will discuss daytime listening habits. The third will show station popularity according to number of hours listened to, together with program preferences of those interviewed, with reference to night-time programs. The fourth will give station popularity and program preferences covering the day period.

The *Billboard* surveys are made on the basis of 2,100 completed telephone calls in homes owning radios. Thus, calls made during the day refer to programs broadcast the evening before; evening calls refer to programs broadcast prior to 5 p.m. the same day. The questions asked are shown in a box headed "Questionnaire."

The purpose of *The Billboard* surveys is to give an intercity picture of radio listening in one locality. Most radio studies give an extensive picture of listening in many localities.

The method is simple—merely asking people what programs they listened to. This is called the recall method, in contradistinction to several other accepted methods of measuring radio popularity.

The presentation is known as the presentation of "raw data." In other words, *The Billboard* gives the actual number of mentions of programs heard, not the percentage of mentions. By omitting percentages the results are shown in their simplest possible form and discussions of adequacy of sample for given purposes are avoided.

Other surveys often raise the question of what is the given percentage a fraction? Is it of the population of the country? Of radio homes in the United States? Of telephone homes owning radio sets and listening to the radio during the period, or just what? There is the further question in these surveys—an important one—how many interviews were made?

## Questionnaire

Five questions were asked by investigators for Market Research Corp. in completing *The Billboard* program studies. Only variation made applied to the period involved. Thus, during the day, question No. 1 applied to "last evening." During the evening, the question was, "Did you listen to the radio today at any time before 5 p.m.?" The full questionnaire follows:

Did you listen to the radio last evening after 5 p.m.?

If NO to question No. 1, do you ever listen to the radio evenings?

If YES to question No. 1, at what hours were you listening? (Questionnaire then allows space for various hours.)

What programs did you listen to? Which one of these programs do you prefer?

It is the practice of the Market Research Corp. to verify, by use of postcards, 10 per cent of those interviewed. Should there be any difference noted by the respondents on the postcards, a recheck is then made.

## A Dark Secret

NEW YORK, April 2.—WHN is using the following means to tell the world that Jack Waldron is the new gangman of the WHN original amateur hour: (1) Trailer on Loew's Ziegfeld screen, (2) Announcement in Loew's Weekly, (3) Heralds distributed, (4) Announcements, blow-ups, etc., in front of theater, (5) Announcement on all billposting, (6) Letters to regular theater patrons, (7) Parade of junior naval militia on night of broadcast, (8) Special mats sent to country weeklies.

Tie-up with Loew's is worked for all it's worth.

But have they told Jack Waldron?

# Air Briefs Program Reviews

EST Unless Otherwise Indicated

## New York

**MARTIN BLOGE**, who is handling the May 29 *Swing Show* at Randall's Island, says the fracas will be so hot that the fitterburgs will jump into the water. That's one of the reasons for choosing an island. Receipts will be turned over to musicians' union, Local 802, which is expected to furnish about 35 bands. Special seating arrangements will accommodate between 30,000 and 40,000 at 50 cents a head, and with the show still two months away about 15,000 reservations have already been taken. Show will begin at 11 a.m., with the first one and one-half hours broadcast over WNEW. No commercial tie-up.

WNN getting out a new promotion piece on Ida Bailey Allen with the theme, "The lady is a champ." . . . Modest success story: Home Diathermy Co., using only radio for advertising, and only one station, has hyped its ad budget within the last four years from \$35 to \$750 per week. *Outfit is reported to do about \$25,000 worth of business a week and has 62 salesmen.* Program is "Music and Health" on WNN. Stanley Arnold, president, does most of the broadcast himself, including sales spels. Wonder if he is a member of the American Federation of Radio Artists? . . . Ruth Hughes will probably be set for a World's Fair Broadcast, five times a week, for Borden's. Maybe the first one. . . . Young & Rubicam working on plans for Gulf

and Bristol-Myers. . . . Lester Koenig has joined the news room of WNEW.

Fock ad agency has taken time on *Ston Show Mirror Man About Town* show over WNEW. Starts April 5, five times a week, set for \$2 weeks. Same agency has placed five-minute announcements on seven New York stations for I. J. Fox fur storage. . . . Harry Algot, former assistant radio editor of The New York American, is now radio editor of Wine and Liquor News, liquor trade sheet debuting April 16. . . . Gordon Soule resigned as president of Trans-Electra Corporation. Forest J. Johnston, vice-president, will take over for the time being. . . . Fred Allen, who haggled over a pen knife with Jack Benny, got a shiny new one from the Boy Scouts of America.

**THE MODERNAIRES**, harmony quartet, opening with Paul Whiteman for Chesterfield in a week or two. . . . Art Shaw and orchestra doing a Chesterfield show April 18. Set by Rockwell O'Keefe. . . . Four Ink Spots, NBC quartet, book at Levaggi's, Boston, beginning April 17. . . . Seems like the idea of boosting young—or supposedly young—musical performers on the road to fame is spreading. Sherwin-Williams have been doing it for some time now, and Seal-test's *Rising Stars* ends its second season this week. Now Chesterfield has taken up the idea, probably the classiest amateur twist yet conceived.

## Chicago

By HAROLD HUMPHREY

**JOHNSON WAX** will substitute a light musical show during July and August for his Fibber McGee and Molly opus, making the first time that stint leaves the air since its inauguration. Jim and Marian Jordan, lead characters, will rest during the show's recess in the hope that Marian, who has been ailing for several months, will be able to resume her role in the fall. . . . Fran O'Brien resigned her post at Tom Firdale's this week. . . . Emma Sundstrom, Chicago Women's Symphony conductor, will be Eddie Guest's interview subject next Wednesday. . . . Lola Holminger, one of WBBM's reception gals, left to take up her abode in Los Angeles.

AFRA's local membership took a unanimous stand of approval at a mass meeting last Sunday on the org's decision to keep its actors from enrolling with Chi's newly organized Central Casting Bureau. . . . Bill Ray, NBC press head, back from Milwaukee where he spent a couple of days chinning with newspaper scribes. . . . Arch Oboler is reading a new script series tentatively titled "Mr. Tut," in which Walter Huston will play the lead. . . . Looks as if the locals were taken in by a guy posing as Edward Arnold's brother. NBC press department had photos snapping him and everything. Now the police are trying to track him down for passing the elastic variety.

**JOE GORG** is expected to resume *The Chicago Daily News* radio column which has been missing since Charlie Gilchrist checked out. Gorg was his assistant previously. . . . Bob Crosby made a hurry-up trip to Three Rivers, Mich., to see his gal friend before starting his engagement at the Blackhawk Wednesday. . . . Maxine Gray, Hal Kemp's vocalist, left for California where she plans to rest up for three or four months following her train wreck injuries and the measles. . . . Victor Gleditsch joined the CBS Radio Sales Division here after leaving the Florsheim Shoe Co. . . . Roy Pearl, org leader who was doing some dubbing for Kay Kyser at the Blackhawk last week, is looking for a tutor to help him get over his inferiority complex.

**SEVERAL WLW** employees have been popping into town recently looking for jobs in the outlets here. Evidently there's a purge of some kind taking place in the Cincy station. . . . Station promotion departments are prouning their noggin's for ideas on Air Mail Week, May 15, in competition for that McMinch trophy which goes to the outlet with the best stunt. . . . Ray Jones, AFRA secretary, took a rush trip to Cincy Wednesday for a meeting of the local down there.

## From All Around

**PLETHORA** of baseball releases is swamping all copy desks. . . . Walter Rip Van Winkle, coach of University of Cincinnati's baseball and basket ball squads, emits his wisdom over the air for WKRC, Cincinnati, three times daily no less, beginning April 4. . . . And Stations KWTO and KOBY, Springfield, Mo., hope to broadcast "the most pretentious sports schedule in history" owing to the fact that Springfield is one of the chief "farms" for the St. Louis Cardinals. . . . Back East, spring means something more poetic for some of the stations and sponsors, and Procter & Gamble's Oxydol program will, accordingly, make a special offer of flower garden seeds. Continuity of *The Goldbergs* will be rewritten to include this seed business and Blackett, Bauppie & Hummert is reported becoming gardenia conscious, or unconscious. . . . Starting April 4, Pauline Swanson be-

comes vice-president in charge of the Coast office of Tom Firdale, Inc.

**CHARLOTTE LANSING**, NBC soprano, whose house in Princeton, N. J., burned down last January, is sifting the ruins for buried treasure—rings, jewels, etc.—which was buried in the debris. Has already found \$2,000, with a ring worth \$1,500 still missing. . . . Radio Rubes claim 50 per cent of their fan mail requests hymn music. Majority of these requests come from New York, New Jersey and other Eastern States, with most asking for "The Old Ragged Cross." . . . Jessica Dragonette, whose personal appearance tour took her to Honolulu, comes east to New York April 2 from an appearance as soloist with the Minneapolis Symphony Orchestra.

## Grace Moore

Reviewed Wednesday evening, 9-9:30 p.m. Style—Music. Sponsor—Liggett & Meyers Tobacco Co. Agency—Newell-Ermott. Station—WABC (CBS network).

Grace Moore has succeeded Lawrence Tibbett as the starred soloist on Chesterfield musical seasons, with Andre Kostelanetz and his orchestra, of course, holding over. In addition, Chesterfield is following the example of several other sponsors and featuring a different rising singing star each week. Glen Darwin, baritone, was this week's selection. Miss Moore sang with more warmth and in better voice on the initial program than on any other broadcast or in any motion picture or opera this reviewer has caught. Whatever the reason, the leanness and lack of emotion that has, in my opinion, always typified her work were not present. Miss Moore has a fine voice, excellent diction and technique. Previously, however, she lacked that quality which she possessed on this program.

Darwin ought to make it plenty tough for the candidates who will follow. He has a grand baritone voice and unless he makes the mistakes other potentially great baritones have made, he should hit the heights.

Kosty's Orchestra was, as it always is, plenty good. Given just about everything an orchestra leader would want, and probably one of the best idea men in his business, Kostelanetz is superb, except when he gives way to a freakish idea like playing on piano strings a la harp and blowing horns into the Steinway sounding box. Deems Taylor does his usually dry comments. On this program, however, he wasn't dry. He was arid.

Paul Douglas announces. J. F.

## "The Sky Reporter"

Reviewed Monday, 9-9:15 p.m. CST. Style—Interviews. Sustaining on KXBY (Kansas City, Mo.).

Sports announcer Jerry Burns takes his mike to the Municipal Airport each night to interview arriving personalities and to chat with the crowd around the terminal. Between interviews he asks the radio audience to send in safety slogans. Idea of show, he tells audience, is to make Kansas Citizens safety-conscious.

On inaugural program, Rochelle Hudson of the films was an ex-temp speaker. Burns displayed some nervousness, but it wasn't his fault, for Miss Hudson made a long spiel about her being a delegate to an orange show in New York, how fine California oranges are, and how she was giving mayors in the larger cities large baskets of oranges. She displayed an artificial, affected voice. Burns succeeded in getting her off the air and turned his efforts to interviewing a couple of junior high school kids, both of whom scored better than Miss Hudson. A police lieutenant spoke briefly on a safety subject to conclude. Burns has a likable style at the mike, makes friends easily and is an expert with questions. But it appears he needs more help—perhaps some "line-up" speakers for him—before the program clicks as it really should. D. E. D.

## Eddie Cantor

Reviewed Monday 7:30-8 p.m. Style—Variety. Sponsor—R. J. Reynolds Co. Agency—William Esty Co. Station—WABC (CBS network).

Eddie Cantor's show under his new sponsor clicked as etherealized yauze. Chat line-up was a strong one, with Cantor supported by Deanna Durbin, Gladys Swarthout, Bert Gordon, Edgar Fairchild's orchestra, two-piano team of Fairchild and Carroll and Walter King. A lot of names for a half-hour shot.

Show is strong in humor, with Cantor and Gordon, latter the Mad Russian, delivering excellently. Harry Conn, scripter, did a good job here. Miss Swarthout, in addition to her musical stint, straightened for Gordon. Cantor's chatter with a Negro mammy, winner of a \$150,000 sweepstakes prize, was a natural.

Musically, program was okeh, with Swarthout doing a clever rendition of

*Darktown Strutters' Ball* and Durbin delivering *Lock Lomond*, but classy. Edgar Fairchild orchestra is a solid outfit. Fairchild is half the team of Fairchild and Carroll, pianists, who will probably be heard from in later programs.

Walter King, known to legit musical audiences as Walter Woolf King, announces the straights with ease. P. A.

## "Movie Stardust"

Reviewed Wednesday, 8:45-9 p.m. Style—Motion picture comment and review. Sustaining over WMCB (New York).

Martin Starr, pix commentator and reviewer, has this spot for 15 minutes, but unfortunately gave up a good chunk of his time to Ted Friend, *New York Daily Mirror* night club editor, who told of a contest run by his paper in conjunction with pix exhibitors. Seemed as the Starr stood for a *Mirror* promotion campaign.

While on Starr rattles off a line of fair chatter, mentioning Samuel Goldwyn, George Arliss, etc., and predicting new trends in picture production. Also reviewed one pix, *Romance in the Dark*, and pulled no punches.

Starr, if he can sustain his pace for the entire program length, should grab off a sponsor even tho his items are not the ultimate in punch.

Joel Bryan announces. P. A.

## "Dad Differ"

Reviewed Wednesday night, 6:45-7 p.m. CST. Style—Character Skit. Sustaining on KCMO (Kansas City, Mo.).

A well-written, fairly entertaining little skit starring Clarence R. Mooney, veteran Kansas City newspaperman, who takes the character of Dad Differ to deal out homely and applicable bits of philosophy to his "daughter" and "son-in-law," played by Lillian Faust and Lee Roberts, respectively.

Dad proves himself a wit and a student of any worldly subject as he chews the rag with the kids. There's no set plot. Idea seems to be a sort of family chat, listeners enabled to eavesdrop. Script reads well, but hitches are caused by lack of acting ability on part of the principals.

Slanted for adults, Dad Differ has something on the ball. But it's a show which should and must be caught regularly to get the idea the Old Man is putting across.

Larry Proctor announces. D. E. D.

## Percy Winner

Reviewed Tuesday, 6:30-6:45 p.m. Style—Commentary. Sustaining on WQXR (New York).

Percy Winner, former foreign correspondent and recently director of the international division of the National Broadcasting Co., warned that his approach as news analyst would be intellectual. Opening talk certainly was, with Winner giving a courageous interpretation of one phase of world affairs. Delivery is concise, carefully worded and seems dependent upon a wide knowledge and grasp of the international situation.

Winner believes news analysts do not inquire sufficiently into the motives behind the news. He may have something there. First talk stamped him as a commentator likely to build a good following.

Sessions are on Tuesday and Friday, during which time Winner will attempt to answer questions submitted. P. A.

## Showing Value of FCC Bar Practice

WASHINGTON, April 2.—Localites agree that James D. Cunningham, attorney for the Federal Communications Commission, is a persuasive talker. While driving over the new Calvert street bridge the FCC lawyer noticed a man standing on the ledge beyond the rail. Cunningham walked over to the would-be suicide and engaged him in conversation until police arrived. The man, a 58-year-old stone cutter, told police that he had been out of work for a long time and was without funds.

# The Musician and Mechanization

By JAMES C. PETRILLO

(President of the Chicago Federation of Musicians' Local No. 10, AFM.)



**"THE MUSICIAN HAS ONLY ONE PROBLEM AND THAT IS CANNED MUSIC. . . THE MOVIE INDUSTRY CAN CERTAINLY SLICE THE CAKE A LITTLE THINNER SO THAT THE MUSICIAN WILL BE ABLE TO COME IN FOR A SLICE. . . I HAVE ALWAYS FOUND THAT WE HAVE TO GO AFTER WHAT IS RIGHTFULLY OURS . . . I WILL CONTINUE TO FIGHT FOR THE MUSICIANS, AND I FEEL IN DOING SO I HAVE ONLY TO ANSWER TO THE MUSICIAN FOR MY TACTICS."**

until the national AFM saw fit to curb this menace to all musicians.

With national radio and recording rules in effect the "canned music" problem is now under our control. Without this control the musician soon would have found himself out in the cold. More and more transcriptions were being aired and there is no doubt that the time soon would have come when radio programs were all transcribed. Under that kind of a set-up musicians would have found employment in only the few key network stations, while the smaller ones piped in the canned stuff, with musical recordings filling in the rest of their broadcasting day.

Not only will the live musician benefit from this fight for radio control, but I believe, too, that the public itself would rather hear music first hand from the studios than a straight diet of transcriptions.

Under our new rulings there are now 150 stations scattered from Coast to Coast employing musicians where there were none before. A total increase of 1,100 musicians are now working on radio since the first of this year and the increased expenditure from radio alone amounts to \$2,013,000.

If because we secured this extra work for our men we are gangsters, then let us be called that. Certainly radio will not have to go out of business because of this and, although they would be the last to admit it, a higher standard of entertainment will result from these same AFM rulings.

You ask what the future holds and what my plans are? Well, the big thing was this control of canned music over the air. Now that we have that problem

in hand it will remain our business to see that the ground gained in that direction is held onto, and when it is felt that radio can afford further increasing of its music budgets I will see to it that my men get the break coming to them. It's a cinch radio will never come to us. I have always found that we have to go after what is rightfully ours.

There is, of course, Hollywood—which has always offered a bigger problem to the musician than radio. Some 300 musicians in the movie industry have forced about 22,000 men out of work in the country's theaters. Here is a situation which has gotten far beyond control and a great part of the blame can be traced to our failure to detect soon enough the detriment "talkies" would be to musicians in theaters.

We are going to try to rectify that error now, however, and by the time this article is in print the executive board of the AFM will be negotiating with Hollywood production companies for the purpose of securing for the musician his rightful status in this business.

What the outcome will be I don't know at this writing, but I believe it is safe to predict that certain classes of theaters running strictly movies will have live music. I am aware that demands like this will bring better protests than those made by radio officials, but I am also aware of the thousands of musicians literally tossed out of these same theaters not so many years ago. The movie industry, including the exhibitors, can certainly slice the cake a little thinner so that the musician will be able to come in for a slice.

I was criticized plenty for my action last fall at the Columbia Broadcasting System here when I allowed announcers,

production and sound men to become associate members of Local 10. Despite opinions given from inside and outside of the American Federation of Labor as to my motive in making this move, there was only one reason why I took this action. That was to prevent a so-called independent organization from taking these men. This organization, I believe, was merely a blind for CIO.

If I was battling in where I had no business or jurisdiction and purely for my own selfish gains then maybe those same critics will tell me why I didn't carry this campaign farther and go into NBC and Mutual's WGN station. The so-called independent organization had no representation in either of these places, so I could see no reason for this move. However, I will go on record now as stating that if I ever find either NBC or WGN is facing a similar situation I will grab those boys in the same way. I feel that what I did was a favor to the AFL, which had no one here at that time well organized enough to combat this invasion. As for myself, I gained absolutely nothing but a headache.

It seems to me that one of the biggest weaknesses in the AFL today is that few of the crafts will work together. They all talk at once and act independently without any attempt to co-operate. As long as this condition exists we will always be vulnerable to CIO raids.

What the future holds now for the musician depends entirely on his willingness to co-operate with his local and the AFM's ability to keep a place open for the musician. As president of my local in Chicago and member of the national executive board of the AFM I will continue to fight for the musician and I feel in doing so I have only to answer to the musician for my tactics.

I HAVE been asked many times what I consider the biggest problem confronting the musicians in this country today. As far as I am concerned the musician has only one problem and that is "CANNED MUSIC!"

When it is solved and under control (and we are closer to that solution today than ever before) the musicians throughout the country will have little to worry about unless the public ceases to want music. So far there has been nothing to indicate a possibility of that taking place.

Musicians' unions today have become the shock absorbers for the "beefs" of every so-called legitimate operator in the entertainment field. Because there are two sides to the question and we have managed by continually fighting for our side to stay on an equal footing those in the business of employing musical talent have called us everything from sons of ——— to gangsters.

When we inaugurated rules in the Chicago local in February, 1937, preventing the use or manufacture of musical recordings for other than home consumption unless said recordings were augmented with stand-by musicians wherever played I brought loud howls of "robber" down around my ears from radio officials, transcription companies and others.

Granted that for 14 months members in my local did lose money, yet today they stand to get that back, and much more, as a result of the AFM's adopting these same rules with some modification at the convention last June. Some one union had to make the sacrifice

they had any spunk and weren't so 'yellow,' they'd organize their own union and then be able to tell the publishers where to get off." Rosenberg intimated that the song pluggers could spy for an AFL charter. The AFM created the associate membership classification for composers, librarians and arrangers, all essentially musicians. But most of the song pluggers, says Rosenberg, can't even read music.

### Musicians' Benefit April 24

NEW YORK, April 2.—Fourth Annual Professional Music Men's Benefit will be held at the Alvin Theater April 24. Affairs is staged to assist members of the music song plugging fraternity who are in distress. More than 300 contact men are members, including branch offices in Los Angeles, Chicago, Boston and Philadelphia.

### Ke-Waynie Ork Reorganizes

CAMPBELLSPORT, Wis., April 2.—Ke-Waynie Orchestra, formerly under the management of Sylvester Terlinde, has been reorganized, with Leo Wieter as the new manager. Members of the band are Paul Flasch, sax; Sylvester Volm, accordion; Ulrich Guntly, piano; Rudy Hoopner, drums; Frank Guntly, violin, accordion and clarinet, and Wieter, violin.

### Miss. Dance Halls Hit by Heavy Tax

JACKSON, Miss., April 2.—The Mississippi legislature this week struck a heavy blow at public dance halls of the roadside type by voting a license tax of \$100 a year on all spots except those operated at hotels, patriotic or civic bodies and licensed restaurants "within municipalities." Strong efforts to strike out the dance hall provision of a bill revising certain sections of a privilege tax code finally brought about elimination of hotels and restaurants in cities from penalties. Several representatives defended the "small dance halls" and charged the bill with "class legislation that stopped some people from earning a living they are entitled to."

"This is class legislation," said Rep. Tom Reed of Natchez. "Because an unfortunate roadhouse recently witnessed a serious brawl on its two-by-four dance floor, you are trying to put a confiscatory tax on some people who are entitled to earn a living. The brawl upon which the defendants of this bill base their support is no worse than a brawl in a hotel roof garden attended by social elite," he said. By a small margin the House put over the measure, which reads in part, "Upon

each person operating a public dance hall or operating any place where public dancing is allowed, a state tax of \$100 is imposed."

### Locals Grab Club Dates

DETROIT, April 2.—Dave Diamond, thru his own booking office, has grabbed off the biggest club date in town, set to play the Benefit Ball, April 30, sponsored by the Veterans of Foreign Wars and the Scarab Club. Soiree brings out about 10,000 dancers. Juso Ursulescu, head of the Musical Artists Bureau, is booking party by the local street railway employees at Barton Hotel on the 23d, call going to a local band.

### Nice Work If You Can Get It

KANSAS CITY, Mo., April 2.—Dave Rubinoff and his violin, since taking to the road last September for one-night concerts, have played to 89 audiences in 13 States and netted grosses of better than \$1,000 at each appearance. Which brought forth comment today from his advance man, Bill Green, "Not bad for fiddlin' around."

### Local Cold on Song Pluggers as Members

NEW YORK, April 2.—With Tin Pan Alley wielding an ax over the payroll, the song-plugging fraternity has been making overtures to the local musicians' union in the hopes of getting the footers on their side to insure work security. But Jack Rosenberg, 802 pecky, will have none of the music pub contact men carrying his union cards. Boys came to Rosenberg for associate membership blanks, but it was no go.

"First of all," said Rosenberg, "only the Federation can grant associate memberships. Then, again, the song pluggers are salesmen and not musicians. If

### Aw, Go On

NEW YORK, April 2.—Sonny Kendis, Glass Hat maestro-pianist, they would have you believe, has filed application with Lloyds of London for insurance on his fingers totaling \$100,000, at the rate of 10 grand a digit. If the application is accepted Kendis will have to be very careful about biting his nails, since that would be a pretty expensive meal.

Records Reviewed

# Even the Opera Gets a Groover For the Gavotte

By M. H. ORODENKER

Abbreviations: V-Victor, B-Brunswick, D-Decca, BL-Bluebird.

Victor signed MAXINE SULLIVAN from the Vocalion label, but all the attending fuss leaves no impression after needing her first impression for this new brand of wax. Sharing the billing with arranger CLAUDE THORNHILL as the maestro, combining the song stylization with the syncopation to make for a "Vocadance" classification in merchandising, Miss Sullivan is wailing in ballading *Please Be Kind* and *Moments Like This*. Pitched high that has her straining for the top notes that fail to ring true, the platter only shows up the thin and listless pipes, lacking in any quality that would make for listening appeal.

**Weems Dreams**

Decca may rightly expect a deepening wave of enthusiasm for TED WEEMS, who joins up at that wax factory with his first four sides in *Jerry, Sunday in the Park, A Gypsy Told Me* and in *My Little Red Book*. Dishing out a smooth, lively rhythm that is ear pleasing and generally foot lifting, Weems gears his music for maximum audience appeal. And even for the hotcha gentry there's a definite amount of color in his synopses to find favor with the addicts.

RUBY NEWMAN is another welcome

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**ACE BRIGADE** and his VIRGINIANS

GIBSON HOTEL, CINCINNATI, OHIO  
MANAGEMENT M. C. A.

# The College Campus and Swing

Are collegians still suffering from swing bites or does their dancing diet call for a dash of "romance" with the rhythmopans?

Has the "Big Apple" dried up? Do the wide-pants guys get in a groove for Goodman, go gushy over Guy—or are they finding Gounod a delight? What orchestra leaders are the college favorites? Be sure to read next week's issue, in which *The Billboard* reveals a cross-section of the country's leading colleges and gets at the core of collegiate tastes in dance music.

addition to the roster. And without any frills or fanes for contrasting tonal effects, displays a top drawer musical aggregation to capably merchandise, in the commercial sense, *Ti-Pi-Tin* and *The Moon of Manakora* (D).

With that fine flair for the easy and breezy rhythmpations, RED NOEVO makes it a slow strut for *There's a Boy in Harlem* (La Bailey is abo' nuff), *How Can You Forget, Please Be Kind* and mixing the hot rhythms with rumba riffsing the Mrs. of Swing chants the shady and showy lyrics of Johnny Mercer's *The Week-End of a Private Secretary* (B).

TOMMY DOBNEY is plenty slick for all the hyper-sweetness in *Good Night, Sweet Dreams, Good Night and Moonlight on the Purple Sage* (V), while the cup runneth over for the waltz tempo when JAN GARBEL strikes up the band for *My Wild Irish Rose* and *When Irish Eyes Are Smiling* (B). And there's musical richness in the rumbas read by LEO REISMAN, *Marischie* and *Pera Vipo Me Voy* (V).

**Bel the Andrews**

As a follow-upper for their *Bel Mir*, etc., the ANDREW SISTERS, whose heated harmonizing comes as near to the Boswell Sisters as is possible, enter another bid with *Joseph, Joseph*, the Yiddisher Yustel, Yustel lullaby. And while it's easy to take, B. M. D. S. left nothing to be desired in spite of all efforts to milk the fad. Plattermate is plenty palatable, the gals soothing with the smoothie *It's Kissed Said Then Done* (D). OZZIE NELSON cuts *Joseph, Joseph* capers in sock stomp fashion, coupling with a right rhythmic *Happy Landing* (BL).

**Operatic Jive**

LARRY CLINTON has manned all the barrels at the operatic folios, and once the melody is smothered, goes gushy on gut-buckety stuff for the *Gavotte* from *Mignon*. Bea Wain struggles with the warble passages in a manner that is as comprehensible as the time Grace Moore made mockery of *St. Louis Blues*. Plattermate has at its mercy the more familiar *Dance of the Hours* from *La Gioconda* (V). It's not too blatantly swingy. And while this sort of stuff is bound to attract its share of devotees, the hot polloi as a whole will wonder whether the boys aren't a bit screwy.

HUDSON-DELANGE have a warmer in *I Know That You Know* and *I Never Knew* (B), strictly in the idiom of the sock stomperoes. these old hymns dedicated to the hot hurdy gurdy. BOB CROSBY breezes thru a brace that packs plenty for solid syncopating in *Please Be Kind* and *I Simply Adore You* (D). And BOB HOWARD, piping to his own Harlem brand of pipology, does right smartly by a couple chants usually found in the Race listings, *If You're a Viper* and *Rhapsody But Right* (D). A rhythm section adds to the setting and there's some nice guitar pickings on these sides.

**Olsen to Wax for Decca**

NEW YORK, April 2.—George Olsen, long a stranger at the waxworks, will make his bow again on platters pressed at Decca. Recording contract signed Thursday calls for 72 sides to be cut within the next 12 months.

# Tel-A-Tempo Sets To Set the Tempo

INDIANAPOLIS, April 2.—Chic Myers, local ork broker, has turned inventor to give orkdem a peacemaker for troublesome tempo arguments. Making it possible to beat out a pre-determined tempo, visually or audibly or both, by the mere switch of a dial, Myers is marketing an all-electric Tel-A-Tempo set. There'll be no danger of acts blaming the orchestra for playing the wrong tempo, says Myers, since the Tel-A-Tempo enables the maestro to dial the same tempo number as was used during a rehearsal period. Not only does the set eliminate the necessity of remembering a tempo, but also beats out the time that makes for perfect dancing and permits the players to concentrate on the proper playing of the musical score.

Tel-A-Tempo is used by Lou Bresse, currently at Hotel Nicolet, Minneapolis, calling his special set a "Danceome" and styling his syncopation as the "Perfect Tempo" band. Special set is also being built for Ted Weems.

**Songs With Most Radio Plugs**

"You're an Education" Tops, With "Please Be Kind" Close

Songs listed are those receiving 10 or more network plugs (WJZ, WJAF, WABU) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, March 31. 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 Last Wk. This Wk.	Title	Publisher	Plugs Net	Ind.
3	1. You're an Education	Bemtek	28	21
7	2. Please Be Kind	Harna	27	25
1	2. Ti-Pi-Tin	Feist	27	17
0	3. I Can Dream, Can't I? (M)	Marlo	22	17
5	4. Thanks for the Memory (F)	Paramount	20	15
13	4. Heigh Ho (F)	Berlin	20	11
10	4. Sunday in the Park (M)	Mills	20	9
13	5. Dipsy Doodle	Lincoln	19	14
0	5. Always and Always (F)	Feist	19	17
5	6. Love Walked In (F)	Chappell	18	29
17	6. Garden in Granada	Southern	18	18
12	6. At a Perfume Counter (M)	Donaldson	18	17
0	7. On the Sentimental Side (F)	Select	17	20
8	7. Sweet as a Song (F)	Robbins	17	13
10	7. I Love to Whistle (F)	Robbins	17	8
10	7. I Fall in Love With You Every Day (F)	Famous	17	5
9	8. More Than Ever	Miller	16	14
4	8. How'dja Like To Love Me? (F)	Famous	16	14
10	9. I See Your Face Before Me (M)	Crawford	15	7
10	9. Whistle While You Work (F)	Berlin	15	10
6	10. It's Wonderful	Spier	14	22
5	10. Let's Sail to Dreamland	Marke	14	21
8	10. In My Little Red Book	Shapiro, Bernstein	14	8
12	10. Two Bouquets	Ager, Yellen	13	21
17	11. I Simply Adore You	Paramount	13	11
12	11. Romance in the Dark (F)	Shapiro, Bernstein	13	11
13	11. I Double Dare You	Berlin	13	9
2	11. There's a Gold Mine in the Sky	Circle	13	5
15	11. Toy Trumpet	Berlin	12	25
9	12. Goodnight, Angel (F)	Chappell	12	7
15	15. In the Shade of the New Apple Tree (M)	Chappell	12	1
16	12. Moon of Manakora (F)	Kalmar	11	12
—	13. Hometown	Crawford	11	15
—	13. Bewildered	Miller	11	9
15	13. Goodnight, Sweet Dreams, Goodnight	Shapiro, Bernstein	11	11
—	13. You Couldn't Be Cuter (F)	Chappell	11	8
—	13. The One I Love (F)	Feist	11	6
—	13. Taboo	Southern	11	5
—	13. Cry, Baby, Cry	Shapiro, Bernstein	11	5
11	14. Somebody's Thinking of You Tonight	Schuster, Miller	10	11
—	14. Who Are We To Say? (F)	Feist	10	7
—	14. Tonight We Love (F)	Famous	10	3
—	14. Shack in the Back of the Hills	Morris	10	3

# Sheet-Music Leaders

(Week Ending April 2)

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.	Title
1	1. Ti-Pi-Tin
3	2. Heigh Ho
2	3. Whistle While You Work
4	4. Thanks for the Memory
5	5. There's a Gold Mine in the Sky
12	6. Love Walked In
10	7. Please Be Kind
6	8. Goodnight, Angel
13	9. Let's Sail to Dreamland
9	10. Moon of Manakora
..	11. I Love to Whistle
15	12. It's Wonderful
7	13. A Gypsy Told Me So
8	14. I Double Dare You
..	15. How'dja Like To Love Me?

# Detroit Set for Names

DETROIT, April 2.—There is a strong suspicion that Detroiters are going to get a steady diet of the big name bands this summer, both at the theaters and in the ballrooms. David M. Ideal, manager of the local Fox Theater, has lined up bands for the stage attraction starting April 22, booking Wayne King, Guy Lombardo, Tommy Dorsey and Chick Webb, with others to follow. Among other prospects is the newly announced policy of Eastwood Park to feature the higgies at both the restaurant and ballroom for the summer.



# On Buying Bands for Summer Ballrooms

By HARRY MOSS

(In Charge of Dance Tours for Music Corporation of America in the East and Southwest.)

THE summer ballroom makes its bid for patronage in the spring. Easter Monday is the opening date for many of the dance spots in Pennsylvania, New York, New Jersey and the near South. Officially, the season opens on Decoration Day. In certain territories where even June weather may be treacherous, summer dance places throw open their doors on Independence Day.

Nowadays there is a definite division in the presentation of musical attractions. The key spots employ only the top names available. The other places play what is the equivalent of a local orchestra. The in-between feature is considered the greatest risk in the music business today and has been slowly but surely crowded out of the business. The best outlet for Class B or Class C names is on location.

There is a definite reason for the present discrimination in the purchase of dance music. In the early stages of name attractions in ballrooms almost any orchestra that had a background of recording popularity or early radio fame or even a good novelty outfit such as The Bricktops, an all-girl presentation, was definitely box office. In fact, just the knowledge that the promoter was offering a different attraction weekly was sufficient to bring out the dance fans.

### Growth of Name Bands

With the growth of names, however, as the result of radio commercials, sustanings, motion pictures and recordings, the field expanded, and the promoter was then given an increasing chance to make a selection. His patrons, too, were prejudiced in favor of certain orchestras. The newer orchestra was of great appeal. The novelty of newer rhythms was of great importance. A sweeter style, a hotter style, the vogue of the moment, influenced the multitudes and reacted in creating a box-office value.

From a scant 10 names of national importance, the lists have increased so that there are today between 75 and 100 names of national importance, white and colored.

This, you would imagine, is a very happy condition and automatically solves the problem of the ballroom promoter. Allow me to correct this error of opinion.

Let us imagine 100 top names in American dance orchestras. New York City has 10 key spots. And so 10 name orchestras are set in the leading hotels and night clubs and are removed from the possibility of playing engagements in the summer ballroom. Add to this same situation of location demands the cities of Chicago, Pittsburgh, Memphis, New Orleans, Dallas, Kansas City, Cincinnati, Cleveland, Buffalo, Los Angeles, San Francisco and at least 40 other cities in this country using one or more big-time orchestras. If you feel that the situation is altered in the cities in the summer time, add the seashore demands from Coast to Coast and the field is held to practically the same limitations.

### The Summer Booking Problem

It is true that a number of ace attractions are released from commercial radio programs in the summer time, true, but those that have a real national demand are sought by the summer location and those that have merely a radio commercial prestige are of little, if any, value to promoters, as they demand huge sums of money and cannot justify their price at the ticket window.

And so, at all times, thruout the entire country, there is a shortage of name attractions available to the dance promoter summer or winter. The condition is, of course, aggravated if the promoter is holding his dances on an exceedingly popular night such as a Saturday, the best dance night of the week in most sections.

In May and June the dance promoter is seriously in competition with the leading colleges of the country. A successful prom depends entirely upon its orchestra, and schools will spend top money for attractions that will appeal to guests at major parties of the year.

The booking agency may try its utmost to serve the promoter during this time of the year, but the private dances, often held over a period of from two to four days, take a natural precedence in the filling of a road tour. The solution to this situation often lies in the co-operation of the dance promoter in shifting his normal date and playing an attraction on a night other than the one regularly established.

### The Outlook for the Summer

What is the general outlook for the summer ballroom this season? The prospects are very good. The public is much more dance-conscious and attracted more towards the recognized and better dance orchestras. As a matter of fact, this dance public has in itself created the favorite of the day and owe their gods the gesture of attendance. The dance fans will do considerable dancing this summer. If conditions thruout the nation are good they will want to celebrate. If conditions should be bad they will tread the light fantastic to forget their sorrows.

How does the average big orchestra react towards a road tour? With very few exceptions, the established big name, accustomed to the comforts of long stays in smart hotel or cafe rooms or to one week or more in the better theaters of

some two special nights. Admission for a nationally famous musical aggregation is usually set at \$1 a person or \$2 a couple in those sections where the "stag" or "deer" attendance is discouraged.

### Dancers Know Their Bands

A peculiar trait of the dancer today is that he is an individual absolutely immersed in an enthusiasm for the dance orchestras of the day. Try to feed him an attraction that has a nationally famous character not in dancing, such as a movie star or stage celebrity teamed with a mediocre or Class B dance unit, and the box office will show a serious depreciation. Several such experiments within the past year have proved only too conclusively that dancers demand dance music and are uninterested in any features outside of the name orchestra field.

So well is the dance bug versed in his knowledge of the currently popular orchestras that an old hoax of presenting an orchestra leader without his original orchestra is quickly detected by the dancers, who instantly realize that the musicians present cannot reproduce the arrangements that have made the leader famous over the air or on recordings.

The price of an orchestra depends upon its popularity. The theatrical business,

### Buying the Band

The promoter and the agencies booking music most often run into conflict on a question of the proper guarantee for an orchestra. My thought on this is that the proper price for an attraction on a guarantee basis against a percentage option on the part of the leader is any guarantee price that gives the orchestra its value asked and leaves a fair margin of profit for the promoter. In high-priced units there need not be an obligation on the part of the attraction to surpass its guarantee, but the most cheerful feeling in the entire orchestra business is when the percentage privilege is exercised, which automatically insures added profits for both the operator of the dance and the orchestra.

A deplorable condition in the field is when a "washed-up" property in music is sent on the road, with the agency fully aware of its present failure to draw sufficiently to warrant the guarantee asked, and promoters take a financial "liking" that often causes some of them to fall in the dance ballroom business. Another similar situation occurs when some "freak" attraction is sent out experimentally and the promoter is forced to take the heaviest gamble by making guarantees that are high and not proper in view of the results shown by the actual engagement. If the attraction had gambled by accepting a lower guarantee, but maintaining its privilege of percentage, the results would not have been as severely damaging, and the artist experimenting in a new field, or with some novelty, would be taking part of a loss justifiably belonging to him.

Live and let live is as good a motto for continued operation in the orchestra booking field as any that occurs to me at the moment. Give the orchestra a fair deal—give the promoter a fair deal. Those agencies so filled with a one-sided viewpoint in making a sale that they overlook the need of keeping the buyer of music in business are foredoomed to failure.

I have known of numerous leaders who have made it a practice to share as much as possible the unexpected or heavy losses of a dance operator. That attraction will repeat for that promoter.

### Buy Standard Attractions

Regarding the coming summer, I have a word or two of counsel to the ballroom operator. Maintain the same safe and sane policy in your business dealings as you do in your home or any other business venture—buy standard attractions. Let the "freak" feature be tested elsewhere—if it has any value you will always be able to buy it later. Be guided a little by your dance patrons when in doubt—nowadays they can be of great value. Be comfortably sure that your staff is efficient and honest, let your box-office prices be guided by your local conditions at all times, give your patrons value and don't take any wooden nickels.



INTERIOR VIEW of Sunny Brook Ballroom at Pottstown, Pa., operated by Suchert Hartenstein. One of the finest and most spacious ballrooms in Eastern Pennsylvania, it is booking name bands performing thru this territory.

the country, finds any long-sustained tour a hardship. A two weeks' trip for a big name is often a lark, but if the road tour is prolonged one sometimes has on hand an impatient leader and even, at times, an impatient orchestra. There are some exceptions—some leaders have the heart of a vagabond and like to travel the highways and byways of the country. Such leaders will generally convey their spirit of adventure to the members of the orchestra. The road is often accompanied with real danger. Orchestras travel chiefly by special bus and often by automobiles operated by members of the unit. The recent accident in which members of Hal Kemp's Orchestra were injured and the large percentage of occasional mishaps to attractions prove that the night-by-night series of engagements is not entirely a journey of glory and joys.

The summer ballroom is one of the greatest builders of personal fans. The summer dancer is free of winter responsibility. Even if he is working, he has a freer sense of entertainment in the summer time, visiting the dance place without the encumbrances of winter apparel, most often hatless, and he is in a much more receptive mood and much more enthusiastic in showing his appreciation. Autograph seekers are at their best in the summer time, too.

The average summer pavilion caters to from 2,000 to 5,000 dancers per night. Many of these dance spots play a feature attraction only one night each week and

insofar as its actors are concerned, is a short-lived career. Therefore, the awards must be sufficiently big to absorb the possible downfall, the passing of the particular vogue of the artist or numerous conditions that will make his income afterwards a negligible one. The orchestra leader is in the same class as the Thespian. Prices of attractions go up or down dependent upon public reaction.

The rise of an obscure orchestra leader very often occurs overnight. The start of some particular broadcast series from a hotel, possibly where 10 predecessors have played and gained little over a long run of airshots, often does the trick. Some gain fame over a long period of time, winning recognition thru the consistency of a special style or the musical or vocal talent of its leader.

Benny Goodman's, for example, is at the moment the most popular dance orchestra in America. And yet Goodman's rise to fame, such as he enjoys today, was not a too rapid rise to the heights. It was a growth that took at least two years to reach its present and greatest importance.

The predictions of the fall of a Benny Goodman as "swing" disappears are many and frequent. It is this writer's honest opinion that Goodman, first and foremost a musician, will meet the changing tide of public sentiment in music when the time comes to do so. For the moment, and looking comfortably far ahead, there is no cause for worry.

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# Orchestra Notes

By M. H. ORODENKER

## The Amen Corner

Now that **GENE KRUPA** is keyed to give his former paymaster stiff competition in swing circles, **BENNY GOODMAN** will soon have to contend with another contender . . . this time from his own family . . . for his kid brother, **Freddie**, former trumpet tootler for Benny Pollock, has hit the Big Town with a swing band of his own that's said to be big time . . . and if this doesn't beat the rag off the bush, **Freddie** has offered his ork to an opposition office, Consolidated Radio Artists. . . . **LUCKY MILLINDER** makes the music this week at the Savoy Ballroom and then back to barnstorming. . . . **GAB CALLOWAY** comes in for a single April 15 at that Harlem strut house. . . . **LARRY CLINTON** hasn't started his first location job as yet, the Glen Island Casino, and is already set for his second . . . moves into Hotel Lincoln next October 6 for the entire season. . . . New Yorkers will get their first peep at **GENE KRUPA** at the Paramount Theater, following **SAMMY KAYE'S** stay.

## The Campus Corner

**PAUL WHITEMAN** plays his first Southern school date at Duke May 13, doing his airshow from that Durham town housing his air sponsor . . . and keeps the May 20 and 21 days open for a date at the University of Tennessee. . . . same school gets **HENRY BUSSE** April 29 and 30, following his current run at Beverly Hills Country Club, Newport, Ky. . . . **JACK WARDLAW** gets the call for the coveted Military Ball at Georgia Tech May 13. . . . **AUSTIN WYLIE** plays a dance date at Carnegie Tech April 22. . . . **EDDY DUCHIN** plays Palo Alto this week for the Stanford Senior Ball and continues his one-nighting to Chicago, opening at the Palmer House May 4 for the summer . . . ballroom and nitery ops catering to collegiate crowds, as well as hand boys and bookers should make it a must meeting with *The Billboard* next week when we dissect the dance music desires of Joe College from Coast to Coast . . . more than a service to the trade, the survey is a revelation.

## The Dixie Corner

**LOU CLANCY**, at Hotel Henry Grady, Rome, Ga., is making quite a mark with those Georgia peaches, which accounts for another holdover ticket collectible for four more weeks. . . . and **BENNY STRONG** gets his binder extended at Brown Hotel, Louisville, taking 'em thru the Derby days . . . which will make it Strong's second consecutive Derby appearance in the hotel's Bluegrass Room. . . . **LANG THOMPSON** has closed at Blackstone Hotel, Dallas, and goes storming the bars in Southwestern parts. . . . April dates for the Stepin Fetchit unit, featuring **ERSKINE HAWKINS**, takes in Memorial Auditorium, Chattanooga, on the 13th; Knoxville, the following day, and Masonic Temple, Birmingham, Ala., on the 23d.

## The Gotham Corner

**HAROLD STEIN**, whose music at Hotel St. George lends to the soft and sweet, is blowing a tin horn this week in celebration of his "tin" anniversary . . . it's his 10th week at that Brooklyn hoedown. . . . return date for **AL DONAMUE** at the Rainbow Room has been set for May 18. . . . **JIM BEERLY**, former Rhythm Boy with Mr. F.W., takes over the Child's Savoy-Plaza ork for his own entrance in maestrodome. . . . **EMERY DEUTSCH** is due back in town this week, following his campus trek . . . and **HAL KEMP**, closing at Chi's Drake Hotel April 14, one-nights it to locate here for his air show. . . . **GUY LOMBARDO**, the slicker hardly a hindrance, bung up a new week-end record for the Paramount Theater . . . making it the best Saturday in the house's history with 24,800 subscribers and a 22,140 turnover the Sabbath day. . . . **ALLIE BRACKMAN**, the Irving Mills sage, tells of the battle of music down on Delancey street . . . with one delicatessen balking "Swing and Sway With Sammy Spstein" and the compels herring-house next door bragging about its "Music in the Russ Mookowitz Manner."

## The Coast Corner

**JOE REICHMAN** lingers 'til the 23d at Prisco's Mark Hopkins Hotel, with **ANSON WEEKS** the follow-upper. . . . Sir

**Francis Drake Hotel** here carries **CARL RAVAZZA** for another four weeks. . . . **NEL BONSIBU** opens the 21st at Lake Merritt Hotel, Oakland. . . . **KEN BAKER**, with **Elizabeth Tilton**, Martha's kid sister, for the warbling, week-ends it next week and the week after at Mandarin Ballroom, Redondo Beach. . . . **DORSEY FOREST** transferred from MCA's Prisco office to handle publicity out of the Hollywood office, with **AMES BISHOP** filling the vacancy. . . . **JIMMIE GRIER** one-nights it in Northern California territory, playing Vallejo the 7th, San Jose the 8th and Oakland the 9th, and then to Los Angeles for the April 12 week at the Paramount Theater, with the next stop the 20th in Reno. . . . **LOU SCHALL**, brother of **MAX SCHALL**, head of the Tommy Lee Agency, affiliates with the Los Angeles ABCAP office. . . . **SPUD MURPHY** opened this week at Casino Gardens, Los Angeles. . . . and the downtown Vogue tries to make a go of it again, with **HAPPY JOHNSON** making the music.

## The Western Corner

**PHIL LEVANT** winds up this road tour this week, opening next Monday at Hotel Lowry, St. Paul. . . . The George Jessel unit, preeming April 15 at the Fox Theater, Detroit, carries **TOMMY TUCKER** for the tootling . . . but Tommy travels without his band, organizing a local combo in each town showing. . . . **LOU SPENCER** is quite a busy bandmaster these times in Indianapolis . . . dishes out the dandipation nightly at the Rathskeller and on the Sabbath fills at the Blue Moon . . . and for good measure holds down the Saturday afternoons at the Antlers Hotel. . . . **FREDDY MARTIN** leaves the Chi Aragon May 6, going directly to Los Angeles to follow **Herbie Kay** at the Coconut Grove. . . . originally slated for June 8, opening has been set ahead to May 12 . . . closing Thursday at the Bismarck Hotel in the Windy City, **ART KASSELL** moves to Cleveland to replace **Sammy Kaye** at the Statler Hotel. . . . **JOHNNY HAMP** closed this week at the Book-Cadillac Hotel, Detroit, starting a one-night trek on the 16th at Stambaugh Auditorium, Youngstown, O., and taking in Cincy's Castle Farm on the 30th and May 1.

## The Cuff Corner

Now that **BERT SHEPHER** had the courts tear up his exclusive management contract with Joe Davis, declaring it had no equity and mutuality, many of the boys becoming their binders are running to law offices for similar relief from those personal management clauses. . . . **MORTON GOULD** is presenting an all-Gould program for his April 19 air show on WOR . . . but he won't be able to place his Second Swing Simfonetta. . . . since **FRITZ REINER** had put in an early reservation to feature it on the Ford commercial. . . . **JOE VENUTI** is organizing an ork again on the Coast, this time at the bidding of R-O-K. . . . Easter Sunday makes it the second consecutive year for the **RAY ROSE** strollers at Andrews Hotel, Indianapolis. . . . **WALTER HAGEN** moves up from Florida to The Pines, Greenville, S. C. . . . **TWO SHADES OF BLUE** open this week at Mayflower Hotel, Akron, O., alternating with **Hart Smith's Ork**. . . . Lilly the Litter lugs that girls who linger on lonely country lanes with saxophone players shouldn't . . . and so we send our cuffs to the cleaners.

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Music Items

### Three Teams Tune As Many Para Pic

DUKE ELLINGTON is raving these days about the great interpretation Chappie Willet has conceived on Rachmaninoff's *Prelude in C Sharp Major*. . . Eddie Lieberman, tunesmith from Philadelphia, has placed six new numbers with Exclusive. Ella Reynolds, remembered for his *Confessin'* ditty, collaborated. . . Max Steiner has been commissioned by Warners to do a special musical score for the forthcoming WB pic, *Crime School*. . . Scoring assignments by Paramount for three of its imminent musicals were made this week. Ralph Rainger and Leo Robin, who have just completed the Bing Crosby-Franciska Gual starrer, *Paris Honeymoon*, were put to work on Jack Benny's *Artists and Models*. Frank Loesser and Burton Lane draw the scoring job for *Arkansas Traveler*, which has Martha Raye and Bob Burns in the top spots, and Loesser, working with Hoagy Carmichael, has landed a tune called *Small Fry* in Bing Crosby's next, *Sing, You Sinners*. . . Charles Kingsbury, of Covington, Pa., and Clarence Leeking, of Little, Pa., song-scribbling team, have launched a new one, *Shanty Boat*.

### Nudie Gal Loses To Ballet Star

CHICAGO April 4.—Battle of Zorine vs. Zorina is over. Z No. 2 has been declared the winner by Federal Judge Holly. . . Zorine, known to her mother as Blanche Lloyd, is a night club nudist who brought an injunction suit against Zorina, the ballet dancer, dubbed Brigitta Hartwig at birth, and Samuel Goldwyn to halt the showing of Goldwyn *Follies* on the grounds that Zorina's "almost nude" appearance in the picture was a steal of her act. . . After viewing the picture in the courtroom, Judge Holly ruled that inasmuch as "Zorine is not a dancer at all, but a nudist. . . no harm has come to Zorine thru Miss Hartwig's use of the name Zorina."

### Two Exit From CRA Over Salary Slash

NEW YORK, April 2.—Proposed cut in salaries for booking officials at Consolidated Radio Artists, blanket order slicing 20 per cent from those drawing over the \$100 mark weekly, finds Ed Kirkeby and Billy Wolf bowing out of the office for ventures of their own. Both terminate their CRA affiliation today. Kirkeby, who was in charge of recordings, associates this week with the Phil Ponce office, handling Fats Waller. Also takes along the California Ramblers band and continues as personal rep for Perle Grofe. Wolf, handling club dates for CRA, joins George Hall, taking the manure out on the road next month for Music Corp. of America.

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### Long Distance Does It

NEW YORK, April 2.—Russ Lyon, of Consolidated Radio Artists, added a new wrinkle in grabbing off a sale by remote control. Joseph Casey, owner of Hotel Casey, Scranton, Pa., was in the mood for a cocktail combo. But he first wanted to hear what he bought. So accommodating Lyon arranged an audition over the long-distance telephone and was able to set Allen Strong's Bachelor Boys for a fortnight, opening tonight (2). Marks first time the Casey has ever used music to stimulate sippers.

### Philly Local May Picket Broadwood

PHILADELPHIA, April 2.—Local Musicians' Union has declared war on the Broadwood Hotel for the management's alleged practice of permitting non-union bands to play at private functions despite an agreement with Local 77 to allow only unionized teaters. E. S. Dobbins, hotel owner, has declined to keep up his end of the bargain, charged Union Prexy A. A. Tumei. If the hotel management doesn't come to an agreement to go along with the union by today picket line will be thrown around the hostelry.

This would undoubtedly cripple the hotel's business, as virtually all local union functions are held there because of its huge ballroom facilities. Several organizations notified the management that they would cancel their reservations unless the Broadwood comes to terms with the union. A CIO dance scheduled for Thursday already has been canceled.

### Gray Cracks Garber Mark at KC Pla-Mor

KANSAS CITY, Mo., April 2.—Glen Gray moved into Will H. Wittig's Pla-Mor Ballroom here Saturday night to smash all existing house records. Gray grossed an even \$3,000 to better Jan Garber's mark of \$2,500 which was set last December. Casa Loma's figure is the highest ever to be taken at the Pla-Mor. Wittig declared today. . . Mal Hallett's Pla-Mor appearance last week grossed a mediocre \$600. Band was comparatively unknown this far west, altho it played a swell dance and was well liked by the few who attended. Duets were 85 cents, compared to the \$1.25 ante for the Casa Loma date. Jimmy Bennett's Band, set by Frederick Brothers' Agency here, drew \$1,000 for its best day. An excellent mark for a band without a big name, Wittig asserted. Fletcher Henderson, Count Basie and Henry Busse are booked for dates next week.

### Songwriters To Test Copyright Renewals

NEW YORK, April 2.—The important issue of copyright renewals was brought out into the open Wednesday at the annual meeting of the Songwriters' Protective Association, when John Schulman, SPA counsel, was instructed to institute a test case against a publisher to learn whether renewal copyrights belong to the composer or to the publisher originally copyrighting the song. It is the contention of Irving Caesar, SPA prexy, that composers who have sold money-making numbers for ridiculously low sums should be entitled to ownership of their work during the second 28-year period of copyright renewal. A resolution also was adopted asking ASCAP to utilize \$100,000 of the society's funds now frozen in Germany to alleviate the conditions of Jewish and other oppressed songwriters in Germany and Austria. The sum represents royalties, credited to ASCAP's account, due on performances of American songs.

### AFM To Urge New Sound On Each Film

HOLLYWOOD, April 2.—Long contemplated drive by American Federation of Musicians to clamp down on studio library sound tracks is in the offing, according to rumors circulated around Local 47 offices. Within the next month AFM will require all sound track be composed (See AFM TO on page 21)

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### Writ on Henderson; Fetchit Unit Sued

DES MOINES, April 2.—District Judge Russell Jordan signed a writ of attachment against Fletcher Henderson, who appeared at the Trosmar Ballroom here last week. Writ was granted to J. Nelson Thompson, local dance promoter, who filed suit last year for \$2,995 damages against the orchestra leader, claiming he failed to appear for a contracted dance date at the Armory Ballroom, November 28, 1937. Writ also was made applicable to Consolidated Radio Artists, band bookers, and Ed Fox, band manager.

CHICAGO, April 2.—\$25,000 suit was filed here last week against Stepin Fetchit and Consolidated Radio Artists by the Memphis (Tenn.) Orpheum Theater for failure of the comedian's unit, including Erskine Hawkins' orchestra, to appear for an engagement there in February. Ironically, Orpheum has Fletcher Henderson booked for this week.

### Try Swing To Test The Blood Pressure

DETROIT, April 2.—The effect of sweet and swing music on the heart action was tested backstage at the Michigan Theater here. A heartograph, used to experiment on three University of Detroit students, resulted in the discovery that swing has the effect of running the blood pressure up 20 to 90 points and increases the heart beats eight or more a minute. Also swing can alter the

rhythm of the heart to match the music. During the sweet music test, the machine needle scratched a regular wavy line but when the band changed to swing, the needle wrote with a wide variance, going way up and then dropping low. . . Eduard Werner, who with his orchestra provided the music, stated, "While musicians like sweet music, when they go into swing their emotions go with it."

### Viner Builds Chi Ballroom

CHICAGO, April 2.—Joe Viner, associated with a theatrical circuit in this territory, is building a \$100,000 ballroom on the West Side, scheduled to open May 7. Known as the Eden, it will use name bands for five-week stretches. Consolidated Radio Artists booking.

### Saunders Set for Whitcomb

SAN FRANCISCO, April 2.—Bob Saunders has been set as a follow for Carvel Craig at the Whitcomb Hotel roof garden. Opens April 21 for six weeks with options, booking by Larry Allen, manager of the local Consolidated Radio Artists office.

### Campbell Agenting Jones

NEW YORK, April 2.—Norman E. Campbell, local indie booker and artist rep, takes over Isham Jones as personal manager. Jones leaves Hotel Lincoln May 1 for the one-nighters, and the present booking arrangement with Music Corp. of America will be continued. Campbell also handles the bookings of Paul Tremaine and Al Kavelin, and debuts a new band, fem-fronted by Sally Westfall, April 16.

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# ORCHESTRA ROUTES

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

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; r—road house; so—restaurant; s—showboat; t—theater.

**A**  
Adcock, Jack: (Mania Inn) Manoa, Pa. no.  
Alberici, Fred: (Lobby) London, E. C. no.  
Alberici, Fred: (33 Club) NYC, no.  
Anderson, Kenny: (Vanity Inn) Atlanta, O.  
Andrioli Brothers: (Community Lounge),  
Binghamton, N. Y., c.  
Anglin, Don: (Adolphus) Phila. h.  
Anglin: (Berlitz) NYC, re.  
Apollon, Al: (Chalfonte) Pittsburgh, N. C., h.  
Armistead, Charlie: (Knickerbocker Gardens),  
Pitts., Mich., no.  
Austin, Ed: (Laurinda Backett Lake, N. Y., so.  
Awater, Fred: (Palmado Club) Orlando,  
Fla., no.

**B**  
Bachelor Boys: (Hooverville), Pittsburgh, h.  
Bailey, Hal: (Chez Paree), Indianapolis, no.  
Baine, Jack: (Desert) Spokane, Wash. h.  
Baker, Fred: (Tropical Day) Vero Beach, Fla.,  
no.  
Barber, Hal: (Parody Club) Chi. no.  
Barco, Bill: (New Kenners) Albany, N. Y., h.  
Barren, Blue: (Edison) NYC, h.  
Bauer, Billy: (Old Nash Tavern) NYC, re.  
Bauer, Charles: (Essex House) Newark, N. Y., h.  
Bauer, Oscar: (De Witt Clinton) Albany,  
N. Y., h.  
Berger, Maximilian: (Versailles) NYC, re.  
Bergan, Bunny: (Paradise) NYC, re.  
Berkeley, Duke: (Henkey-Dory) Stamford,  
Conn., no.  
Betzner, Jack: (Essex House) Newark, h.  
Bille Kalamita: (Yar) NYC, no.  
Bilmore Boys: (La Salle), Chi. h.  
Bilmore, Jerry: (Park Central) NYC, h.  
Birk, Bob: (Pete Menante) Peoria, Ill., h.  
Birk, Bob: (Rainbow Grill) NYC, no.  
Boroff, Mith: (Old-Ann Chateau) Mountain-  
side, N. J., re.  
Borr, Misha: (Waldorf-Astoria) NYC, h.  
Bradford, Jimmy: (Palma) Kansas City, Mo.,  
no.  
Bradshaw, Tiny: (Cotton Club) Cincinnati,  
no.  
Brazor, Irv: (Stamp) Phila. no.  
Brees, Lou: (Chez Paree) Chi. no.  
Bretzky, Charles: (Log Cabin) Aurora, Ill.,  
no.

**C**  
Brooks, Tiny: (De Luxe) Chi. re.  
Brooks, Billy: (Garden, New Haven, Conn., h.  
Bropke, Jan: (Jack Dempsey's) NYC, re.  
Buck, Clarence: (Garden) White Plains,  
N. Y., re.  
Buse, Henry: (Bevery Hills Country Club),  
Newport, Ky., no.

**C**  
Caldoway, Blanche: (Southland) Boston, no.  
Candace, Joe: (Casa Manana) NYC, no.  
Candullo, Harry: (Commander Perry), Tole-  
do, h.  
Candy, Bertie: (Havana Madrid) NYC, no.  
Capello, Joe: (Jimmy Kelly's) NYC, no.  
Cappo, Johnny: (Park Rest) Newark, N. J.,  
no.  
Carmon, Billy: (San Antonio), San Antonio,  
Tex., re.  
Carroll, Frank: (Uniquet Restaurant and  
Cafe) Bronx, NYC.  
Cauer, Bob: (Moray's), Tuckahoe, N. Y., re.  
Cedolin, Cornelius: (St. Regis) NYC, h.  
Cedolin, Emil: (St. Regis) NYC, h.  
Cedolin, Joe: (Washington), NYC, h.  
Cedolin, Paul: (Crystal Lodge), Cuzco  
Hill, La. no.  
Cedolin, Charles: (Commander) Detroit, no.  
Courtney, Don: (Hoodman) Midway, h.  
Cowan, Earl: (Hilton Garden) Pittsburgh, no.  
Coward, Walter: (Haylett) San Antonio, no.  
Craig, Carvel: (Whitcomb) San Francisco, h.  
Craig, Francis: (Hermite) Nashville, O.  
Crockett, Mel: (Palm Garden) Columbus, O.,  
no.  
Crosby, Bob: (Blackhawk) Chi. h.  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
Cummins, Bernie: (Palmer House), Chi. h.

**D**  
Daffey, Frank: (Meadowbrook), Cedar Grove,  
N. J., re.  
Dale, Dick: (Cocked Hat) Kansas City, Mo.,  
no.  
Darrin, Pat: (Wunder Bar) Zanesville, O., no.  
Davidson, Harry: (Hilton Garden) Pittsburgh, no.  
Davis, Eddie: (Lobby) NYC, re.  
Davis, Johnny: (Miami Club) Milwaukee, no.  
Davis, Jess: (House of Jacques) Oklahoma  
City, Okla., no.  
De Angelis, James: (Fralco Grill) Albany,  
N. Y., re.  
De Vera: (El Morocco) NYC, no.  
De Voni, Don: (Rainbow Room) NYC, no.  
DeW & Hammy: (Community Lounge) Bingham-  
ton, N. Y., no.  
DeMa, Marco: (Raleigh) Washington,  
D. C., h.  
Dinhum, Dick: (Clover) Portland, Ore., no.  
Dixon, Dick: (Oleia Palati) NYC, no.  
Dobbs, Henry: (Henry the Bum's) Phila. no.  
Donohue, Al: (Hooch) New Orleans, h.  
Donohue, Earl: (Walton) Phila. h.  
Donnelly, Sunny: (Old Mill) NYC, c.  
Donoghue, Joe: (Hilton Royal) NYC, no.  
Donovan, Bob: (Lawrence) Erie, Pa., h.  
Dorsey, Tommy: (Palace) Cleveland, h.  
Dorsey, Jimmy: (New Yorker), NYC, h.  
Dovick, Hal: (El Tabarin), San Francisco,  
no.  
Drummond, Jack: (University Bar) Albany,  
N. Y., re.

**E**  
Duchin, Eddy: (Palmer House) Chi. h.  
Duser, Dolph: (Green Derby) Cleveland, no.

**E**  
Edmund, George: (Loyola) NYC, c.  
Ehler, Fran: (Hilton) Pittsburgh, re.  
Elmott, Lee: (Bradford) Boston, h.  
Engle, Freddy: (University Club) Albany,  
N. Y., no.  
Engler, Charles: (Harry's New York Cabaret),  
no.  
Etes, Robert: (Club Florentine), Birmingham,  
Ala., no.  
Evans, Al: (Chez Firehouse) NYC, no.

**F**  
Fain, Paul: (Grossman) Lakewood, N. J., so.  
Felix, Don: (The Finns) Newtown, Conn., no.  
Feller, Happy: (Hawley) Buffalo, h.  
Ferdinando Nader: (Garden Hotel) NYC, re.  
Ferd, Don: (Stratford) Bridgeport, Conn., h.  
Ferdinand, Felix: (Hiltonmore) Providence, h.  
Felder, Johnny: (Olympus), San Antonio, h.  
Fiedler, Harry: (Royale) Montclair, N. Y., h.  
Fisher, Mark: (Royale) Peoria, Ill., no.  
Fitzpatrick, Eddie: (St. Anthony) San An-  
tonio, h.  
Fitzel, Emil: (Oh Henry Park) Chi. h.  
Flynn, Gay: (Casal), Pontiac, Mich., so.  
Fogel, Jerry: (Checker) Toledo, no.  
Foster, Larry: (Canaan) Phila. no.  
Four Empress: (Puntelle) Omaha, h.  
Frassetto, Joe: (Adolphus) Phila. h.  
Fraser, Bill: (Casa Grande) Cincinnati, no.  
Frederick, Marvin: (Byrstone) Syracuse,  
N. Y., h.  
Frederic, Jan: (Boulevard Tavern) Elmhurst,  
Ill., re.  
Fridlin, Bob: (Rainbow Loan), NYC, re.  
Fritz, J. Roberto: (Adolphus) Phila. h.  
Fulder, Charles: (Colonial Club) Augusta,  
Ga., so.  
Fursi, Joe: (The Brook) Summit, N. J., no.

**G**  
Gallo, Phil: (Moonbeach) Pittsburgh, h.  
Gast, Harold: (Yachtemen Club), Marion,  
O., h.  
Gasparré, Dick: (Ambassador) NYC, h.  
Gee, Billy: (Continental Club) Canton, O., no.  
Gendron, Henri: (Colonne) Chi. no.

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

**G**  
Gilbert, Jerry: (Edgewater Golf) Miami,  
Fla., h.  
Goba, Billy: (Checker Box) Buffalo, h.  
Gordon, Herb: (Tyn Kyck) Albany, N. Y., h.  
Gorodsky, Tevki: (Russian Kretchma)  
Phila. no.  
Gontalek, Ralph: (St. Mortal) NYC, h.  
Graff, Johnny: (Anchorage Inn) Phila. no.  
Gravel, Lou: (Victoria Trade) New Bedford,  
Mass., no.  
Grayson, Hal: (Mayfair) Yatesville, Pa., no.  
Griffin, Jack: (Little Bathkeiler) Phila. no.

**H**  
Hackett, Bobby: (Guska) NYC, no.  
Hagen, Walter: (The Finns), Greensville, S. C.,  
no.  
Hall, George: (Tati) New York, h.  
Haines, Morris: (Southern Dinner), Shreve-  
port, La., no.  
Harris, Claude: (Joe's Stables) Detroit, no.  
Harris, Leroy: (Kit Kat Club) NYC, no.  
Harris, Jack: (City's) London, Eng., no.  
Havilla, Dick: (De Luxe) Chi. h.  
Hendrick, Pearl: (Lawrence) Carrington,  
Conn., h.  
Heidt, Horace: (Biltmore) NYC, h.  
Henderson, Will: (Saks) Detroit, no.  
Henderson, Fletcher: (King's) Lincoln,  
Mo., h.  
Herbert, Ned: (Club Hollywood), Kalamazoo,  
Mich., no.  
Herman, Woody: (Wisconsin Roof) Milwa-  
ukee, h.  
Hill, Dorothy: (Favillon Royale) Savin Rock,  
Conn., no.  
Hoff, Ed: (El Patio), San Francisco, h.  
Hilden, Virginia: (Normandy Inn) Warren,  
Pa., no.  
Horton, Bill: (Silver Lake Inn) Clementon,  
N. J., re.  
Horton, Harry: (Le Mirage) NYC, no.  
Houss, Garth: (Phoenix), Lexington, Ky., h.  
Howard, Vincent: (Perona Farm) Andover,  
N. J., re.  
Humber, Wilson: (Southern Dinner Club)  
Shreveport, La., no.  
Hummel, Ray: (Belle), Big Springs, Tex., h.  
Huntley, Lloyd: (Mount Royal) Montreal, h.  
Huntley, Lloyd: (Arcadia-International),  
Phila. re.  
Hunt, Brad: (The Finns) Pittsburgh, no.  
Hyder, Doc: (Ubangi) Phila. no.

**I**  
Intrillo, Vic: (Rainbow) Houston, Tex., no.  
Internationals: (Jack Dempsey's), NYC, re.

**J**  
Jack & Jill: (Lorraine) Madison, Wis., h.  
Jackson, Paul: (Old Mill Tavern) Jackson,  
Mich., no.  
Jahna, Al: (New Kenners) Albany, N. Y., h.  
James, Ann: (Tavern) Housherville, O., no.  
Jelenak, Eugene: (Utah), Salt Lake City, h.  
Jerome, Henry: (Nut Club) NYC, no.  
Johnson, Johnny: (Village Barn) NYC, no.  
Jones, Isham: (Lionel) NYC, h.  
Jones, Teddy: (Club Mandarin) Houston,  
Tex., no.  
Jordy, Hal: (Hooverville) New Orleans, h.  
Julie, Frankie: (Bellevue-Stratford) Phila. h.  
Julian, Tom: (Kitty's Grill) Elizabeth, N. J.,  
no.

**K**  
Kardox, Gene: (Hoodland), NYC, h.  
Kassell, Art: (Stellar), Cleveland, h.  
Kay, Horrie: (Oceanast Grove) Los Angeles,  
no.  
Kaye, Joe: (Rita) London, h.  
Keating, Irv: (Moray's) Tuckahoe, N. Y., no.  
Kendis, Benny: (Edmont-Pizza) NYC, h.  
King's Jesters: (William Penn), Pittsburgh, h.  
Kings, John: (Oxy) NYC, no.  
Kirk, Andy: (Grand Tavern) Chi. h.  
Kirsham, Don: (Blackland Inn) Denver, h.  
Knapp, Angler: (Viking) Chi. h.  
Kirkeitt, Ernie: (Unique Grill), Delaware,  
N. J., re.  
Krumm, Benny: (Savaria), Buffalo, c.  
Krumm, Cosya: (Russian Bear) New York,  
re.  
Kuenster, Robert: (Martin's Bathkeiler)  
NYC, no.  
Kurzer, Jack: (Schlach) Louisville, h.

**L**  
Lalofha, Olive: (Hoeagarden) Middletown,  
Conn. c.  
La Porte, Sam: (Marine), Yonkers, N. Y., re.  
Lagman, Bill: (Club Trianon) Mobile, Ala. no.  
Laly, Howard: (Summit) North Miami  
Beach, no.  
Laly, Ted: (Texas), Ft. Worth, h.  
Lamb, David: (Marine Room) Monroeville, Mich., h.

**L**  
Lande, Jules: (St. Regis), NYC, h.  
Lane, Eddie: (Governor Clinton), NYC, h.  
Lang, Teddy: (Cavalier) NYC, no.  
Lape, Brad: (Mt. Kisco Casino), Mt. Kisco,  
N. Y., no.  
Lasso, Lou: (Fire o'Clock Club) Miami  
Beach, c.  
Lee, Larry: (Peabody) Memphis, h.  
Leonard, Harlan: (Wornall Gardens) Kansas  
City, Mo., re.  
Leonard, Eddie Jr.: (Gibson), Cincinnati, h.  
Levy, Howard: (Nelson) Rockford, Ill., h.  
Lewis, Samy: (Lopez), Wilkes-Barre, Pa., h.  
Lightbourne, Kirk: (Potability) Baltimore, no.  
Lindeman, Wm: (Oleia Palati) New York, c.  
Link, Al: (Windsor) Irvington, N. J., no.  
London, Larry: (Reggie Club), Miami, no.  
Long, Lou: (20th Century) Phila. no.  
Loyacoco, Steve: (Chez Paree) New Orleans,  
no.

**M**  
Lynch, Abe: (Billy Bob's Casa Manana)  
NYC, no.  
Lyons, Bill: (O'Clock) Baltimore, no.

**M**  
McCoy, Clyde: (Capitol), Washington, I.  
McCunn, Bill: (Bossert) Brooklyn, h.  
McIntire, Lani: (Lexington) NYC, h.  
Mack, E: (Lucky Star Inn), Uniontown, Pa.,  
no.  
Madden, Bill: (Traynor) Atlantic City, h.  
Maignans, Albert: (Garbo) NYC, no.  
Makone, York: (Continental) Kansas City,  
Mo., re.  
Marrero, Frank: (Sweeney) Baltimore, c.  
Marsala, Joe: (Hickory House) NYC, no.  
Marshall, Jack: (Stellar) Detroit, h.  
Marshall, Duane: (Essex) Boston, h.  
Marrel, Gus: (Versailles) NYC, re.  
Marrel, Paul: (Arcadia) NYC, h.  
Martin, Lou: (Leon & Eddie's) NYC, no.  
Martin, Bob: (Chez Florentine) Paris, no.  
Mastellone, Bert: (El-His Houston), Bridge-  
port, Conn., no.  
Maurer, Henry: (Evergreen Casino) Phila. no.  
Mays and his Cabana: (Ambassador), NYC, h.  
Mendez, Nilo: (Stork Club) NYC, no.  
Meyner, Johnny: (McAlpin) NYC, h.  
Miles, Jan: (Chalfonte), Pittsburgh, N. C., h.  
Miles, Dick: (Sportman's Inn) Galveston,  
Tex., no.  
Mills, Floyd: (De Post) Wilmington, Del., h.  
Milia, Jack: (Royal Villa), Peony Park, Oma-  
ha, Neb., no.  
Moore, Derry: (Athens Club) Oakland, Calif.,  
no.  
Moore, Eddie: (Eggle) Ithaca, N. Y., b.  
Moore, Deacon: (Onton Club) Skilton, Mo.,  
no.  
Muller, Larry: (Merry Gardens) Lynchburg,  
Va., no.

**M**  
Morro, Bobby: (Palumbo's) Phila. no.  
Morton, Eugene: (Anchorage), Pittsburgh, no.  
Morton, Gerry: (Barry-Pizza) NYC, h.  
Moses, Sam: (Barrel of Fun), NYC, no.  
Moss, Bert: (Casa Grande) Berry, Md., no.  
Munro, Hal: (Medinah) Chi. no.  
Munson, Dave: (Coo House) NYC, no.  
Murphy, Larry: (International Casino) NYC,  
no.  
Murphy, Charlie: (Mon Paree) NYC, no.

**N**  
Namara, Jimmy: (Club Equaire) Toronto, no.  
Nance, Skipper: (Rainbow Gardens) Little  
Rock, Ark., no.  
Nasser, J. (Baltimore) Baltimore, h.  
Naylor, Oliver: (Club Rex) Birmingham, no.  
Neff, Paul: (Walton Cocktail Lounge) Phila.,  
h.  
Nelson, Victor: (Mike Duthin's Bathkeiler)  
Phila. no.  
Newman, Ruby: (Rainbow Room), NYC, no.  
Nickel, Billie: (Toch Club) Los Angeles, no.  
Nicola, Frank: (Philadelphia) Phila. h.  
Noble, Leighton: (Casco) Pittsburgh, no.  
Norson, Bob: (New Garden Center) Detroit, h.  
Norris, Ned: (Commander) NYC, h.  
Nurry, Walter: (A & J Club) Haverhill,  
Mass., no.

**O**  
O'Hara, Ray: (Greenwich Village Casino),  
NYC, no.  
Olson, Walter: (New Julia) Gardenville, N. Y.,  
re.  
Oliver, Fred: (Boek's Cafe) Yakima, Wash.,  
no.  
Onesko, Benko: (Netherland) NYC, c.  
Orenbaugh, Leon: (Pepper Tree Inn) River-  
side, Calif., no.

**P**  
Pablo, Don: (Merry-Go-Round) Dayton, O.,  
no.  
Page, Hot Lips: (Small's) NYC, no.  
Palmer, Freddy: (Colonial Inn) Singas, N. J.,  
re.  
Palmer, Skeeter: (General) Rochester, N. Y., h.  
Pantoni: (Piana) NYC, h.  
Pantoni, Mike: (Lottin Grill) Albany, N. Y.,  
no.  
Paris, Chick: (Evergreen) Newark, N. J., re.  
Parks, Bobby: (Stork Club) NYC, no.  
Payno, Al: (Orli Leon) Montclair, N. J., re.  
Pearce, Al & Gang: (Fur), St. Louis, t.  
Pearl, Earl: (Oceanast Grove) Bridgeport,  
Conn., no.  
Pendarvis, Paul: (Peabody) Memphis, h.  
Peterson, Don: (Seven Gates Inn), Milford,  
Conn., no.  
Payton, Jimmie: (Freda Pope's Plaza), Pitts-  
burgh, no.  
Pitman, Jack: (Peet Arthur) Providence,  
R. I., re.  
Pitman, Louis: (Famous Door) NYC, no.  
Pryor, Roger: (St. Francis) San Francisco, h.

**R**  
Raney, Bud: (The Great) Pittsburgh, no.  
Rand, Leonel: (Paradise) NYC, no.  
Randy, Barney: (New Penn), Pittsburgh, no.  
Ravanna, Carl: (St. Francis Drake), San  
Francisco, h.  
Ray, Frank: (Lake) Gary, Ind., h.  
Raymond, Hal: (Oleia Villa), Cleveland, no.  
Reade, Charles: (Fort Montague) Nassau,  
Bahamas, no.  
Reicher, Leo: (Laks Brass), Buckeye Lake,  
O., h.  
Reichman, Joe: (Mark Hopkins) San Fran-  
cisco, h.  
Reich, Johnny: (Gold Club) Columbia, Mo.,  
no.  
Reinhardt, Bill: (Ship Ahoy Tavern), New  
Rochele, N. Y., no.  
Reis, Benny: (The Bowery) Detroit, no.  
Reis, Vincent: (Continental) Detroit, no.  
Reynolds, Dick: (High Hat), Peoria, no.  
Reynolds, Buddy: (Rose Garden) Hannibal,  
Mo., h.  
Richard, George: (Matteen's) Stockton, Calif.,  
no.  
Richard, Jimmy: (Hiltmore) Atlanta, Ga., h.  
Ricardo, Don: (Arcadia-International), Phila.,  
re.  
Riley, Mike: (New Elms) Youngstown, O., h.  
Rita, Rita: (New Kenners), Albany, h.  
Ritz, Vincent: (Wagon) Phila., h.  
Roberts, Red: (Eggle's) Milwaukee, h.  
Robinson, Les: (Child's), Miami, re.  
Rooco, Maurice: (Kit Kat) NYC, no.  
Rodriguez, Nacio: (Kilmore-Madrigal) NYC, no.  
Rosenberg, Jess: (Edmont-Pizza) NYC, h.  
Rosen, Sam: (Garbo) NYC, re.  
Roseberry, Arthur: (Paradise), London, Eng.,  
no.  
Roos, Tommy: (Wisteria Gardens) Atlanta,  
no.  
Roos, Charles: (Broadway Tavern) San An-  
tonio, no.  
Roigera, Ralph: (International Casino) NYC,  
no.  
Rory Ambassadors: (Club Roxy) Columbus,  
O., no.  
Ruby, John: (Times Square) Rochester, N. Y.,  
no.

**S**  
Russell, Jack: (Melody Mill) Chi. h.  
Ryck, Chel: (Maydover), Akron, O., h.

**S**  
Sanders, Joe: (Palace) San Francisco, no.  
Sander, Harold: (Montparnasse) NYC, no.  
Schantz, George: (Edmont-Pizza) NYC, h.  
Schenk, Frankie: (Argon) Lima, O., h.  
Scheidt, Fred: (Frisco) Orlando, Fla., no.  
Seymour, Eddie: (San Boudi) Havana, no.  
Seibrenk-Mann: (Old Vienna), NYC, re.  
Shaw, Artie: (State) Boston, h.  
Sherr, Jack: (Broadway) Denver, h.  
Siegel, Irving: (Melody), Miami, no.  
Siegel, Dick: (Eggle's) Buffalo, h.  
Silvers, Buddy: (McCurdy) Evansville, Ind., h.  
Smith, Van: (Merry-Go-Round) NYC, no.  
Smith, Stuff: (Famous Door) Hollywood, no.  
Smith, Carl: (Athletic Club), Detroit, h.  
Smith, Joseph C.: (La Hay) NYC, no.  
Smey, Billy: (Locket House) Covington,  
Ky., no.  
Southern Gentlemen: (Rainbow) Denver, h.  
Sparr, Paul: (Warwick) NYC, h.  
Spencer, Lou: (Bathkeiler), Indianapolis, no.  
Stabile, Dick: (Eggle's) Buffalo, h.  
Stash, Frank: (Yorktown Tavern) Elkins  
Park, Pa., no.  
Steel, Leonard: (Ft. Shelby) Detroit, h.  
Stein, Maurice: (Yacht) Chi. no.  
Stein, Harold: (St. George) Brooklyn, h.  
(See ROUTES opposite page)

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## 40 Managers in Line on Proposed League-AEA Code

Questionnaire sent out to 90 producers, many now inactive, as 40 affirmative responses—next League move is to draw up a plan—Equity makes reservations

NEW YORK, April 2.—Without any set program, but just on the basis of a questionnaire, present indications lean toward producer members of the League of New York Theaters accepting the idea of a basic agreement with Actors' Equity Association, which would stabilize conditions in the theater. Of the 90 producers polled, many now inactive, 40 have expressed a willingness to be part of a code of fair practices. The returns, however, are incomplete, and definite results on the polling will not be available until next instrumental in planning the move, feels confident that a majority of the producers and managers will fall in line.

Upon completion of the polling the League will draw up a program which, if accepted by Equity Council, will attempt to put an end to ticket speculation, a long standing evil that both Equity and the League would like to have eradicated. Even those producers who have been chiefly accused by the postboard hijackers are expected to fall in line if an effective pact to police the field can be agreed upon.

Equity, at the same time, has made it plain that it will not grant the producers a preferential contract in return for a "yardstick" on ticket speculation, but will grant them a contractual arrangement whereby provisions in the working agreements for next season will not be subject to Equity changes unless by mutual agreement.

Producers who are not in the League have not, as yet, been singled out for an expression of opinion, but if a majority of the working producers can agree to the idea in general, the leading forces behind the move believe that non-members will fall in line for the benefits they could enjoy from a basic agreement. And, incidentally, they might be slightly "embarrassed" if they remain aloof.

If and when the boys form a united front among themselves, then their real headache with Equity is apt to begin. Although Equity is keen on the idea of "stabilizing conditions in the theater and thus bringing about a revival of confidence," it will not go the whole hog as the League would like it to.

Equity desires, as part of the proposed pact, that the public be given a break on best seats for hit shows without having to pay agency fees or special demands. The producers have been disturbingly silent with the TMAE on the question of "ice," and chances are that the sale and disposition of tickets now current will not be so easy to overcome.

Once the polling has been completed then Pemberton & Company the League will buckle down to work on a program that will be acceptable to Equity.

## New Union Group Eyes "P&N" Smash

NEW YORK, April 2.—Pins and Needles, phenomenally successful revue presented by the International Ladies' Garment Workers' Union, has started something, as was only to be expected. Incited by the terrific theatrical success of the powerful garment union, another group of CIO unions is entering the amusement field—but unofficially. Outfit is called American Left Theater, with no on-paper connection with any union or group of them, but it's being backed by dough from some of the smaller in the CIO group.

Inevitably, first production of the new outfit will be a revue. It will be called Pandemonium of 1938 and is figured to be built along Pins and Needles lines. Cast, as in P&N, will be amateur, recruited from union members. Anyone with a card from any union can join the group, according to its officials; so far office workers have the greatest representation in the cast.

Unlike P&N, Pandemonium won't open cold. It starts rehearsing April 15, and after it gets in shape will play Boston and Brooklyn before coming to New York. James Marley, pro, is directing.

SAN FRANCISCO, April 2.—You Can't Take It With You, Moss Hart-George S. Kaufman Pulitzer prize, opened at the Geary Monday for indefinite stay. Cast includes Ethel Wilson, Sara Sherburne, Ruby Olophanti, Donald Foster, Barbara Fulton, Roy Johnson, Clarence Oliver, Donald Baker, Arthur Pison and Eulah Kazanova.

## Sir Hardwicke May Produce

NEW YORK, April 2.—Sir Cedric Hardwicke, currently playing in *Shadow and Substance*, may turn Broadway producer next season. No contracts signed yet, but he's making tentative plans to present Jacques Derval's *Lovers in the Fall*. Would present the play and direct but would not appear in it himself.

# From Out Front

By EUGENE BURR

With the theatrical year running swiftly to a close (there are no premieres next week, and after that, barring a few duly scheduled dying gasps, there'll be only the willed grave flowers offered by spring showstringers) the time has come again to talk about probable contenders for the much-discussed theatrical prizes. About the only solid values the prizes possess anyhow is the fact that plenty of white columns can be filled with pointless discussions of them—so why not take advantage of an early opportunity? There's hot much else to discuss in any case, since the only production of the current week was the Theater Guild's revival of Chekhov's *The Sea Gull*, a much touted but hopelessly juvenile excursion into very Russian sadness, whereinlachrymose sentimentality washes back and forth across the stage like bilgewater in a foundering ship.

The two major prizes are, of course, the Pulitzer and the Drama Critics' Circle Award, with the critics besting the Pulitzer committee to the punch and getting together to name their choice the middle of next month. Half a dozen or more plays have been named as in the running, but only three or four seem at the moment to have even an outside chance—and of these, just two appear to be, from reviews and general comments of the boys, logical contenders. They are, of course, *Of Mice and Men* and *Our Town*, with the former a bit ahead in current betting odds.

Also, it is conceded that if the favorite takes the critics' prize, then *Our Town* is practically a sure thing for the Pulitzer. If, however, thru a reversal of form or an epidemic of taste among the critics, some long odds entry (or even *Our Town*) should receive the somewhat doubtful honor of being chosen by the boys, *Of Mice and Men* would stand little chance of getting the nod from the Pulitzer committee. That would throw the field more or less open; but, despite—or perhaps because of—its proof of unprecedented discernment in the Pulitzer pickers, it is conceded to be an improbable outcome.



EUGENE BURR

That, in essence, leaves the rather dismal spectacle of *Our Town* and *Of Mice and Men* as the probable recipients of the two theoretically highest awards for American plays. This corner has no outstanding choice for the best play, American or otherwise, of the season—except perhaps *On Borrowed Time*, which most assuredly deserves a prize of some sort. But in view of the flaming honesty of *To Quillo and Back*, the intelligent and dramatic statement of *The Ghost of Yankee Doodle*, the absorbing power of *All the Living*, the urbane humor and luminously right writing of *Backdoor Born*, the splendid conception and rugged character-creation of Robert Anderson's two offerings, *How to Get Tough About It* and *Casey Jones*, and the sometimes magnificent poetry of *Robin Landing*—in view of all these things *Our Town* and *Of Mice and Men* seem a singularly dingy and dismal duo.

*Of Mice and Men* is the essentially Hale-Dimmock tale of a California farmhand who cares for a hulking half-witted fellow worker, beguiling him with tales of how some day they'll own a cottage of their own. The halfwit getting into trouble, understandably enough, because he murdered a girl, he is tearfully bumped off by his best friend, who whispers the bedtime story, once more into his huge ears just before he pulls the trigger. And to cover that dose of saccharine sentimentality and to allow our Aesthetes to hail the thing as great realistic art there is also included as choice a collection of nebulous, dumghill details as has ever been shoveled upon a single stage. Our Aesthetes, oblivious to the mid-Victorian notion that beauty can quite conceivably be just as real as filth, as well as to the syrupy and mawkish bathos of the essential plot, did hail it as great realistic art—but to this corner it remains simply a little boy play that swaggers around boasting that its uncle is the man who writes the filthy words on signboards, a sort of dramatic Pollyanna wifefully displaying dirty brass knucks.

As for *Our Town* it is still a matter of honest wonder to me that its palpably phony claptrap managed to take in anybody at all. Presented without scenery and with a few incongruous props it tells of a boy and girl in a small town—how they grew up and married and were parted by death—as a framework for pretentious philosophizings and descriptions that are singularly devoid of distinction, beauty and depth. As John Mason Brown indicated in a recent column, it is manifestly unfair and ridiculous to damn *Our Town* just because it includes only the sunny and "pretty" side of American small-town life; but the point is that the author makes sweeping and constant claims in the course of the play that it sums up fully and completely the essence of the nation's village existence. In view of those claims (they reach the point of nausea when the suggestion is made that a copy of the *Our Town* script be buried in a cornerstone along with the Bible and the works of that unfortunately still-to-be-considered rival playwright, Shakespeare, so that future generations may learn how we live)—in view of those claims the play may surely be damned, particularly since it offers nothing in the way of

(See FROM OUT FRONT on page 24)

## Barrymore's Performance Has Broadway in a Rave

NEW YORK, April 2.—Whitecoats, Ethel Barrymore show that opened a week ago Wednesday, is building itself into the town's latest smash. Although notices called the play itself weak, the Street is in a rave over the Barrymore performance, portrayal of a woman 104 years old, and it is that that is concededly responsible for the success.

Show was the only one giving a matinee yesterday to play to afternoon standees. A hurriedly improvised S. R. O. sign was hung out when biz assumed laid-office proportions and 10 people stood.

## Frame Chi Stock Group

CHICAGO, April 2.—Four legit theater veterans, conducting the Columbia College of Drama and Radio here, have incorporated a stock company of students known as the Columbia Players. Purpose is to give the thriving actors professional experience. Plays will be presented at popular admission prices in the Woman's Club Theater and Loop houses, the directors state. Guiding this venture are Don Merrifield, U. E. Allen, Jack Reidy and Karl Way. Initial production scheduled to get under way in the club theater tonight.

## Dunning Tries Sunday Shows

"Schoolhouse" will play on Sabbath despite double salary—outcome doubtful

NEW YORK, April 2.—For the first time since Sunday shows were legalized in New York a commercial production will offer regular Sunday showings as part of its run. Philip Dunning, producer of *Schoolhouse on the Lot*, which opened at the Ritz last week, will try them in an effort to bring the comedy up to the hit category.

For years before Sunday shows were legally oked producers howled for them, claiming that films, burlesque and other fields got all the breaks, while Sunday showings might mean the difference between red and black for many plays. Equity rules prevented Sunday playing, and so did antiquated State laws forbidding legit but allowing lower entertainment forms.

When the State law was finally changed—and after the city had also oked Sunday performances—Equity still held out, talking plenty about the sacred rights of the actor to enjoy the same day of rest enjoyed by everybody else. Producers argued that the actors would receive, under the State law, another night off in return for Sundays, but Equity still insisted that Sunday was the only day on which an actor could rest, at least in New York. The organization allows Sunday performances—without compensating time off—in Chicago and many other spots.

After council meetings, pleas, referendums and much abracadabra Equity finally emerged with the generous decisions that producers would be allowed to play on Sundays—but only if the cast received not only compensating time off but also double pay for its Sabbath stint in the same manner as the stagehands. That effectively stymied Sunday playing (as Equity officials said they figured it would), managers claiming that the extra one-eighth added to the salary list would more than eat up the difference between Sunday and Monday receipts.

There have been sporadic Sunday performances since, but no effort to run regularly on the Sabbath; for the most part Sunday showing has been used for a play's opening only in order to avoid conflict with other openings the same week, the schedule swinging back to Mondays on second week.

Dunning's attempt will be watched with plenty of interest. He will have to pay double salaries for the Sunday showing to some 40 players and 10 stagehands, and the Stern doubts that the increase in take will justify it. Dunning said he was influenced in his decision by the uniformly good business done by benefits for the Stage Relief Fund, which play on Sunday nights; but the Fund takes have hardly been sensational, with \$1,500 at an established hit play considered pretty good. Doubtful that *Schoolhouse* will draw that much; its take last Monday isn't known, so no set figure can be put on what it will have to draw in order to equal increased expenses.

First Sunday show will be given tomorrow, figured as a bad test night because of competition from the huge Jewish charity benefit and from a Stage Relief Fund showing of *A Doll's House*.

## Coward "Operette" Weak

LONDON, March 20.—Noel Coward's new musical, *Operette*, opened to an enthusiastic audience at His Majesty's Theater this week. Show is in period costume and lavishly produced and brilliantly staged, but it is dull and draggy in spots. This despite the fact that at times it is full of the old Coward tricks.

Individual hits are scored by Fritzi Massary, a pleasing Hungarian comedienne; Peggy Wood, who hasn't been seen in London for a long time; Griffiths Jones, as juvenile lead; the veteran and brilliant Irene Vanbrugh, Phyllis Monkman and Edward Cooper.

These names, together with that of Coward, should pack the theater for a while, but the ultimate destiny of *Operette* is doubtful. Bert Ross.

# The Theater Thru a Needle's Eye

By B. FRANKLIN KAMSLER

IN all languages, including the Scandinavian, there's an old saying—that nothing succeeds like success. To the theater-loving, stage-struck producers that's just like so much catnip to a cat. As entrepreneurs they assume the risks involved, while their workers, ostrich-like, bury their heads and make their demands. Then along come sober-minded statisticians to prove that success in the theater is adulterated with 80 per cent failure. Whereupon the well-meaning cohorts of well-organized labor, still demanding, feel it is time to change the old adage so that it will read, "there is nothing



B. Franklin Kamsler

succeeds like failure!"

In just so many words, that is the situation confronting the theater in this waning, disappointing season of 1937-'38. We presume that the public wants the flesh-and-blood theater to survive. The critics most certainly would not like to see the source of their livelihood wither. And the actors, dramatists, stagehands, musicians, treasurers, teamsters et al. all plead earnestly for the continuation of the living theater. Whereupon all these forces contrive by their most earnest efforts to defeat that which they most desire. The public, preferring double-feature cinema fare, which it can afford, or radio's banal, unfunny funny men, which it cannot afford, stays away from the theater. The critics, honestly earning their keep, as they see it, mix infrequent superlatives with too frequent epithets, so that stout-hearted investors are frightened off. And the theatrical unions, grim guardians of all work, labor and services, have shown their friendly spirit of co-operation in the face of competition by demanding substantial increases. It is not that the goose is dead or that there are no more golden eggs, but that the poor bird has been worn despondent by the realization that it is just a goose!

## It Costs Plenty To Fail

Despite the realization that it costs more than ever to be a failure in the theater, managers have continued to produce plays. Banded together in their mutual protective organization, the League of New York Theaters, they have attempted to fight the demands of each organized effort that would increase costs and decrease productivity. However, the league, for the most part, has not been too effective, primarily because it lacked authority and a cohesive membership. As a result, first it was the Dramatists' Guild which last year insisted on a new contract for its members. The new contract, in effect, gave control of the motion picture rights to the author and increased his share in such rights to 60 per cent. With this bold stroke the dramatists succeeded at once in alienating friendly and necessary motion-picture backing, and almost destroyed the hopes of new, untried and unproduced playwrights. The latest news has it that next season five of the leading playwrights will produce their efforts co-operatively, thereby eliminating even the producer.

Next to fall in line, and with little hesitation, was the helpful and benevolent IATSE, otherwise known as the stagehands' union. The worthy brotherhood felt that its members were not receiving a proper living wage when heads of departments, such as the electrician, property man and carpenter, were paid an insignificant \$75 per week. The scale was thereupon raised to level of the good old days of prosperity, when some 200-odd productions were done in a season, rather than the present 70 or 80.

**B. FRANKLIN KAMSLER** is one of the unfortunate Broadway producers now seeking a more fortunate Utopia. He produced *Foreign Affairs* with Dorothy Gish, Henry Hull, Osgood Perkins, Jean Arthur; *When theough Breaks* with Pauline Frederick; *Woman of Destiny*; *Farewell Summer* with Lois Wilson, and *The Dollar-Top-Theater* series of Broadway revivals. Eminent talent scout for Paramount Pictures, also member of the editorial board, *Story* writer, adapter of foreign plays, radio writer and director.

Kamsler will shortly present over Columbia Broadcasting network a new guest star radio program entitled *Movie Memories*, written and conceived by himself.

At \$82.50 a week, the union heads are sure that their backstage executives can struggle along. Further in accord with this policy, it was decided to raise wages of assistants some 50 cents an hour. And, as anyone who has ever been backstage can affirm, hours seem never to fly by faster than in the theater.

## How the TMAT Worked

Emerging on the horizon last summer was the newly revived Theatrical Managers, Agents and Treasurers' union. The workers in these departments of the theater felt themselves sadly neglected. Co-workers in other departments seemed to be earning for themselves a "just reward" for their services thru collective bargaining, and so the TMAT decided to set for its members. Never let it be said that the managers failed to put up a fight to protect the dying embers of the American theater. With a valor born of desperation, producers and theater owners resisted the first onslaught of organization—the picket line. With vigorous efforts the TMAT urged that all box-office employees and house managers join their union and receive the rewards so long denied them. When the Teamsters' Union supported its fellow AFL organization and refused to pass picket lines in delivering or hauling scenery, the producers were quickly forced to see the error of their ways and were obliged to capitulate.

Warmed by its first victory, the TMAT now no longer a fledgling union, promptly raised its initiation fees and in turn promised to do even more for its members. The press representatives joined as an autonomous body, and with this new-found strength the union no longer made demands; it now issued ultimatums. In solemn convocation the producer members of the league met to discuss the problem of whether or not company managers, etc., were acceptable as members of the union. This was quickly decided for the producers by the union, once again by threat of strike, and again the producers tasted defeat. Finally, the salary demands were presented. The terms are: Treasurer, \$75 per week; assistant treasurer, \$50 per week; house manager, \$125 per week, and press representative, \$150 per week! It is difficult to believe that serious-minded workers of the theater, who handle its finances and must realize the sad returns of the present-day box office, could honestly make such demands.

## Theater Workers Not Co-Operating

It is a dismal commentary on conditions to know that, in the theater, workers, instead of co-operating to aid constructively, are aiding to destroy. In this present period of recession when workers in every industry, paid far less than theater employees, have been obliged to accept wage cuts, theater artisans have decided that they must be paid more, with the question of where

this is to come from—or how—they are not in the least interested or concerned.

Recently with great acclaim it was reported that Helen Hayes in *Victoria Regina* took in \$9,452 in one performance in Des Moines. There is only one Helen Hayes—and, just as one swallow doesn't make a summer, the achievement of one great star doesn't mean a thriving theater! There is no business that can be economically sound or continue to exist when costs are exorbitant and continue to be piled on without any but the faintest glimmer of return in the offing. Even Actors' Equity, which has lately been one of the more considerate unions, has recently set a \$40 minimum for all stage performers, thus eliminating junior classification and raising the minimum by \$15 per week.

Next to enforce its demands is the Costume and Wardrobe Union. Henceforth all producers will be compelled to outfit their productions only at the establishments endorsed by this union. Naturally, with only union members employed, at a decidedly increased wage scale, the cost of costuming a play will now be a considerable item. It is possible, however, that some ingenious dramatist will suggest in his script that the characters remain unclad; q.e.d., no Costume and Wardrobe Union troubles. However, even that might not work out too well, for when Thornton Wilder in his play, *Our Town*, eliminated the necessity for scenery, the Scenic Artists' Union zoomed down and threatened to exact a fee for failing to use scenery. Thus, even the thoughtful contributions of a dramatist to aid already over-burdened producers may go for naught, with the unions militantly insisting on an eye for an eye and a set for a stagehand.

## No Encouragement

Recently two worth-while productions, *Save Me the Waffz* and *Cosy Jones*, opened on Broadway. Both plays, expensively presented and importantly cast, failed for one reason or another to receive notices of a smash-hit caliber. With a little encouragement either or both of these productions might have been developed into mild successes. The six featured players in *Save Me the Waffz*, intent on salvaging the play, offered to work on a minimum salary basis if the production would be continued. But even such sacrifice was not sufficient to permit the extension of the run, since the producers were addled by other operating costs that were too heavy. The play closed after one week. In the case of *Cosy Jones* 20 stagehands were required to operate the heavy scenic production, with the result that the play could not possibly survive on "mild" box-office receipts. The play closed after three weeks. The loss involved in both productions was well over \$100,000. Hopefully invested, this money was lost without a fair chance, since conditions in the theater today are not predicated on the basis of co-operative effort for survival.

To complicate the situation further, since last year the employer has been obliged to set aside 1 per cent of all salaries for Social Security and 2 per cent of all salaries for State Unemployment Insurance. Both are, without question, economically sound endowments; but with salaries in all departments of the theater as high as they are, these items become an important factor in the budgeting of a production. It is just one thing more added to all the rest that causes managers to wonder why plays should be produced and the living theater kept alive.

## Production Down, Costs Up

It is no wonder then, with costs mounting and probability of profits decreasing, that production has gradually slumped down until it is now about 25 per cent of what it was 10 years ago.

With population increasing and cultural standards rising, there, theoretically, should be a demand greater than ever for the legitimate theater. Is it possible then that the public doesn't want a legitimate theater? This is very difficult to believe, since it has been constantly proved that worth-while productions can do exceedingly well up and down the country, even at a \$3 top. And the WPA Federal Theater in its various centers has played to millions of admissions at 50 cents top. Is it then possible that the public might be attracted in greater numbers to the commercial theater if admission prices were lowered? I believe this to be an incontrovertible fact. The masses would gladly forego other amusements to attend the theater, provided it were possible to give them good plays at prices not too inconsistent with those of the motion pictures.

As a case in point, last season the dollar-top theater was opened in New York at the Majestic Theater. Revivals of past successes with good casts were presented at prices ranging from 40 cents to \$1. Business improved each week of operation; the closing week the box office grossed almost \$3,000—a considerable gross at \$1 top. However, even with such returns the project could not survive; costs of operation were entirely out of proportion to possible receipts. If all forces of the theater had combined in a serious and intelligent effort to reduce such costs, instead of contriving to increase them, it would then be feasible and practical to operate such popular-priced theaters. This would, in effect, attract a new audience to the spoken drama and make possible a regeneration that would stimulate a genuine prosperity for the theater and its workers.

But, short-sighted and seeing only the immediate present, everyone from theater owner to theater porter insists on a cash guarantee heavier than the traffic will bear. The thought is not to build constructively for success, but to achieve a revenue from the four out of five failures. Altho it is just a few months since the demise of the dollar-top theater, it would now be impossible even to operate on the old budget, exorbitant as that was. Costs in the theater have advanced in the last two years approximately 25 per cent! What chance then for a popular-priced theater? In fact, what chance then for any theater? A one-set production with 10 good players could have been produced two years ago for approximately \$8,000. Today that same production would cost about \$11,000 up to the rise of the curtain on opening night. Only six years ago there was an instance of an outstanding production with three stars which cost only \$6,000 to produce!

## No Music, No Scenery

Once again, in contrast to that, consider an example of present-day union technique. *The Cradle Will Rock*, a unique production, required no scenery and, as musical background, only its composer at the piano. However, when the production prepared for a commercial run the musicians' union insisted on the employment of 19 of its members at \$100 per week each, even though these men were not obliged to come to the theater for performance! Needless to say, a road tour of this production, despite its success, is impossible, since it would be necessary to carry musicians who would play no music and stagehands who would have no scenery. As Pirandello might have phrased it, "Where does reality end—and the union begin?"

And so it is that dramatists, actors, stagehands, teamsters, box-office help, company managers, press agents, etc., have all climbed aboard the band wagon heedless of results, and determined only, each for himself, to share in the "kill." There is no thought of a tomorrow for the theater, in fact, not even of today, with its countless thousands of theater workers on the WPA. It is this thought—(See *THE THEATER THRU* on page 24)

# New Play on Broadway

## Reviewed by Eugene Burr

### SAM S. SHUBERT

Beginning Monday Evening, March 28, 1938  
**THE SEA GULL**

A revival of the play by Chekhov in a translation by Stark Young. Directed by Robert Milton. Settings and costumes designed by Robert Edmund Jones. Scenery built by T. B. MacDonald. Construction Co. and painted by Studio Alliance and R. W. Bergman Studios. Costumes executed by Eves Costume Co. Presented by the Theater Guild, Inc.

Irina Arkadina, Madame Trepleff, an Actress.....Lynn Fontanne  
Constantine Trepleff, Her Son.....Richard Whorf  
Peter Sorin, Her Brother.....Sidney Greenstreet  
Nina, a Young Girl, the Daughter of a Wealthy Landowner.....Uta Hagen  
Shamrayeff, a Retired Lieutenant, Sorin's Steward.....Harold Moffet  
Pauline, His Wife.....Edith King  
Masha, His Daughter.....Margaret Webster  
 Boris Trigorin, a Literary Man.....Alfred Lunt  
 Eugene Dorn, a Doctor.....John Barclay  
 Semyon Medvedenka, a Schoolmaster.....O. Z. Whitehead  
 Yacov, a Laborer.....Alan Hewitt  
 Cook.....S. Thomas Gomez  
 Housemaids:  
 Jacqueline Paule, Ernestine De Becker  
The Action Takes Place in Sorin's Country Place. Between Acts Three and Four Two Years Elope.

The Theater Guild engaged in a four-act bout (catch-as-catch-can) with Anton Chekhov at the Shubert Theater Monday night and emerged pretty badly beaten. That, however, was no disgrace; for the unadulterated and soporific sorrow of Chekhov's probing into the lives of determinedly heart-broken Russians, with its crushing waves of lachrymose unhappiness, sad soul-searching, acute melancholia and advanced ego-tragedy, is wont to sweep everything before it—including the customers. It's a pretty safe bet that if the name of Chekhov weren't placed in large letters over the title, if the play hadn't become familiar as a little tin god of the intelligent, those embattled customers would laugh their heads off. Chekhov, the most all-fired Russian of all professional Russians, in his jejune and unmotivated attempts at soul-probing, is, of course, presently sacrosanct—but I've never been able to understand it. My sympathy goes to that audience at the premiere in St. Petersburg 40-odd years ago, which snickered the play into failure at the end of the first act; and my envy goes to that reviewer who sat behind me at the Shubert and had the moral courage to march out at the halfway mark.

The current production is in a new translation by Stark Young, which, along with the acting and direction, does all possible to lend a breath of life to the static walls of the Chekhovian script. The entire production points up whatever humor is to be found, and generally freshens both lines and interpretations, which is altogether to the good. But, in so doing, it naturally loses the true essence of the original. That, too, is all to the good, but it poses a problem. If the only way to make a play even partially palatable is to present it in a manner directly opposed to its own fundamental mood, then why bother to present it at all?

The *Sea Gull*, as only a few can avoid knowing at this late date, concerns a group of determinedly maudlin Moscovites gathered on the estate of Sorin, a gentleman who is very sad because he is dying without ever having lived. A neighboring schoolmaster is very sad because he loves Masha, daughter of the over-seer; Masha is very sad because she loves Constantine, Sorin's nephew and a would-be genius who's one of the most painful young geniuses ever to bore a right-minded audience; Constantine is very sad because he loves Nina, the pretty young daughter of a neighboring land owner; Nina is very sad because she loves Trigorin, a great writer who is the lover of Irina, the great actress who is Constantine's mother, meanwhile Pauline, wife of the over-seer, is very sad because she loves Dorn, the village doctor. The over-seer himself is very sad because he loves his horses.

There are also a few other cases of acute melancholia scattered around at tasteful intervals, chief of which belongs to Trigorin, who is very sad because he keeps on writing even though he doesn't like to and is never hailed as a great genius like Tolstol—and because

he goes around jotting observations in a little notebook for future use in his stories. In the approved manner of a genius straight from the genius-filled pages of Laura Jean Libby—and presumably, too, because he indulges in a long speech about authorship that presents a perfect picture of a schoolboy's idea of what a great author must be like. As for Irina, she isn't sad at all, which makes her, ipso facto, a very nasty and unseeing person. She, with rare good taste, happens to love only herself.

The action throuth the first three acts rushes at a wildfire pace in order to convey, in that small time, the fact that Trigorin is about to seduce Nina, whom he likens, in somewhat cavalier fashion, to a dead sea gull (later stuffed).

The fourth act, two years later, reveals the astounding news of Nina's ravishment and desertion, and brings her back to the old homestead (her own father has locked her out in the approved Way Does East manner), where, still loving Trigorin, she has a scene with Constantine that is movingly reminiscent of the lush moments of East Lynne. Then she goes out into the night; and Constantine (who had previously tried to shoot himself but, with his usual efficiency, managed to miss himself) rushes out, also, and this time, praise be, takes better aim. A few moments later the end of the play is unmistakably indicated by the lowering of the curtain and a series of curtain calls.

This synopsis is offered at some length simply to avoid, thru a factual presentation, a long and dull discussion of why Chekhov, as a dramatist, is one of the silliest phonies ever foisted upon a gullible American public by the little group of determinedly Artistic Souls who have guided its "taste."

The acting at the Shubert is unmovable, but for the most part excellent, with Lynn Fontanne doing her best job in seasons as Irina, with Alfred Lunt offering a quietly effective portrait as Trigorin, with Margaret Webster bringing clarity, intelligence and really beautiful effect (despite the role) to Masha, and with Sidney Greenstreet doing his usual grand work as Sorin. Richard Whorf makes the hysterical Constantine the most determinedly hysterical young genius ever to write publicly in his own hysteria; while a newcomer named Uta Hagen brings nothing to the role of Nina. Determinedly coy in the opening sections, she allows even her big speech in the fourth act to fall apart.

It is, of course, fashionable to tell of Chekhov's marvelous insight into sorrowful souls, each immersed in its own sorrow and impervious to the unhappiness of others: it is fashionable to say that *The Sea Gull* plumbs sensitive depths of morbidity; that it is beautifully sad. Its "morbidity," I'm afraid, is merely self-conscious adolescence, but it certainly does manage to be sad; upon mature reflection one can even call it as sad as *Murder in the Old Red Barn*.

### FROM OUT FRONT—

(Continued from page 22)  
writing, thought or drama to make up for its glaring weaknesses. It is, as I suggested in my review, a rose-tinted chromo dabbed by nostalgia upon a picture-postcard imagination. Take away the cheap and circus-like production (or lack of it) and what is left? A pretentious Laura Jean Libby making claims of affinity with Plato.

This year the critics will also offer another prize, one for the best foreign play produced here during the season—and there seems little or no doubt that it will go to *Shedoes and Substance*, a detailed, complex and confused discussion of religion in Ireland, muddily allegorical, pompously undramatic, hopelessly muddled—and devastatingly unimportant to anyone not interested in creed, as distinct from religion. The play's appalling lack of clarity, cohesion and effect was beautifully displayed in the hysterical rave reviews that weren't even faintly suggested in a later explanation of its symbolism written by its author.

Edgar Allan Poe, no mean critic himself, once wrote, "What is only complex is mistaken (a not unusual error) for what is profound." It is a sentiment that the present crop of critics should pause in their hats and glance at earnestly and often.

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### BROADWAY RUNS

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Dramatic	Opened	Perf.
All the Living (Fulton).....	Mar. 24.....	170
Backdoor Boys (Lancaster).....	Jan. 25.....	200
Brother Rat (Lancaster).....	Jan. 25.....	247
Drifts Home (Broadway).....	Feb. 27.....	169
Golden Day (Belmont).....	Nov. 4.....	173
Moscow Theater Rep. (National).....	Nov. 11.....	174
My Cousin Rachel (Broadway).....	Nov. 11.....	118
The Showmaker's Holiday.....	Jan. 1.....	56
Of Mice and Men (Broadway).....	Nov. 22.....	151
Box!.....	Nov. 22.....	95
On Broadway (Broadway).....	Feb. 2.....	95
Once in a While (Murray).....	Feb. 15.....	48
Our Town (Broadway).....	Feb. 4.....	268
Star Service (Murray).....	Mar. 19.....	967
Rehearsal on the Lot (Rite).....	Mar. 22.....	15
Sea Gull, The (Broadway).....	Mar. 29.....	8
Shackles and Chains (Broadway).....	Jan. 26.....	79
Star-Wagon, The (Broadway).....	Sept. 20.....	214
Swiss and God (Broadway).....	Dec. 4.....	1844
Tommy (Broadway).....	Dec. 4.....	1844
Widow's Kiss (Broadway).....	Mar. 23.....	14
Women, The (Broadway).....	Dec. 24.....	223
You Can't Take It With You (Broadway).....	Dec. 14.....	557

### Musical Comedy

Chevy Chase, The (Broadway).....	Jan. 8.....	194
How to Succeed in Business Without Really Trying (Broadway).....	Dec. 1.....	147
I'll Scream But Not Shout (Broadway).....	Dec. 25.....	110
Three Wishes (Broadway).....	Dec. 25.....	110

### OUT-OF-TOWN OPENINGS

#### "So Proudly We Hail"

##### HASTY PUDDING CLUBHOUSE

(Cambridge, Mass.)

A musical comedy by Nathaniel G. Benchley, Benjamin Welles, John McD. Graham; directed by Edward Clarke Lilley; dances directed by William R. Holbrook; music by Benjamin Welles, Stanley Miller, Alan J. Lerner; lyrics by David Lannon, Stanley Miller, Alan J. Lerner. Presented by the Hasty Pudding Club of Harvard University at the Hasty Pudding Clubhouse, for two days, beginning March 29.

Cast: Students.  
Musical comedy can always rely upon the Hasty Pudding Club for a production of above average professionalism. Such is this season's *So Proudly We Hail*, in which the offspring of several of Broadway's seasoned showmen have their fingers—Vinton Freedley Jr., Nathaniel G. Benchley (the scrivener-humorist's kid) and Benjamin Welles, chip of the diplomatic official.

Book is as good as any of the big-time (so-called) presentations of the current crop. They've got something there, something that is potent for smartness, humor and satire. Situations are good, more or less on the order of *I'd Rather Be Right*. Punches aren't pulled, and there's a nifty take-off on the Adolph Hitler-Benito Mussolini brotherly love pact. The Seven Dwarfs of Europe—Hitler, Stalin, Mussolini and other foreign enveys—convene at the World Congress at the Acropolis to discuss support to the Monarchy of Cafeteria, an area in Gotham, U. S. A., which has seceded from the Union and placed King Wellington I on the throne.

A group of Park avenue ultraists revolt against Roosevelt administration policies and secede from Old Glory's folds. Needing support, following Wellington's coronation, the royal family crosses the pond to seek aid from Der

Fuehrer and H. Duce. They get it at last, but all does not go well with the boys, and finally the congress at Acropolis to seek aid from other sources ends abruptly when FDR receives the Kingdom of Cafeteria back again, because King Wellington's income tax last page is missing.  
Interspersed are songs of hit caliber, dancing, a burlesqued style-show and a romance, interrupted by a Mussolini spy.

Tunes best remembered are *Living the Life*, *Came the Dawn*, *Melody in Rhyme*, *Just Like a Story Book*.

Two nights at the Harvard locale, then two nights at the Copley Shubert Theater, Boston.

Professional ork under the direction of Al Eisnerman, brought out true merits of the Harvard cleftings. Sets, wardrobe, very adequate. Freedley as Joan Bentley is convincing; others in the cast are sketch. Vocal efforts are adequate, altho last season's *Come Across* rated better.

Ninety-second Pudding all-male presentation is one of daring, using national and international incidents as fodder to jibe and burlesque. Making it more amusing, is the fact that Ben Welles, son of Under Secretary of State Sumner Welles, is co-author. Sidney J. Payne.

### Feagin School Students Present "Nine Pine St."

NEW YORK, April 4.—Senior class of the Feagin School of Dramatic Art last week presented *Nine Pine Street*, a three-act play by John Cotton and Carlton Miles, at the Nora Bayes Theater. As this is the graduating class, one wiseacre in the audience predicted a stimulation of business at the Penn-Astor drug store.

Constance June Humphrey, a supporting player, showed the greatest possibilities with her comic antics. Orna Williams, who plays the lead, tried terribly hard and at times turned in a fair piece of acting; but, of course—she, as well as the rest of the cast, was studied, overaffected and stiff. Perhaps they were nervous.

Other players included Hugh McNeil, who turned in a poor job as the father; Virginia Maddocks, Mary Fairchild, Betty Harrison, Paul Bedford, Doris Brinsfield, Kenneth Cyrus, Elizabeth Wall, Frances Daly, Kermit Kegley, Hugh Anderson, Peter Maston, Mary Cooran, Sgt. Lamont. Clifford Brooke directed. Sol Zitt.

### THE THEATER THRU—

(Continued from page 23)

lessness and lack of co-operative enterprise which appears to make eminently unsatisfactory the prediction of any future for the theater. It would most definitely appear that the theater, huffed by determined coercion, accepts the fate of the witless female pelican, which allows its young to feed of its flesh for nourishment until eventually it dies. But what an ignoble, purposeless end that the American theater should die so that its "faithful" aristocrats of labor may survive!

PITTSBURGH, April 2.—Sixty University of Pittsburgh men will satirize war in the annual *Cap and Gown* musical revue, this year entitled *Pickets, Please*, which opens at the Nixon Monday for a week with sets leased from Max Gordon's *The Great Waltz* and *Sare Me the Waltz*. Other pro touches are a gown created for the show's king by Otto Soglow and direction by Gene Kelly, otherwise pro dance teacher.

Opus was fathered by ex-students Bob Saffron and Nick Spanos, who wrote *Cap and Gown's Out for the Count* in 1936. Libretto direction is by Carl Guas.

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# IT'S UNION CHORINES NOW

## Chicago Late Hour Clubs Cashing in On Hotel Contacts

CHICAGO, April 2.—The smaller and late-hour niteries catering to the visiting firemen have found it a good business policy to develop friendships among the head waiters and managers of hotel rooms. A conservative estimate has over 60 per cent of the early-morning "stumping" patrons coming direct from hotels and on tips received from the room guides who are supposed to know what's good to see in Chicago after dark.

The managers in recommending gay spots usually keep in mind the welfare of their guests. In a couple of cases at least night spot managers have gone out of their way in insuring safety for hotel residents by giving them personal attention.

Until recently girl shows in demand by the visiting whoopee makers have not been available in hotel rooms. The Congress Hotel ushered in a change in local hotel entertainment last month by booking Nita T. Grunland and his girl revue into the Congress Casino. Reports have the show doing terrific business compared to the dull trade attracted by the regular floor bills and has been held over for an additional four weeks.

## Plan Huge N. Y. Club-Arena Combo

NEW YORK, April 2.—Horsemen and theatrical angels who prefer to remain anonymous for the present, but who will be fronted by Douglas G. Hertz, mentor of the Pegasus Club, are financing a new type supper club which they claim will supersede Madison Square Garden.

Club will be somewhere between Times Square and Central Park. Exact location is not being divulged until all necessary real estate has been purchased or leased.

The project will include dining facilities in a glass-enclosed balcony over the vast arena wherein the promoters hope to stage horse shows, polo games and other large-scale entertainment. If all goes well, construction will be started this summer, with the grand opening slated for the fall.

Cost estimated will reach \$1,000,000.

## Band Units Boon To Chi Vauders

CHICAGO, April 2. — Increasing number of band units is proving a nice break for vaude house acts. Good results netted by some of the Music Corp. of America orchestras on tour is encouraging that effort to send more out and take in, in addition to key-house dates, spots that use flesh shows only occasionally.

As a result, acts working with ork units get the chance to work theaters they would otherwise not have the opportunity to do so. Spot dates are using complete units only.

Rockwell-O'Keefe and the Consolidated Radio Artists offices are also doing their share in keeping their better bands busy on the road. Henry Busse, who closes at the Chez Paree March 31, is slated for another theater tour, mapped by CRA. Benny Meroff, a R-O-K outfit, is now taking in Middle West houses with his band unit.

## Night Club Strike Looms in Philly

PHILADELPHIA, April 2. — There's trouble brewing when the Cooks, Bartenders and Waiters' Union starts negotiating for a new contract with night clubs next month. The union is asking a 17 per cent increase in some spots.

Art Pastula, proxy of the Philadelphia Restaurant Association, said, "With business as punk as it is, it's suicide for us to go into more expenses. We'll have to shut down if the union tries to hold us up for more money."

## That Disney Influence

CHICAGO, April 2.—There's been a demand for midgets since the release of Snow White and the Seven Dwarfs, coming from press agents cooking up stunts of one kind and another. Howard Mayer, local p. a., planned one this week for a reception of the gal whose voice was recorded as Snow White's. She's scheduled to open at a niterie here this week and gag was to meet her at the train with seven midgets decked out as Disney's dwarfs. Stunt fell thru, tho, when after a city-wide search only two fem midget fan-dancers located in the area.

## Talent Agencies

AL NICHOLAS, formerly associated with Ed Gardner and Wilbur Cushman, has been appointed head of the orchestra department of Grundmann's Attractions, New Orleans. Company is endeavoring to establish a circuit for name bands.

JACK KALCHEM expected in New York from Chicago this week on a business trip. . . . J. C. STEIN, MCA pres., has returned to the Coast after a brief stay in the Chicago headquarters last week. . . . MRS. KARL KRAMER, wife of another MCA exec, rushed from Chicago to New York to be at the bedside of her husband, seriously ill with pneumonia fever.

LEO CURTIS, of Detroit, is adding new spots to his books. Booked a line of girls into Paradise Cave, another line at the Blue Lantern and a show at the Big Boy Cafe for two days a week in place of one day.

He has now booked shows for the fourth week at Hy-De-Ho. Also a colored revue at the New Villa. Also has Ben-rock Gardens, getting a complete show two nights a week.

HARRY RICHARDS this week broke off a lengthy partnership in the Richards & Gelforb booking office, New York, leaving for the Coast, due to ill health. Gelforb will conduct the rehearsal studios and the agency under name of Max Gelforb Enterprises. . . . DORSEY FORREST has switched from MCA's San Francisco office to its Hollywood office, handling publicity.

HILBERT, Wis., April 2.—Red Raven Inn, operated by Lawrence Duchow, opened here last week with Two Little Maids, WTAQ radio stars, and the Fuhrmann Sisters featured in show.

## Club Talent

NEW YORK: CAS FRANKLIN has been set for a 10-week stay at Manny Wolf's, New York, beginning April 7. . . . ROBERTS AND FARLEY, ice-skating team, and the line of four, appearing with the Hotel New Yorker's Ice Show, did a short for Warner. . . . BLUE DRAKE, blues singer, has tied up with Eddie Lane's Orchestra at the Hotel Governor Clinton. She sang formerly with Charlie Barnett's and Joe Marsala's bands. . . . CARLOS AND CARITO have been held over for the new show at the Havana-Madrid.

CHICAGO: ADRIANA CASSELLOTTI, the voice of Snow White, was brought in from the Coast by Eddie Ebbert to fill a brief engagement at the College Inn. . . . NTG has been buying up a number of small cafe acts for his girl show.

MANNO AND STRAFFORD are finishing an engagement at the Bismarck Hotel. . . . OLSEN AND JOHNSON booked as a coming in-Hat attraction.

HERE AND THERE: ON THE CURRENT program at the Ambassador, Cannes, France, Estelle and Leroy are listed, along with the George Hale Girls, who are on an eight-week job, and Marie Hollis, there for three weeks. Acts now work for tea and dinner shows because there is practically no supper

## Casa Manana First To Sign as Billy Rose Raps Chorus Equity

Pans "Equity radical minority" as having bungled negotiations—praises AFA—contract wins \$36.50 minimum, no benefits, dismissal notices, rehearsal curb

NEW YORK, April 2.—The country's biggest solvent night club, Billy Rose's Casa Manana, became the first to have both performers and chorus unionized when Rose signed an AFA shop contract covering the chorus at an open mass meeting in the Hotel Edison Thursday afternoon. The AFA had already organized the acts, but the chorus had been left unorganized due to the jurisdictional dispute between the AFA and Chorus Equity which ended in the AFA being granted the jurisdiction last month. With Rose now

## \$20,000 First Week Gross for Walton

PHILADELPHIA, April 2.—Despite the recession, Lent, etc., that has night club business in the w.-k. doldrums, Jack Lynch broke all records the first week of the opening of his Walton Roof, grossing more than \$20,000.

Every night since he unshuttered last Wednesday, Lynch's club has played to capacity. The show, headed by Belle Baker, continues to pack them in. Steve Evans replaced Fred Keating as emcee Thursday. Lynch is dickered with Henry Youngman and Eddie Garr to take over after Evans finishes his stint.

## Idora Dansant Opens April 8

YOUNGSTOWN, O., April 2.—First activity of the new season at Idora Park here will be the opening of the dance pavilion April 8, with Tommy Doree's orchestra in for the one night. Sponsored dances will be held during the month, with the pavilion scheduled to open for the regular season soon after May 1. Dansant is being renovated. Charles Diebel, manager, has announced.

## Duchow Opens Wis. Tavern

HILBERT, Wis., April 2.—Red Raven Inn, operated by Lawrence Duchow, opened here last week with Two Little Maids, WTAQ radio stars, and the Fuhrmann Sisters featured in show.

business. Patrons prefer to retire to gambling rooms and neighboring hot spots after the dinner performance. . . . VERNON AND VANOFF are being held a third week at the Belvedere Club, Hot Springs, Ark. . . . GRACIE WASSON went to Pritch's Club, Wilmington, Del., upon finishing 18 weeks for Vincent Fields, Philadelphia.

BARNEY ODARE, with the Gay Boy Revue, reports good business at his present engagement, High Hat, Florida, Ill. . . . RAMON and LE MAYNE opened April 1 at Irish Village, Cleveland. . . . LA PAYETTE and LA VERNE have finished five weeks of their seven-week booking at Matteo's, Stockton, Calif. Others in the same show are Betty Daniels, Sheila Morris, Virgie and Google and his Drapens. Henry Lewis, emcee, has had his contract renewed a third time, assuring his being there another three months.

FRANCEZ REZA has another week to go to make eight at the Crawford House, Boston. . . . LORINA MERRILL, formerly of Hammon's Accordions, is on her own at the Howe Hotel, Akron, O. . . . JOHN BOOTH, Rosales and Seville and Jeanne Goodner make up the new show at the Muehlebach Hotel, Kansas City, Mo. . . . PERGADE and JETAN, dance team, have been booked into the Cafe Madrid, Buffalo, for an indefinite run by Wally Olusk.

VALLEY and LEE, current at the Grey Wolf Tavern, Sharon, Pa., move from there to Pittsburgh.

100 per cent union, the AFA is pressing negotiations with the other big Broadway spots for the chorus, using the Rose contract as a precedent. Rose was invited to the open meeting, attended by 400 performers, and signed the contract while cameras flashed—but not until after he had stirred a hornet's nest by denouncing Chorus Equity in no uncertain terms. AFA executive secretary Ralph Whitehead was quick to follow with a defense of Chorus Equity, pointing out that "Chorus Equity did a great job for the chorus in musical comedy, and we must give them credit."

In describing the negotiations that led to Rose's agreeing to sign, Whitehead said the contract was not as he would have liked it, but explained that, considering the deplorable business being done by night clubs today, it was "the best obtainable."

Highlights of the contract:

- 1—AFA shop, meaning chorus people must join, if not already members, as soon as they are engaged;
- 2—Weekly minimum salary of \$36.50 (which is \$1.50 more than most of the girls are now getting);
- 3—No benefits or outside performances;
- 4—Payment of salaries after the last performance each week;
- 5—Those kept after seven days of rehearsal are considered hired;
- 6—Two-week dismissal notice to chorus people by employer;
- 7—One-week dismissal notice by employer when show is folding;
- 8—Five-week maximum rehearsal, except on spectacles, when extra week is which is approved by AFA Council;
- 9—Two-hour rest period at daily rehearsal;
- 10—Maximum of three hours rehearsal, except for new show, when seven-hour rehearsal are okay but with one hour rest. No rehearsals following the final performance each night;
- 11—Employer to supply wearing apparel, except conventional street clothing;
- 12—Employer to pay for transportation, with journeys of four hours or more by train; Pullman for overnight jumps, and personal baggage not exceeding 200 pounds;
- 13—Employer to supply bail in event of arrest because of any performance required by employer. Employer to pay AFA \$1,000 if bail is not put up;
- 14—No strike or picketing by AFA during term (one year) of agreement.

The 145-pound outspoken Billy Rose caused no end of comment when he told the performer audience that if the jurisdiction "of the chorus was still in the hands of Chorus Equity you kids would not have been organized" and said Chorus Equity did not understand the night club sold and that "this radical minority in Equity got nowhere." It "did a lot of talking but got nothing done, while Whitehead did the job quickly."

Rose praised the AFA leadership as competent to talk to night club owners and added, "The AFA minimum salary for chorus at Casa Manana is \$6.50 more than the minimum for chorus girls after 20 years of Chorus Equity." He explained that he was paying his chorines more than musical comedy girls, even tho his spot offers a show, dance music and dinner for \$2.50, compared with "the \$4.40 musicals that are sometimes not even good shows."

Sally Rand, who is on the AFA Council, spoke on the value of organization and linked labor to democracy. She (See IT'S UNION on page 28)

# Night Club Reviews

## THE ORIGINAL ZORINE AND HER NUDISTS

Personal Direction BILL PARENT,  
Sutler Bldg., Chicago.  
Booking Thru VAL CAMPBELL,  
Fox Theatre Bldg., Detroit.

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## Stork Club, New York

Widely known as a rendezvous for the  
debs and wealthier college boys, this  
smartest spot is building up its main  
band into a real attraction.

The new personality is Bobby Parks,  
a tall and good-looking curly-haired  
youngster who fronts the new band.  
Parks toots a competent sax, sings in  
pleasant tenor voice, and stepped out of  
the last band here to lead the new out-  
fit, now in its 15th week here. Making  
his debut as a band leader, he made a  
nice impression both as a personality and  
a musician. His eight-man combo offers  
rhythms that are thoroughly danceable and  
adaptable to patronage demands. For  
dinner the emphasis is on slower num-  
bers, but the rhythm numbers are given  
full sway after 11—and that is when the  
band shines. Parks has been getting a  
lot of plugs in the society chatter col-  
umns as a regular heart-thumper among  
the society gals and this, of course, won't  
hurt business here.

Nilo Menendez, at the piano, is backed  
by eight men in Cuban outfits and al-  
ternates with the Parks band. Menendez  
is an excellent pianist and his men give  
him solid backing for Latin tempos. The  
two bands are just right for this spot,  
providing rumba and lively rhythm  
numbers all night without a halt, the  
incoming band picking up the last num-  
ber of the outgoing band each time it  
mounts the band stand. The band stand,  
incidentally, is partly inclosed in glass so  
that the music can be turned away from  
the bar, which adjoins the main room.

The club itself is very restful, the  
black, rose and white motif being just  
right while the liquor and service are  
ok, of course. And, above all, there is  
Sherman Billingsley at the door to greet  
everybody.

Leonard MacDain is the press agent  
and Chic Farmer, official photographer.  
Paul Denis.

## Blackhawk Cafe, Chicago

Bob Crosby and his tribe have taken  
over here, giving swing fans a headquar-  
ters for their stompin' and upholding  
the spot's policy of having the show bur-  
den put on the band stand. Ronald and  
Roberta, dance team, provide the only  
variance in the swing diet.

Ork discharges its duties successfully,  
but in this not-too-large rectangular  
room should cut down on the volume  
which sometimes makes too much com-  
petition for those who might want to  
make conversation. The "cats" and "all-  
igators" (followers of swing) don't mind,  
tho, and if the roof comes off it's oked  
with them. Band opens the show with  
an unorthodox version of St. Louis Blues,  
followed by a couple of numbers featur-  
ing Marion Mann, outfit's new songstress,  
who has a dusky voice and swingy style  
which fits nicely with the ork's arrange-  
ments.

Eight of the band members, called The  
Dobcats, are featured next doing a couple  
of compositions titled Just Stumbin' and  
Tone Poem, latter starring Jay  
Bauduc, hot-and-fast drummer who lays  
'em under the tables with his hide beat-  
ing, and then takes the floor doing a soft-  
shoe dance with plenty of pivoting hip  
work.

Ronald and Roberta come on for two  
turns, one a waltz in fast and slow tempo  
to *When Day Is Done* and finishing up  
with a neat rumba. They work grace-  
fully and make a clean-cut appearance  
and with a fast clipped style which is  
eye-pleasing.

Eddie Miller, "Nappy" Lamare and Bob  
Haggart come on next with a burlesque  
of the fan dance, using the old-fash-  
ioned bamboo type. Strictly non-sensical  
but garners a few guffaws. Band then  
ends up with its stock swing arrange-  
ment of *The Pagan Love Song*.

Younger set predominates here, going  
for the no cover and \$1.50 minimum on  
week days.  
Harold Humphrey.

## Chez Paree, Omaha

One of the best floor shows to hit this  
city in some time is drawing them in to  
this club, rated as the city's top out-  
side-the-limits spot.

The Baltimore Boys and their ork are  
here for three weeks in what they say  
is their first night spot engagement. For-  
merly have done only hotel work. Band  
features a trio, Pat Alden, Don Taylor

and Danny Lane, who are the Boys, and  
they have a sparkling style that went  
big here.

Show includes Dixie Francis, shapely  
singer who warbled hot tunes in a clever,  
intimate fashion. Dixie also solos with  
band between shows (three nightly).

Jerry and Turk, acrobatic tap duo, got  
good hand for eccentric stuff which was  
not appreciated. Also did some singing  
and straight tap which went over better.

Dean Murphy does best as emcee and  
limbiter. His novelty skit which leads  
from one imitation into another. Mur-  
phy looks like Jee K. Brown and gets  
plenty of applause. Crowd liked this one.

Baltimore Boys take floor for spicy nov-  
elty songs. All three good singers and  
trio includes violin, bass and guitar.  
Minimum charge \$1 per person.

John A. Scott.

## Susi-Q Club, Chicago

This is the former Marquette Club,  
one of the busier South Side niteries for  
the last four years, which reopened un-  
der a new label when the Susi-Q dance  
craze leaped to fame.

Still operated by Paul Kinney under  
a reasonably priced policy which enables  
him to reap some profit from the con-  
servative neighborhood trade. Food and  
drinks served at average restaurant  
prices, and only a 75-cent minimum in  
effect Saturdays.

Small but smartly booked shows are  
handled by Paul Marr. While the enter-  
tainment budget seldom overlaps the  
\$300-\$400 class, acts selected make suit-  
able attractions and most of them are  
spotted twice to stretch out the three-a-  
night bills. Featured these nights is  
Bernie Green, clever and versatile emcee  
with enough material on hand to keep  
things merry almost indefinitely. Has  
ready and tasteful comebacks for heck-  
lers, a steady flow of gags (albeit some  
of them are old) and, above all, a force-  
ful delivery that commands attention.

Deane Page, familiar nude parader  
around here, goes thru the motions of  
an exotic routine in a daring Oriental  
costume. As is the case with most dis-  
robing numbers of this type, they have  
little class but make a good flash.

Kally Burton, soubrette, pleased with a  
rhythm and Rag routine. Stock talent,  
but enough to fill in an early spot in  
the show. Betty Saxon is a very cute  
little singer and dancer, having an at-  
tractive face and a shapely figure. Betty  
Harris, blues singer, doubles as bar en-  
tertainer. Has a deep, impressive voice  
and offers a variety of songs.

Roy Evans is the intermission pianist  
with a large repertoire of tunes which  
he plunks out with entertaining ease.  
Verne (Red) Wilson's four-piece band  
plays a mighty good show, considering  
its size, and dishes out hot and sweet  
dance rhythms.

Attractive waitresses in decorative  
costumes serve the patrons. Not a bad  
feature. While the bar is in an adjoining  
room it is so located to enable the cus-  
tomers there to see the floor show.  
Sam Hontigberg.

## Beverly Hills Country Club, Newport, Ky.

This stellar showcase of food, drink  
and entertainment is rounding out its  
first year of operation under the able  
management of the youthful Glenn  
Schmidt, and it's a good job the kid's  
been doing. While the recession, Lent  
and sundry obstacles have cut into the  
spot's take at intervals during the year,  
the quality of entertainment has never  
diminished. Beverly Hills still retains its  
title as one of the swankiest casinos in  
the Midwest, as well as one of the best  
in the country for the performers from  
a monetary standpoint. Offering easily  
the largest and costliest floor layout  
hereabouts, Beverly manages to grab off  
its share of the cream business, altho  
there's room for more.

Sprinkled with a good measure of va-  
riety and names, current show is highly  
enjoyable fare. Ork Leader Jack Denny  
starts things off by announcing the  
Girls From Paradise, 16 honeyes in por-  
geous costumes, who contribute swingy  
parade number for an acceptable oper-  
ette.

Dennis White, taking over the emcee  
job at this juncture, introduces his  
comely blond partner, Miss Burns, and  
the pair swing into an interpretive tap  
which runs the gamut from the hotcha  
collegiate to the more sophisticated.  
Team has dash, class and pep, and a

whirling finish, with Miss Burns on her  
partner's shoulders, brought them sound  
milling.

Six Lucky Boys give the bill a circusy  
flavor with their Ristley turn, wherein  
they display a good assortment of tricks  
with a comedy flair. Boys work in ran-  
zamazataz fashion and pull a goodly share  
of laughs and applause. Getaway stunt  
has one of the lads Ristleying thru and  
out of a hoop. Good hand.

Paul Rosini had the smart assemblage  
bridled and baffled with his grand dis-  
play of magic. A showman to his finger  
tips, Rosini gets tremendous reaction  
from the most minor trick. His finished  
and suave manner and the affected, tho  
effective, dialect go far in aiding him  
to sell his wares. When caught he did  
the cups and balls, with the chicks  
finish; a corking and different slant on  
the egg bag trick; torn card to cigaret  
and a sucker card effect with a male  
patron serving as a stooge to telling  
effect.

White returns to front the line girls,  
working *You're a Sweetheart* in good  
voice, which serves as introduction for  
Dolly Arden, gorgeous blond danseuse,  
who contributed a classy and graceful  
acro high-kick routine. A sensational  
hand-spin finish sent her away to gra-  
cious returns.

Nick Lucas, crooning troubador of  
stage, screen and radio, in this, his night  
club debut, demonstrated that he fits  
equally as well here as in his other  
fields. Had top billing here and ex-  
perienced little difficulty in pleasing  
with his inimitable song style. Did  
*There's a Gold Mine; Sweet as a Song;*  
*Tip Toe Thru the Tulips; Ti-Pi-Tin;*  
*That Great American Home* and several  
requests. Was called back for an en-  
core, but begged off.

Seven line girls are spotted here for a  
fair bit of harmony work on *Bob White*,  
which leads into the finale, with all on  
and Lucas warbling *Painting the Clouds*  
*With Sunshine*. Jack Denny's lads con-  
tribute an excellent brand of dance me-  
lodies, and, with Benny Fairbanks wield-  
ing the stick, did up the show music in  
fine style. Alcece Graves filled the in-  
termissions with a tasty brand of harp  
music.  
Bill Sachs.

## Dorchester Hotel, London

Henry Sherks new floorshow is tabbed  
*And So To Laugh*.

Foremost attraction is Paul and Grace  
Hartman with their unique satire, swell  
comedy and smart dance. Act is highly  
successful.

Naughton Wayne, suave and nonchalant  
English emcee, is familiar here and  
plenty liked. He has added lots of new  
material.

Percy Athos' *Follies*, English girls, are  
peppy, talented and lookers. Several of  
the girls step out for solo specialties.

Jean Rai, red-headed dancer, is grace-  
ful and rhythmic. Odette Athos is versa-  
tile and well worth watching.

Jack Johnson and band remain.  
Bert Ross.

## Red Mill, Bronx, New York

This is probably the largest night club  
in the Bronx and is a good indication  
of the trend away from downtown clubs  
in New York.

Having a capacity of 600, it draws from  
the neighborhood, which is almost en-  
tirely residential, and offers modest  
prices, a 50-cent minimum (75 cents  
week-ends), and an entertaining show  
and music.

Show is a Bernard Bernardi produc-  
tion and one of Bernardi's 22 units tour-  
ing the East. It is a pleasant affair built  
around the six-girl line which offers  
three routines with a costume change  
each time. Opening is a song and dance;  
then comes a fan waltz number with a  
tap to finish. Doris Keys steps out for  
a lively and strong toe-tap to *Poor* and  
*Peasant Overture*, while Leah Roland,  
also from the line, is spotted for an acro-  
tapp.

Specialties are provided by Ramon and  
Luenda, Latin ballroom team sporting  
fine wardrobe and going thru fairly in-  
teresting routines. The man is a bit too  
heavy and this obviously slows down  
their work.

Sally Gooding, colored singer formerly  
of the Cotton Club show, is doing a re-  
turn here and making a good impression  
with rhythm numbers. Marcia Barrett,  
shapely brunet singer-dancer in a flashy  
costume, was added to the regular show  
the night caught but made a poor im-  
pression.

Tommy Hayden, emcee-singer who came  
in here on a three-day date and is now  
in his fourth year, handled the intro-  
ductions nicely. He is a combination

ensemble-entertainer and very well liked here.

Jimmy Patty's five-piece band accompanies the show and dishes out the dance rhythms in acceptable style. Nicky Sands, bespectacled pianist-singer, fills in show waits, revealing an interesting voice and delivery.

Herman and Nat Kay operate the spot, here for eight years. Shows 10:30 and 1, with an additional one Saturdays. Bills changed Mondays. *Paul Denis.*

**Trocabaret, London**

Outstanding novelty is Harry Kahne, American mental wizard who arrives via Australia. His amazing and uncanny abilities astound the patrons and his feats of reading papers, answering questions, working out mathematical problems and at the same time writing in divers fashions on a blackboard are carried out with consummate showmanship.

Also from America are the popular and funny Music Hall Boys, three-man comedy vocal travesty act. Boys eclipse their previous Victorian numbers with a take-off on a Russian singing trio. Score solidly.

Reine Paulet, Parisian singer, has a good voice and registers heavily.

Tollefsen, Norwegian accordionist, impresses as one of the best manipulators of a push-box in Europe. His playing has rhythm and real class.

Fred Bredin, lively and entertaining comedy illusionist, is smart and funny. He effects a broken English gab that gets laughs and his work is slick.

Adam and his Orchestra complete one of the best shows yet set here. *Bert Ross.*

**Savoy Hotel, London**

Only holdover is that of the Three Swifts, juggling comedians and tops with their novel and clever admixture of skill and humor.

Ariane and Cesar, Continental dance team in Russian and Hungarian costumes, offer compelling routines.

Byrd Gondis Trio, three men with a peach of a levitation, equilibristic and posing offering, are well liked.

Business remains good. *Bert Ross.*

**Cosmopolitan Room, International Casino, New York**

This is the secondary room in the International Casino, the main attraction being the huge casino room itself where the big Sandring-Charles revue is presented twice nightly.

The Cosmopolitan Room circles the open spiral bar and has the benefit of sunlight and a swell view of Times Square. It is open for lunch, dinner and supper, with Ralph Murphy's orchestra providing the music and entertainment. The band is composed of piano, string bass, drums, violin and guitar, and dishes out music that is pleasant to the ear but not outstanding. The band boys form vocal groups and lead pleasing variety to the music.

Lunch is 75 cents to \$1.50, and dinner is \$1 and up, as compared with the casino dinner, which starts from \$2.50.

The management of the I. C. (now under 77b) has been trying hard to build up lounge and bar business but progress is slow.

Karl Bernstein is press agenting the entire I. C. and doing a good job, too. *Paul Denis.*

**Irish Village, Cleveland**

Enlarged and with plans for more elaborate entertainment, this club on Play House Square launched a new program Thursday night.

Across the street from the defunct Mayfair Casino, the Irish Village was

opened some time since by Allan Sax and E. Ginn. During the first year of the Great Lakes Exposition they conducted the Irish Village on the Streets of the World. Next to the Irish Village was the Skillet, managed by Joe Brock, on the site of the original Mayfair Casino. Skillet folded soon after its opening and Irish Village has added the site to its original building. Seating capacity will accommodate 600 when addition is finished. New room is divided into a Scotch bar and salmon-hued dining room. Between the two is a raised dance floor.

Marty (O'Brien) Bookstone furnishes music with a new eight-piece orchestra. Program includes Hazel Crowe, bold chautreuse, and Stanley, Raymond and La Mont, fast-stepping dancers.

Irish Village is another bright spot in Play House Square district that is growing more popular each week. *H. R. Hoyt.*

**Cafe De Paris, London**

Gertrude Niessen, making her European debut here, provides the attraction. She is highly successful and at her initial performance she sang eight numbers, ranging from pops to her own Tony's Wife. Her contralto voice is carefully modulated and her diction and voice control are well nigh perfect. Here for four weeks. *Bert Ross.*

**Yacht Club, Chicago**

This spot is proving a haven for comedy trios. Most of those still hanging on and having anything on the ball make this room at one time or another. And it's splendid atmosphere for such an act, small and intimate and in the market for plenty of noise. Of late, members of the Hitz Brothers crop have been getting the featured billing and given the run of the show.

The new trio are Lane, Tree and Edwards, energetic boys of the fast lyric and swift gag variety. They are entertaining, albeit not out of the ordinary. A clever bit is their triple emceeing.

Jane St. Clair, of the burlesque field, is back with a strip routine that would be okay without the off-color lyrics preceding her parading. Teresa Rudolph, a sweet-looking and capable dancer, held her own despite a late appearance on the bill. She displayed marvelous ballet training which she used to advantage in waltz and rumba turns.

Ondrea and Michel, held over, appear in a couple of musical comedy and whirlwind dance moods that are executed with craftsmanship on this small floor. Mildred Fenton, rhythm singer, continues with honeyed arrangements of pop tunes and while she has no trained voice her attractive appearance and engaging personality make up for the vocal deficiency.

Maurice Stein is the new orchestra maestro. Leads a six-piece band which makes a good dance combination. Maurice himself is a handsome blond-haired chap with definite possibilities of climbing the ork-leading ladder. *Sam Honigberg.*

**Lennox Club, Wilkes-Barre**

This newly redecorated night spot in the Lennox Hotel has returned to the policy of two shows nightly.

Featured is a six-girl line, the Savoy Steppers, composed of attractive girls who give a fair presentation in their unit numbers. Girls also do individual numbers which bolster the show considerably.

Morton Starr features *The Bolero*; Jean York, the waltz; Terry Lynn, a sophisticated tap routine; Rene Rogers, specialty tap number; Conale Duane leads the soft shoe tap routine, and Phyllis Kaufman does a specialty dance.

Rosita Cortez's chanting of *I Double Dere You* and *Say Si, Si* in Spanish comes over fine, but she has a strong voice and must learn to keep further away from the mike.

Stan Hall is emcee and does a fair job considering that it was his second performance with the show. He also does well with his special arrangement of *Old Man River* while strumming his guitar. He has a rich baritone voice but makes the mistake of going falsetto while trying to reach some of the high notes. *Milton Miller.*

**Show Boat, Pittsburgh**

Like all local clubs, the Boat is currently suffering recession due to a series of liquor board raids on less legit spots

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## Moss Seeks New York Agency Regulation 'With Teeth in It'

NEW YORK, April 2.—Booking agents and talent managers are in for the seasonal drive of the local license commission to regulate their activities. This time, tho, Commissioner Paul Moss is on the warpath "with a plan that has teeth in it."

"I propose to spend the summer on Broadway," said Commissioner Moss, "cracking down on the agents who are not licensed."

And he says that he isn't going to do it single-handed, either. Along with his corps of investigators, Moss states, he is going to enlist the aid of the police department to check the "phonies" and "halfway agents" who have been the most persistent violators of the law.

"In this manner," said Moss, "we will be able to weed out the undesirable who have been preying on innocent performers to whom they make brush promises and deliver nothing."

Moss is not only going to depend upon the law to bring agents and bookers into line, but he says he has also been assured the co-operation of the bigger booking agencies.

On Wednesday, March 30, a conference of the licensed agencies was held in Moss's office with approximately 50 attending, including representatives from RKO, Loew and the William Morris office.

Most of their licenses expire May 1, but all have indicated they would renew. Moss will begin his drive after that date.

He proposes to visit all the night clubs, radio stations and other avenues of entertainment using talent and checking up on the programs. If he finds the agents are unlicensed, he said he will use stern measures to bring them into line.

In seeking the co-operation with those who attended the conference in his office, Moss said that when he finds that talent is booked for a radio show, night club or vaude house, and the agent is not licensed, he will personally caution the particular operator to cease dealing with unlicensed agents. In turn, the licensed agents have promised co-operation in the way of reporting violations of the law.

Big time artists' representatives, according to the commissioner, are a bunch of "hokus-pekus." "That is only their way of getting around the law and avoiding city regulation. They are book-

## Film Names Mint For Stanley, Pitt

PITTSBURGH, April 2.—The chopping of featured players from movie studios' pay rolls is proving a boon to the Stanley Theater here. In the past six months personal appearances have become such a bonanza for the city's lone vaude house that beginning today it has booked a solid month of flicker stars in the flesh.

Opening yesterday was Larry (Tarran) Crabbe. Next Friday, Jackie Cooper comes in, followed by Allan Jones or the Norma Talmadge-George Jessel combination, after which, six days of Mae West.

Movie players here recently have been Henry Armetta, Herman Bing, Monte Blue, Mary Dee, Buddy Rogers, Harriet Hilliard, Billy Gilbert, Hal LeRoy, Larry Blake and Judy Garland who, four weeks ago, cracked the Stanley all-time record with \$35,000 gross.

Capitalizing on film fame, Harry Kalmine has also featured Fred Waring's Pennsylvanians, Benny Goodman and other bands who showed on local screens shortly before their p. a.'s, as well as a number of specialty acts whose billings hinged on their Hollywood stints.

## Dorothy Haas in Cincinnati

CINCINNATI, April 2.—Dorothy Haas, of Pancho & Marco's New York office, arrived in town Thursday to set advance radio and press publicity and effect a local Ford tie-up for the appearance of Al Pearce and his Radio Gang, who come to the Shubert Theater here for a week, beginning April 15. She returned to New York tonight. Miss Haas was a visitor at the home office of The Billboard Friday.

ing agents up and down the line, and I intend to prove it."

The question of fees among the licensed bookers has been a sore spot. The bookers are seeking an increase of 5 per cent to the 5 they get now. Moss said that this will be worked out.

Performer complaints to the department of licenses have been negligible in the last year, with adjustments made in every case. "There were no suspensions or revocation licenses among the bookers and agents in the theatrical field all last year," Moss said.

On the question of legislation, which Moss has been trying to push thru for years, Moss blamed the death of the Osterling bill to its general nature. He plans to bring a bill in the next session of the legislature dealing with theater licensing alone and is confident of its passage.

## Chicago AFA Plans Moved Back to Fall

CHICAGO, April 2.—Organization work by the American Federation of Actors among acts, cafes and theaters in this territory has been moved back until fall to give Guy Magley, local APA rep, more time on his current circus and carnival drives.

Magley, while in town this week between winter quarters trips, stated that three or four organizers will probably come in from New York at the beginning of the new season to help the local office line up cafes and theaters.

Sheldon Krim, former agent, who last year made an attempt to organize local bookers and agents, states that he is still working on that plan and that he is seeking co-operation from the APA in recognizing such an organization once it becomes active.

## Cotton Club Is N. Y. Moneymaker

NEW YORK, April 4.—Despite the generally poor night club conditions locally the Cotton Club looms as the surprise of the season. In its 14th year of existence, altho only its third season in its downtown location, the club has been averaging \$30,000 to \$35,000 per week this season. Highest gross was New Year's Eve week (\$52,000) and the week after, \$46,000.

Weekly net is understood to be around \$20,000, giving the spot a handsome profit. Herman Stark, club's director, is preparing three Cotton Club units to open around June 25 in London, Paris and Buenos Aires, respectively. Clarence Robinson will probably stage the shows, using most of the original casts except for the top names.

The only other Cotton Club show to go abroad was the edition that played London last summer.

## Milwaukee Club Reopens

MILWAUKEE, April 2.—Renovated Club Astor opened March 26 with Bobby McLean's Ice Carnival Revue, including the Six Moritz Girls.

## Shuberts Vague About Big Time Vaude at New York Winter Garden

NEW YORK, April 2.—Plans to introduce "ultra name" vaude at the Winter Garden here, immediately following the run of *Hoosier Joe*, what, were today declared "still just an idea" and "decidedly nebulous" by brainparent Lee Shubert and other members of his immediate staff.

Shubert could not be moved to state any further than that he was "thinking about it, but haven't decided upon anything in connection with it." "To tell the truth," Shubert reflected, "I haven't quite made up my mind about the whole thing. I don't think there's enough sets of the type I have in mind available right now."

Claude Greener, Shubert publicity

## De Luxe Cab

KANSAS CITY, Mo., April 2.—A bon vivant staggered from the city's swankiest nitery last night and called for a cab. He waited a few minutes, became impatient and spied a white "cab" parked across the street. Without ceremony, he placed himself in the rear seat, waiting for the driver to return from a near-by drug store.

The driver returned shortly afterward. He was Sgt. Barney Mahoney, of the police traffic bureau. The "cab" was his white safety sedan. Mahoney, equipped with a sense of humor, drove the "fare" all the way home and put him to bed.

## Chi Bookers Mad At 2-Salary Acts

CHICAGO, April 2.—Bookers of the once combo houses here are up in arms against the tactics of some agents when setting salaries for acts. While admitting that an act working a Loop theater rates more money pro rata than in a nabe or smaller city house, they contend that the comparative figures are entirely out of line. A leading booker took it out on the agents the other day when he discovered that the figures they set for acts in the Milwaukee and Detroit combos were almost half the size of those submitted to him. He warned the boys that a repetition of such "highway robbery" would mean an end of their relationships with the office.

The agents, on the other hand, claim that they are helpless in the matter, blaming the acts for insisting on higher salaries for Chicago theaters.

## Ork Leader Gets Exec Post

SEATTLE, Wash., April 4.—Ardie Loveland, whose band has been entertaining nightly at the Olympic Grand Hotel dining salon, for a year and four months, longest run in annals of the Olympic, has been elevated by Frank W. Hull, general manager, to assistant manager of the Olympic in charge of entertainment.

## Felovis Opens Belated Tour

DETROIT, April 2.—Felovis, European juggler, made his first American appearance at the Fox Theater last week since returning. Felovis did not arrive in time for Friday opening due to late arrival of his ship in New York.

## Herman Whitman Collapses

PHILADELPHIA, April 2.—Herman Whitman, manager of the Earle Theater, collapsed in the theater Thursday from overwork and nervous strain. He is in serious condition in his suite at the Sylvania Hotel.

## Hartford Club Goes Union

HARTFORD, Conn., April 4.—Lou Holtman and band are back in the Lobster Cabaret, replacing Max Beverbach. Step marks return of Lobster to union bands for first time in three years.

Lobster uses two or three acts and its own singing emcee, Bert Stuart, each week.

## Vaudeville Notes

PAULA STONE heads a list of specialty performers in the new RKO musical short for the NU Atlas series. The cast includes Billy and Milly, Sugar Nichols, DeMay, Moore and Martin, Eddie Bruce and Willis Clair. . . . CHERRY PRESSER, dancer daughter-in-law of Harry L. Hopkins, had to cut short a Chicago engagement to return to New York for an appendectomy. . . . U. S. THOMPSON is following up his 60-week engagement in and around Melbourne, Australia, with a 10-week tour of New Zealand before returning to America. . . . HARRIS, HOWELL AND HARRIS all from New York April 6 on the Queen Mary, for their second European tour. They're booked solid until October 18, at which time they may continue on to Australia and South America.

Most vaude shows nowadays don't look so hot because salaries are so low that acts cannot afford to carry special scenery or too much fancy wardrobe. As a result, entire bills are often run off before a single house set and, when compared with the lavish sets used in pictures on the same program, the vaude looks crummy. It's a tough problem.

JANE PICKERS will start an extended theater tour for RKO in Boston, April 7, and following with the Palace, Chicago.

Nowadays most acts beginning to make above subsistence salaries rush out to get a press agent. Having a press agent is considered by performers as indicative of entering the big time. Of course, this is not necessarily true—as often a good press agent is wasted on talent that has no real possibilities and, often, too, good talent is wasted on a bum press agent.

JOHNNY SANNA, dancing comedian, is leaving in July for Australia to open in the new Will Mahoney show the following month.

## Nick Lucas for Milwaukee

CINCINNATI, April 2.—Nick Lucas, crooning troubadour of the stage, screen and radio, who Thursday night concluded a fortnight's stand at Beverly Hills Country Club, Newport, Ky., where he made his night club debut, opens at the Miami Club, Milwaukee, April 16, for a two-week engagement, with options. He's in there on a salary and percentage arrangement. Al Bordo made the booking.

## Spokane Vaude Dropped

SPOKANE, Wash., April 2.—After the longest run of any vaude here in the past five years, the Bert Levy Circuit was dropped recently at the Post Street Theater. Owner William L. Evans said the advent of warm weather and not the quality of the vaude was responsible. He plans to bring back vaude early next September. Of the 27 weeks run, he listed only three as bad. Thrown out of jobs locally are Emcee Lou Brock and 15 musicians and stagehands.

## Changes in Wash. Houses

SEATTLE, Wash., April 2.—James Q. Clemens, veteran showman, is now manager of the Fifth Avenue Theater, succeeding Andrew C. Saas.

Post Street Theater, Spokane, has discontinued vaude for spring and summer. For the past 27 weeks the Post has offered five-act units, booked from the Bert Levy Circuit, Chicago. Plans to return vaude in the early fall.

## IT'S UNION—

(Continued from page 25)

ended a surprising talk that was full of economic theories with a plea for performers to be social-conscious. "The time has come when actors are looked upon as being stupid and easily swayed," she said. "We are dignifying our profession."

The meeting was graced with the presence of several former Ziegfeld chorines who are now members of the Girls' Club. Gladys Feldman Brabham, vice-president of the club, endorsed the APA's drive in the chorus field, and Beryl Halley Falkenhainer, Neva Lynne and Dorothy Brown Fox took bows.

A congratulatory wire from APA president Sophie Tucker was read by Whitehead, who emceed the meeting and told the performers of the organization's growth and successes the past several months.

# Problems of Vaudeville Booking Today

An Interview With **SIDNEY PIERMONT**  
(Chief Vaude Booker for Loew Circuit)

**A** CIRCUIT vaude booker who refuses to look back "to the good old days of vaudeville," Sid Piermont is a realist who is interested primarily in vaudeville today. Vaudeville's future, naturally, concerns him; but he is too cautious to attempt any prophecy. He would rather stick to his knitting—booking good shows for those Loew theaters still using vaude or picking up occasional units or attractions.

Vaudeville is more exacting today, Piermont feels. Audiences that have seen so many film musicals, listened to so many radio programs and are acquainted with good legit, concert and night club entertainments won't take to bad vaudeville. They want good vaude entertainment or none at all.

From the booker's angle, vaudeville today is a different proposition than it was a few years ago. Without a long string of houses available so that acts could be broken in and salaries more deftly arranged, the circuit booker today must depend on his ingenuity, opportunism and shrewdness more than ever before. The circuit booker must watch radio, night clubs, pictures and what's left of legit more closely than ever. When he takes talent out of these fields, he lacks break-in time and must, therefore, see to it that the act is good from the very first vaude date played.

### Problem of Flashes

A lot of talent, says Piermont, must be judged right in the rehearsal hall. Dance flashes must be pieced together and lighting and music often must be polished at rehearsal or in a hall. With produced flashes almost extinct, due to lack of vaude time, a booker must often put together "flashes" for two or three dates. Often a couple of standard acts temporarily merged make a flash—Holland and Hart and Edna Janis is a recent example. Whatever flashes are still around are usually owned by the performers themselves.

The few remaining indie and break-in vaude spots around do not produce much usable talent for circuit houses. The small houses lack adequate music, lighting and facilities for smooth performances and few acts can really look well in these houses, Piermont feels.

This situation enables Piermont to make some general observations. For example, he says, most night-club acts are too risqué, too loosely constructed, too ad libby. There is little continuity and often dance routines that are okay in a night club are not flashy enough for the vaude stage. Night-club acts are accustomed to working leisurely, casually. When they work vaude dates they often forget that vaudeville demands speed, salesmanship. A vaude act must start selling itself from the minute it comes on; it can't stall.

### Radio Acts Too Colorless

Talent coming to vaude from radio usually is too colorless. Radio acts, says Piermont, usually have no punch; they go along on an even keel; they don't build up. Radio singers, for example, usually fade out at the finish, whereas in vaude singers find it necessary to use a sock finish, such as a high note, a trick or some sensationalism.

Radio acts that have no stage experience usually don't know how to get on and off a stage—they are so accustomed to being at the mike when the program goes on. Of course when radio acts get stage experience they can fit from radio to vaude easily and successfully.

Radio singers who made the switch to vaude successfully include, according to Piermont, Jackie Heller, Kate Smith, Morton Downey and Slims and Bailey.

### Radio Puts Bands in Money

Radio has done more than build up singers and talkers for vaude, radio has also put bands on the map and made them desirable for stage dates, says Piermont. Some of the name bands



**SIDNEY PIERMONT**, chief Loew vaude booker, has been with the Loew Circuit for years. He is a walking encyclopedia of vaude information, having received his training under J. H. Lubin and Marvin Schenck and now carrying on successfully on his own.

getting big salaries in vaudeville now are no better than they were years ago, but radio network programs put them in the box-office class. Name bands with radio and phonograph-record reputations are welcome in vaudeville today and have done much to keep the flesh idea alive in many movie houses. Benny Goodman, Herace Heidt and Fred Waring are among those whose bands became box-office attractions mainly thru radio build-ups.

As always, picture players are okay for vaude, except that today audiences demand talented players, and the old glad-to-see-you stuff is not enough any more. A few years ago movie stars could get away with it by just showing their profiles and gabbing about dear old Hollywood. Today movie names who get vaude bookings are those who can turn in a performance. Judy Garland, Herman Bing and Mischa Auer are among the most recent movie names doing successful personal appearances.

On the other hand, such movie names as Martha Raye, Bing Crosby, Eddie Cantor, Mae West, Ben Blue, Roscoe Ates, Judy Canova and Frances Langford are still great on the stage, having been developed in vaudeville and legit.

### Some Acts Are Passe

Due to two-a-day vaudeville being gone and modern vaude being dovetailed with films, and also because vaude audiences have changed, many types of acts once very popular are no longer in demand in vaudeville.

For example, the old-time instrumental flashes have been crowded out by the popularity of bands. The straight talking acts have been squeezed out by talkies, which make audiences less receptive to stage talk. The plot act, or the sketch, is passe, due to talking pictures and continuous vaudeville performances. The old-fashioned comedy talk skit is not welcome any more.

Long comedy turns are not popular. They were all right when vaude bills ran 70 to 80 minutes, but today most bills run 55 to 60 minutes and an act must get on and go off quick. The act must kill them and fast, as there's no time for leisurely build-up.

Freak acts have lost their hold on vaude, too, says Piermont. Altho the Loew Circuit never did play freak acts arising from scandal, it occasionally has played name prizefighters, athletes, aviators and newspaper columnists. Columnists are okay, since it has been

proved that newspaper readers develop a yen for seeing their favorite writers in person. Loew has played Louis Sobol, Ed Sullivan and Nick Kenay, but it has always made sure it built a sock show around their personal appearance.

### Freak Acts Not So Hot

Piermont feels that the box-office strength of freak headlines has been greatly exaggerated. If the freak can't provide entertainment he won't help the show, and the chances are that he won't do any real business. Freaks, says Piermont, usually get the theater publicity, but they don't draw crowds.

On the other hand, an occasional freak act does well. Max Baer's personal appearances five years ago, for example, were very successful, especially just after he did the picture *The Prizefighter and the Lady*. He had a great personality and also did an entertaining act. The Hilton Slamese Twins were the greatest freak act Loew ever played, says Piermont. They toured for Loew about 12 years ago and did great business.

As for units, they mean little in New York, but some of them are okay for out of town. And even then, the acceptable units are those that have both entertainment value and box-office power. An entertaining unit without b.o. strength is no good. At present Loew uses units occasionally in Norfolk, Richmond, Columbus, Akron and Evansville.

The presentation idea is dead, of course. It's too expensive; but even today the Loew office occasionally dresses up a vaude show to relieve the monotony of straight vaude bills. In Washington, for example, Loew puts in a girl troupe every few weeks, providing the vaude bill with a flash background. Janette Hackett, Chester Hale and Harry Crosley troupes have been used lately.

### Loew's State Now Tops

Loew's State, once the also-ran house to the Palace, so far as vaude was concerned, is now, due to change in competition and careful booking, the pre-

miere vaude house of the country. It has virtually "made" Red Skelton, Milton Berle, Benny Youngman, Frances Faye, Chick Webb's Band and Salici Puppets. The State is now a great showcase for talent, its shows being covered weekly by talent scouts, trade papers, agents, etc.

In the meantime, Piermont feels, acts that can attract the younger generation to the theaters are the acts doing the most good for vaudeville today. He points to the mobs of youngsters that trail Judy Garland's personal appearances, and to the young people attracted by Benny Goodman, Rudy Vallee, Dolly Dawn, Tommy Dorsey and others. It seems young music has done much to make youngsters aware of flesh entertainment, incidentally.

Today's vaude booking problems are tougher than those when vaudeville was flourishing, Piermont observes. Then circuit bookers had plenty of vaude time to juggle around and they were able to develop and encourage new talent. Today the circuits have a handful of houses each and must resort mostly to booking talent already developed.

Not only that, says Piermont, but the booker must compete with picture, radio and musical comedy for name acts and bands. Rising talent is willing to play vaudeville if it can get the salary it wants, but its heart is in radio or pictures and it usually gives preference to those fields when it has to choose between them and vaudeville.

### Good Comedy Acts Scarce

Comedy acts are not easy to get, as star comedians are usually either too busy with radio and pictures or want prohibitive salaries from vaudeville. In addition, promising young and beautiful talent is usually either hanging around Hollywood or the radio studios, or is trying to develop in night clubs—in any event, it isn't always available to vaudeville.

Nevertheless, and despite these handicaps, circuit vaudeville today is giving the public the very best available. The steady success of vaudeville at Loew's State, New York, is the finest example of this.



**HENNY YOUNGMAN** and **THE DE LONG SISTERS**, pictured above, are recent proof of the expert camera clicking of Al Rosen, manager of Loew's State Theater, New York, the country's premiere vaudeville house.

# Vaudeville Reviews

## Loew's State, New York

(Reviewed Thursday Evening, March 31)  
A bang-up show, one of the strongest for every position on the bill and sure-fire for every one of its 80-odd minutes. Looks like a personal appearance aggregation, too, with Bert Wheeler, Fifi D'Orsay, Eddie Garr, the Carl Freed Harmonists and Billy Wells and Four Pops rounding out the layout. The marquee is also chalked with Judy Garland, who did a p. a. here only a few weeks ago; Allan Jones, who makes his next week; and Fannie Brice, to give the house that old Palace look. Last three feature in *Everybody Sing* (MGM).

Couldn't have asked for a better curtain raiser than Wells and the Four (or Five) Pops. Billy is responsible for the bulk of the comedy with his eccentric dancing, stomach rippling and comedy impressions, while the remainder of the troupe contributes assortment of fast and difficult tumbling and acrobatics. Added feature is the acro work of Betty-Lou, youngest member of the tribe. Presentation, as a whole, is fast and well mounted.

Eversescent Fifi works her reliable and unchanging magic on the down-trodden, playing up to the boys with her vivaciousness, her giggling, twisting, squirming and what not, and edifying the rest of the customers with bilingual song narrations. A hyper-animated cross between a Bordoni and a Veece, she seems to be able to fill to a T just what she is expected to do.

Garr's routines, too, have become more or less familiar, either thru his own repetition or that of others. But Eddie's talents seem non-tiring and a sprinkling of new pieces of business is all that is needed to make the offering ever-new. Garr concentrates on gagging and story telling in his present stint, and altho as successful as he could wish at it, a little more of mimicry, his forte, wouldn't be unwelcome.

Wheeler's appearance should be noted with some sort of distinguishing honor for marking a radical departure in what our come-to-flesh movie stars have been

dishing us. Nothing about Hollywood, no excerpts from past pictures, no sentimental tripe to gripe the stoutest stomach. Instead, adopting a stranger-to-all-this approach and allowing himself to be the butt of all the gags, he warms up even those who never liked him on the screen. He is ably assisted in gags, stories and situations by Hank Ladd as a straightening becker-stooge, and by June Burnett, a cute redheaded trike possessing a pleasant singing voice.

Carl Freed and his Harmonica Lads wound up with a short but spirited session of group blending. Boys had no time to show their full wares, but pleased nevertheless with several renditions, best being *Ti-Pi-Tin* and *Lech Lomond*. Outfit garbed in clown costumes.

House filled for last show opening night.  
George Colson.

## Chicago, Chicago

(Reviewed Friday Afternoon, April 1)

Foremost in the current bill are Fred Evans' production numbers, modern and lined for popular consumption. Unfortunately, the spectacles are not balanced with the right acts to make it as speedy a show as it should be.

The 16 Evans Girls and a singing quartet (Trendler Singers) open with the traditional and swing versions of *Lech Lomond*. The hill-outfitted ensemble makes a striking scene and the immortal tune is capably presented in both the terpsichorean and vocal departments.

Ray and Trent deuced with an entertaining hand-balancing session that combines both skillful tricks and comedy bits in smooth fashion. Boys have a good opening in their chain dance and immediately follow with their athletic feats that net good hands.

Corinna Mura, Spanish coloratura and a fascinating personality, comes on alone to sing a native song, encores with another slow number, accompanied by the singing quartet, and climaxes her singing turn with the original version of *Ti-Pi-Tin*. Latter hit song serves for a clever Spanish background. Miss Mura's voice and delivery command attention and will please in the smarter hotels and theaters.

Paul Gerrits works with an abundance of ease and altho his gags hardly exceed his graceful skating feats in entertainment value they do furnish proper relief due to his individually pleasing style of salesmanship.

In the closing number Rudy Wagner, house orchestra pianist, is featured on a platformed piano plunking out *Nella* while the line in bright red costumes engages in a thoroughly digestive ballet fantasy. The scene is tastefully mounted to

make it sincerely appealing to a combo house audience.

On screen, *Bluebeard's Eighth Wife* (Paramount). Business good first show opening day.  
Sam Hirstberg.

## RKO Keith Memorial Boston

(Reviewed Thursday Afternoon, March 31)

Bainy weather and a fair house greeted the Memorial's opening show (67 minutes), with Dave Benke producing and Line (24) routines copping honors on an almost all-okeh bill.

Two dozen line dolls interpret fresh routines that make the weekly vaude customer sit up, take notice and nod approval. Ladies offer three distinct numbers. They crescendo expertly vis-a-vis with music; another time their costumes and lighting effects blend them into a bouquet of sweet peas, and the finale to *Orpheus* is the last of their grand work. They've got precision and class.

Louisa DuPray is socko as a tapster with steps that register him up and coming. There are snatches of ballet and such cleverly manipulated. His capella stint is tops. Would make good musical comedy material.

Jane Pickens gives the folks some okeh vocaling with *Thanks for the Memory*; *I Can Dream, Can't I?* and her take-off of a Metropolitan Opera soprano at an outdoor concert at night. Her burlesque is dignified and accomplished with finesse. Big hand was deserved. *Ti-Pi-Tin* was her encore. Nifty act, well acted.

Gene Sheldon strums a mean banjo and should stick to his novelty plucking rather than the absurd pseudo-piano stuff. Lovetta Fischer had little to do as a foil. Act could be revamped into a clichek with better material.

Holland and Hart, dance team, are a carefree flighty pair with toe-tinkling business and entertaining routines. They are featured in a well-scripted production number intro'd by the clear pipings of Janet Carol to *In Old Vienna* Day.

Park and Clifford open their acrobatics in a setting of class. Lads go thru intricate feats that are just a trifle too obvious on the difficult fakery business. Their turn is a symphony of motion.

Special overture arrangement of *At a Peppercorn Cowster on the Rue de la Paix* by the ork (22), balanced by Edward Rosenwald, opened the show. Acts and ork just a mite desynchronized. Mike hyped too much.

Pie, Mad About Music (U).  
Sidney J. Paine.

## Scala, Berlin (Month of March)

Interesting show has a great attraction in Lyda Sue, American acro and control dancer. Produced by Eduard Dulberg, it has good settings and is tabbed *At the San Remo*. Otto Stenzel, house ork leader, doubles as emcee.

Penny, Moro and Rosy are an okeh and attractive dance trio, specializing in waltzes and adagio with clean-cut lifts and throws. Karin Zoska, peppy and easy-to-look-at Russian dancer, late of French Casino, New York, is a great performer. Girl is amazingly speedy and puts lots of variety into a corking number. Chinese Lucky Girls, mostly youngsters, excel in twists and turns peculiar to the Oriental acrobatic. Act is flashily dressed and interesting. Von Dumbrowska Quartet, femine radio singers from Poland, are plenty tuneful and earn recalls.

Nati Morales, dazzling Spanish dancer, making a quick return, is popular here and has an undoubted appeal. Uses a tuneful guitarist, Angel Forres.

Lyda Sue does a humdinger of an act, with every type of acrobatics fitted into her rhythmic dance. Beautiful and shapely, her looks and her talent showstop.

Sereno Brothers have a good line of comedy, plus high-grade tapping, that gets them a glad hand. Carter, German illusionist, turns in a first-rate performance with cards and coins. Mimi Thoma, radio songstress, is personable, has a fine voice and a good choice of numbers.

Paul Kemp, pop flicker comedian, has an amusing sketch. He's assisted by seven good actors. Vehicle can be easily followed without knowing the language. Maurice and May score with a dandy comedy hike act. Girl is a good straight

rider and the man is above average as a clown.

Giving the bill a corking and fast finish, the Six Cristiani perform daring teeterboard tricks, culminating in a four-high that's a real thriller.

Entire show is swell entertainment and makes the best program seen here this year.  
E. E.

## Music Hall, New York

(Reviewed Thursday Evening, March 31)

This being April fool week and what with spring making people giddy, according to the bards, the Music Hall staff has put on a Funbeams show—which is amusing in a dignified way.

The fun doesn't start until Bob Neller and his red-headed dummy, Dugan, vent (pun) their way thru light patter about this and that. Theirs is a slow and quite amusing turn highlighted by voice throwing stunts such as double whistling, sneezing and yodeling. The last particular *Fling* and *Fring*, is a pleasing comedy idea using Scotch dancing and music as background. Such vocal numbers as *Lech Lomond*, *My Love Is Not a Lazzie Yet*, *Annie Laurie* and *Let's Drink a Toast to Noble Bobby Burns*, are swung in modern manner by Jan Pearce and the 20-men glee club in Scotch kilts. The effect is surprisingly entertaining and reaches its climax when the Rockettes do a *Highland Fling* that develops into a precision tap and leg display routine. In other words, the Music Hall has glorified Scotch dancing and about the only thing it missed was a bagpipe demonstration.

The opening part of the revue has Leon Pokins prancing and leaping thru classic ballet movements while the ballet girls—in fluffy ballet skirts—too their way thru interesting formations and precision lines. Jan Pearce lends his soothing tenor to a romantic ditty about love and such things and then lovely Nina Whitney is on for an interpretative dance full of flow and gentle pirouettes bathed in soft blue light.

The stage show proper is preceded by a Grieg concerto in which Heinrich Schumann, at the piano on the stage, blends beautifully with the theater's symphony orchestra in the pit. Richard Liebert's grand organ, a newswet and the feature picture, *The Divorce of Lady X* (United Artists release) complete the show. The film, incidentally, is a peach and may win itself a holdover week.  
Paul Denis.

## Oriental, Chicago

(Reviewed Friday Afternoon, April 1)

Business continues to be poor in this house and all the blame shouldn't fall on the recession. Since the Balaban & Katz management upped the prices to a 75-cent top practically nothing has been done to improve the bills on a comparative basis. There will come a week when an "A" picture will grace the screen (such as Warner's *Jezebel* on this week) and then it will be augmented with a routine bargain-house stage show.

Current fresh portion is a good example. No visible effort to present anything that is above the level stage. Opening number has the line in another swing tap routine featuring the ever-present tap dancer (in this case Dorothy Dickson). Only thing that saves this number from being a total carbon copy are the flashily green costumes and co-sack tiger-skin hats. That tiger set piece, incidentally, remains on hand during the next two acts, for no apparent reason.

Duval, the Rhapsody in Silk magellan, held his own with his distinguished stage presence and his reliable presentation of familiar to still good sight tricks. Did the tied handkerchiefs, parcel and silk rhapsody deceptions.

Richards and Adrienne Dancers, fresh from a local nitery, followed with a ballroom number featuring strikingly posed tricks and later returned to top a line number with their familiar adagio routine. Latter is somewhat lengthy. The two men and youthful brunet make a dressy appearance in formal clothes for their ballroom appearance.

Colonel Jack Major worked for a cold audience with his whistling, hillbilly stories and cowboy song exit. He has a good act but is somewhat of an oddity in this house. Should go well where a good Kentucky accent and descriptive hillbilly tales are appreciated.

Ward and MHford followed the adagio trio with their standard comedy turn. Poor house second show opening day didn't encourage the set to be at its best. Wally Ward, however, is unde-

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# Adventures of a Dancer in Night Clubs

Kansas City.

Dear Paul:  
Believe it or not, I'm a cat! Of course, I don't mean that I'm a feline—ha, ha! I mean I'm now wild over swing music. And how did it all start?

Well, you know the saxophone player I wrote you about? He's been sending me letters about swing music and telling me how much I was missing by not understanding swing. So I remembered about Kansas City being the "cradle of swing" and thought I might as well start learning now.

So I ask our bandleader, Shemp Bield, what's this swing business all about.

"Swing," he says, snorting like a bull, "is screw-ball stuff played for the school kids. Now if you want to listen to real music just bend your ear to this load of schmalz!" So later on I buttonhole the trumpet man, Moe, and ask him about swing.

So Moe looks around first and then says, "Listen, Maisie, never talk about swing when Bield is around. He hates it! He's strictly a sweet man, see? Now if you want to listen to some swing-what-is-it, come with me after the show to Duke's Dump."

After going thru some pretty smelly alleys we get to Duke's Dump, a basement night club full of people looking very sleepy and excited while a colored band played. And how they played! They kept jumping up and down and perspiring something awful. Really, Paul, I don't think they knew what they were playing or whether they were supposed to be playing together or against each other. It was all awfully noisy and everybody drank and tapped their feet and bounced up and down.

"Don't they ever play *The Blue Danube*?" I asked Moe; but he only sneers and gulps another Scotch and soda. "Maisie," he sniffs, "you're hopeless!"

Well, Paul, I still don't know much about swing except that you're not supposed to say anything nice about it to people who don't like it and you're not supposed to say it's no good when certain other people are around.

It's all very confusing. So, to save myself a headache, I'm not going to talk about swing any more. Not one word! MAISIE.

## More Maisie Letters, Mostly Inconsequential, Sometimes Worse Than That

By PAUL DENIS

There's a couple of coffins with dummies in them right in the lobby. The emcee works in an undertaker's costume and the chorus girls do a strip number, the idea being that the dead men in the coffins get up when the girls take off the last G-string. It's supposed to be funny; but I don't think so.

So after standing it as long as I could I went to the owner, Jake Gallinsky, and said: "Mr. Gallinsky, you got a nice place here. You treat us performers nice, especially the way you send us free Swiss cheese sandwiches when we do an extra show. And Mrs. Gallinsky let us girls stay for tea yesterday after we played the Ladies' Sewing Circle benefit for her. But really, Mr. Gallinsky, when you try to do a high-class toe number while a couple of coffins are staring you in the face, that's going too far."

Mr. Gallinsky was nice about it. "Maisie," he said, feeling hurt, "I was an undertaker for years and I was very happy. Then, Pete, our emcee, sold me the idea of opening this night club, assuring me that thousands of people would enjoy laughing at death. But

who was emcee on the bill with me at the old Town Barn in Akron, is now calling himself "Pierre Janet, raconteur." This looks like a new gag to me, Paul.

Well, one night a waiter brought me an engraved calling card saying "Mme. Astorbitt would like your presence." So I was brought to Mme. Astorbitt, who was a very nice lady, altho she was pretty fat and wore an awful lot of jewelry. "Haven't I seen you elsewhere, child?" she gurgled. "In Paris? Perhaps in Monte Carlo? I enjoyed your dancing so much. It was too, too divine—and I am sure I have seen you elsewhere!"

"Well, Mrs. Astorbitt, I said in my most dignified tone, but a friendly, "I've been as far north as Milwaukee and once I played New Orleans, but it rained all week and I really didn't see the town. I've never been to the Coast, altho I once got to Salt Lake city by mistake. You see I took the wrong bus..."

Mrs. Astorbitt interrupted me. "I do hope I see you again my dear, good-by."

Now, Paul, did I say anything wrong? I'm beginning to think maybe I should be more careful in talking. You know I can still recall my grandmother saying "Performers are like gypsies. They make many acquaintances, but few friends."

What did she mean? MAISIE.



"The waiters look like old-time Roman soldiers . . ."



"They kept jumping up and down and perspiring something awful . . ."

Pete's gags are so awful nobody laughs. If I was only in the undertaking business again!"

Just as I thought I was going to have a long lay-off Joe the agent wires me (collected) to open at the Ritz Hotel the next day.

So I find out soon enough that I have gone from one funeral parlor to another. The Ritz is such a dignified hotel that I'm afraid to even whisper. They put me in the dining room floor show—only they don't call it a floor show. They advertise it as "divertissement" and we performers are called "artistes." I do only one number, my high-class toe dance, and don't even come out for the finale. I'm not supposed to talk to the musicians or anybody else. If one of the busboys hadn't said "pardon me" I would have died from loneliness.

After the opening the manager spoke to me. "Madame, I do hope you will enjoy your engagement here," he said, bowing low so that I could see his bald spot easy.

"I ain't married, so you don't have to call me madame," I giggled. "Just call me Maisie."

This dignified business is being taken seriously by all of the performers, too. Mae Gordon is on the bill and she's calling herself "Mlle. Josephine, Continental chanteuse." And Pete Jones,

This will surprise you. I'm in New York at last! And one of these days I'm going to drop in and see if you look as old as your picture in *The Billboard*.

Joe, the agent, booked me into the El Groucho here. Imagine me in a Spanish spot! But just wait—the club is owned by Ike Minowitz and the head waiter is a Greek who pretends he's Spanish. And the chef is a Frenchman.

The show is billed as an authentic Spanish revue but, between you and me, Senorita Andela's real name is Angelina Casazza (Italian) and the band leader's real name is Richy Rubenstein and not Rodolfo Roberto. Of course, I'm not Spanish either and I suppose I shouldn't complain.

Anyway we all wear nice shawls in the finale and try to look very Spanish, which means you've got to look very proud but also friendly enough to listen to reason.

I'm learning how to play the castanets and my fingers are aching from the exercises. But I don't dare to drop the exercises because the waiters watch me and

always give me an extra dish of chicken Veronique when I rave about Spanish castanets.

One day one of the waiters asked me if I thought the Legalsists were going to win, and I said: "They certainly will if they get a good pitcher like Dizzy Dean." I must have said the wrong thing because he didn't talk to me after that.

Anyway the club's own press agent was down tonight and he said he'll plant

my pictures in the papers if I slip him an extra 10 spot or so to take care of stamps and so forth.

"I'm really doing this for you because you're a fine kid," he said, "and besides you've got a lot of talent and why shouldn't I help give you a build-up rather than Senorita Andela?"

So I gave him a 10 to start with and sure enough two days later there was a picture of me in *The Gazette* and the caption read, "Here is Senorita Maisie, the fiery Spanish dancer now appearing at the El Groucho Club, which serves the most delicious green turtle Amontillado in the city."

"Well," I asked, "it doesn't say anything about my being a good dancer." But he has assured me that this is only the beginning of a terrific build-up.

So I've given him an extra \$15. We'll see. MAISIE.

New York.

Dear Paul:  
I've left El Groucho. I got so tired eating Spanish rice and hearing tangos and rumbas that I was glad when Joe phoned me that he had a swell date for me.

"Here's a brand-new spot, Maisie, and you're going to be featured," Joe told me.

"It's the new Coliseum downtown. It used to be a stable, but, of course, it's been remodeled into a high-class night club by Joe Colombine. Mr. Colombine is a very nice gentleman, even if he was pinched a few times for beer running during Prohibition. This is his first night club and he's leaving everything



"The dead men . . . get up when the girls take off the last G-string . . ."



PAUL DENIS

Dear Paul:  
Where do you suppose I'm playing? A club called *The Morguel*.  
Joe Pursant booked me from Kansas City and said it's a nice place despite its name. So when I get here (by bus, and I saw a lot of billboards that I had never read before) I find the club is a former undertakers' parlor.



"I won't book you any more unless you sign a management contract with me . . ."



up to me.  
"No, Maisie, your old pal Joe hasn't forgotten the time you worked under your regular salary for him and also the time you loaned him the 10 spot when he had to pay alimony quick. So, to show you his appreciation, Joe is going to feature you."

"Thanks, Joe, you're a peach, altho I'm not forgetting the time you took 25 per cent commission when you know I always paid 30 per cent. But I'll forget all that, Joe," I said, feeling sort of sorry I had spoken so nasty.

"Okeh," Joe said. "Now your regular salary with me has been \$50 a week. I'll give you \$52.50 for the Coliseum and I'll take only 15 per cent commission. Now, as for a contract, you don't need a contract with me. I trust you, Maisie, you know that!"

I open at the Coliseum tomorrow. Wish me luck!  
MAISIE

New York.

Dear Paul:

I promised to tell you about the Coliseum opening. Well, the Coliseum is a small place with a high ceiling and painted to look like the coliseum in Rome. The doorman is dressed like a Roman guard, with a spear and shield. But he told me yesterday he's freezing to death and if Mr. Colombino doesn't let him wear pants he's going to quit.

The waiters look like old-time Roman soldiers and they even have wooden swords slung from their hips. But already the waiters' union called up Mr. Colombino and told him that one of the waiters stuck himself in an embarrassing spot and that another waiter got a headache from wearing a helmet all night. So maybe Mr. Colombino will have to let the waiters change their costumes, especially since one of our best customers complained that he couldn't enjoy his food with all the waiters walking around in bare legs all the time.

Poor Mr. Colombino! When the acts showed up, he discovered for the first time that he had forgotten to install dressing rooms. And so now we have to dress in a dark corner of the kitchen, one at a time, and we all smell like veal scallopi.

Worse than that, Mr. Colombino's wife wants to help her husband and she insists on supervising the floorshow. We got all excited when she ordered us all to "hurry, girls, and wear your night-gowns for the show."

Weren't we relieved when we found out she meant our "evening gowns"? But really, Paul, she is nice. She won't let any of the girls sit with customers or go out with the musicians; and she says we must wear stockings all the time. She made Joe take out the acrobatic number and substitute a waltz, with all the girls in long dresses.

Mrs. Colombino worries about our health, too. She says I'm too skinny (she's wrong, because Jim Mann says I got a form better than Sally Rand), and now she makes me eat two plates of spaghetti every night.

When Mrs. Colombino wasn't around

last night, I ordered chicken cacciatori; but they brought me spaghetti, anyway. "If Mrs. Colombino finds out we didn't serve you spaghetti, we'll all be fired," Nick, the headwaiter, told me.

Now, what am I going to do?

Last night Mrs. Colombino introduced me to Mr. Spumenilli, who owns a high-class olive oil importing store. He was very nice and showed me his two teeth that have diamonds embedded in them. When he left Mrs. Colombino told me that I'm such a sweet girl that she is going to find me a fine husband, too.

What do you think I ought to do?

MAISIE

New York.

Dear Paul:

Since you did not write, I went ahead and quit the Coliseum. Mrs. Colombino cried, but I told her I was getting fed up on spaghetti and was just dying for some plain ham and eggs.

When I told Joe I had quit, he got mad, too. "Maisie," he told me, "you've got the makings of a star; but you'll never be one acting this way. I won't book you any more unless you sign a management contract with me. After all, I've got to protect myself!"

Well, he gave me a contract to sign, but it doesn't look good to me. He is to be my manager for five years and get 25 per cent of all my earnings. But he doesn't guarantee me any work and, even if I book some work direct, he collects commission anyway. The only thing he promises is to use "his prestige and contacts" to promote my career. I'm not a lawyer, but I remember my mother saying "Never tie yourself to one boss."

What do YOU think, Paul?

MAISIE

Rochester.

Dear Paul:

Well, I didn't sign the contract and now Joe says he'll never book me. But I don't care, because I've just become acquainted with Art Bart, who is known as "10 Per Cent Art" in this territory. He has already booked me into the Golden Glow night club here and is lining up a Niagara Falls club next, so that I can see the falls—just like I was on a honeymoon!

And, after that, he tells me he's going to book me into a summer-resort spot where I can vacation while I work. Now, isn't that nice of him?

I've already been penciled in for the lakeshore resort next month. Of course, I'll have to take a cut salary, but it's really going to be a vacation. We girls will have to do only four shows a night and a matinee Saturdays and Sundays. We will have plenty of time to swim, altho we will have to emcee swimming contests three days a week and also be hostesses at the semi-weekly tea parties given by the Ladies Auxiliary League. Outside of that, we will have nothing to do and I am already wondering whether I should loaf or try to finish that book I started reading three years ago.

Right now I'm a little worried. Bob Ritchie, owner of the Golden Glow, asked me yesterday if I could spare a Sequi-centennial stamp. And today I find out that Mr. Ritchie is nuts about stamp collecting and gets mad if you don't collect stamps like he does. He even cancelled an emcee office because the emcee said stamp collectors were all bugs.

I'll have to start collecting stamps pretty quick. But at least Mr. Ritchie isn't as bad as Mr. Gorley, the owner of the Blue Tavern, who used to cancel every act that beat him at pinocle after the last show each night.

MAISIE

P. S.—Just got a letter from Duke, the agent. He says Paramount is looking for another Eleanor Powell and that he can get me a film test right away if I wire him \$200 at once. The \$200 is to pay for a plane trip to Hollywood where Mr. Zukor is waiting to close the deal. Of course, I haven't got the \$200, but I could borrow it from my brother, maybe. But, then, Duke owes me \$12.50 from my last date for him, and I'm just wondering if I should trust him.

Let me have your advice right away, Paul, because my entire career might depend on this film test.

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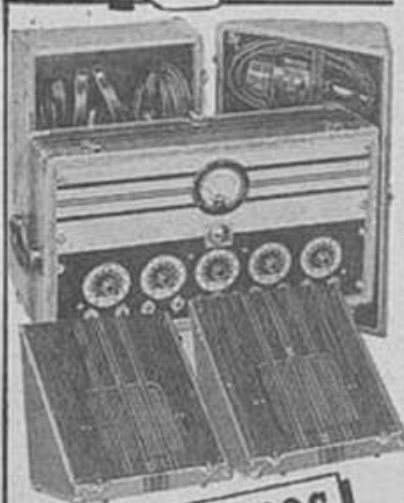
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# Review

## Star, Brooklyn, N. Y.

(Reviewed Tuesday Evening, March 29)

This house, operated by Harold and Leonard Raymond, seems to pack them in not so much because of an outstanding show but because three nights each week find some extra-curricula activities regarding the customers.

At the performance caught an amateur show consumed the better part of an hour before the boys stopped clamoring for encores and made up their minds who the winners were. On Wednesday nights the stage is taken over between shows by a pair of wrestlers, with Thursday set aside for that menace of movies, good old bank night. With all these added attractions (?), it's no wonder they're standing them up.

Show itself is conventional, nothing exceptional and nothing below par. Margie Hart is this week's headliner, and does her disrobing with an ease and nonchalance that set her a little apart from her confères in the matter of style. Her attempt at a song about cigars while throwing them out to the audience is pretty woful both as to delivery and lyrics, but it's just a build-up to the great undressing act, which everybody knows, no nobody zares.

Of the other strippers, Cell Von Dell is a stand-out, and while it's not needed much in burly, she has a face that can be looked at without suffering optic straits. An extremely graceful walk and carriage are also part of her equipment. Barbara Deane and Evelyn Brooks do all right with their peeling assignments, and Princess Lyandra has a Chinese production number which gives her a good background for her nautch dance.

But the comedy, or rather what is dished out as comedy, rates a D minus. Tommy Raff, Jack (Tiny) Fuller and Johnny Barry, aided by Joe Lyons playing straight, can't manage one decent laugh among them. Fuller and Lyons with Evelyn Brooks do a marriage license bureau skit which might be funny if it weren't so obvious; and that's the way it goes all night. When it's not obvious it's unoriginal and vice versa. Comedians themselves fall down badly, since they seem more concerned in hearing than in extracting what little humor there might be in their material. Raff does a bit of warbling with *Stardust*, first straight and then in imitation of somebody or other, a screwy combination of Jessel and Crosby, which succeeds only in being terrible.

A very nice job of tenoring is turned in by Ted Blair. On for the opening with the pop *Please Be Kind* and following up later with *Poor Butterfly*, he impresses as having a lot on the ball, in looks, voice and delivery.

Seven ponies and six showgirls are used in four production numbers, all looking and working adequately. Sets are oked and show is paced nicely by Jack Montgomery.

Frank D'Armond handles his pit crew well. *Dante Richman*.

# Miccio Plans N. Y. Showboat; Notes

New York:

**TONY MICCIO**, operator of the People's, will launch a showboat about middle of May. Boat capacity 1,500. Sundays only, and at \$1.25 a trip. Cruise three miles up and down the Hudson from West 47th street dock, 5 p.m. to midnight. Entire People's show plus extras and dancing to constitute the entertainment. . . . **HANK HENRY** and **Marjorie Rove** left the Ettinge Thursday (31) to open at the Casino, Toronto, April 5. . . . **RUSSELL TRENT** moved from the Shubert, Patly, to Toronto for April 1 opening at the Casino. . . . **PANNETTE PIPER** soon to desert the banquet circ to return to the stage. Seeming back with vocal culture from Madame Laird and dance routines from Carlos. . . . **JACK SOBOL** turned in his notice and left the People's Thursday (31). Eddie Dale replaced him.

### New Cast at Republic

**EDDIE (NUTS) KAPLAN** and Irving Selig head an almost entirely new cast at the Republic. Other newcomers are Chick Hunter, Bob Birch, Crystal Aynes (returned), Hazel Miller, Phil Stone and Dorothy Lawrence (returned). Held over are Harry Evanson, James X. Francis and Lillian Murray. . . . **MABEL FRANCIS** has closed with the Minsky show in Miami Beach and entrained for the Coast for a visit to the folks. . . . **BERNIE MILLER**, baritone-jive at the People's, recently made two vocal recordings, *You Call It Madness* and *More Than Ever*, for Decca. . . . **MISS ST. LOUIS**, whom Dave Cohen agented for extra attraction feature into the Star, Brooklyn, April 1 week and into the Ettinge the week after, is really *Wauwata Bates*. . . . **BOBBY MORRIS** and **Bobby Vail** started at the Ettinge April 1.

### John Kane Actor Again

**JOHN KANE**, after seven years in a managerial capacity in burly houses, back at acting, this time with a new musical show now in rehearsal. . . . **DAVE COHN** placed **George Lewis**, **Stanley Simmons**, **Mary Joyce**, **Deo LaVon** and **Mary Cord** into the Star, Brooklyn, April 1. . . . **GEORGE ROSE**, former burly straight, now supplying and staging scripts for colored comeds **John Mason** and **John LaRue** who, with **John Vigel**, straight, give the scenes a new twist up at the Harlem Apollo. . . . **PHIL SILVERS** to shift from the Ettinge to the Casino, Toronto, April 15. . . . **ANNETTE ROSS** opened at the Ettinge April 1 along with **Cell Von Dell**, who moved over from the Star, Brooklyn. . . . **TOM PATRICOLA JR.**, dancer, while at the Republic week of March 25 received an offer thru **Sid Sprague** for **Kay Farson's** Showboat. . . . **ESTELLE THOMAS**, **Winnie Garrett** and **Jane Lucy**, new principals at the Shubert, Patly, **Nona Ford** left March 24. . . . **RUTH MELTZER**, former secretary to **I. H. Herk** dur-

# Both Boston Houses Do O. K.; Patrons List Favorite Talent

BOSTON, April 2.—Local burlesque managers are thoroughly satisfied with this season's burlesque business thus far, in spite of recessions, Lent and other traditional alphas. While grosses from both houses, the Columbia (stock) and Old Howard (Hirst circuit) are not available, both spots are crying. But they reach their nuts weekly and have dough to spare.

Over at the Columbia there has been a variation in b. o. since the house opened October 11, 1937, of only between \$50 and \$150 weekly. The femme trade has held up remarkably well, averaging about 45 per cent straight and 20 per cent in the day.

The Howard gal trade is around 30 per cent more this year than last. Lou Talbot, manager, blames bad shows for keeping business away, and blames producers and acts alike for dishing out worn stuff.

A show like Hirst's *French Model*, with **Bobby Morris** and **Bob Ferguson**, gives customers a chance to advertise burlesque word-of-mouth. Old Howard business has dropped off 25 to 30 per cent this season over last.

The public has taken a deep-rooted interest in burlesque, as evidenced by the letters received by **Michaela**. The *Billboard* has studied these letters and publishes two that should prove something:

"Mr. Max Michaela, Dear Sir: Speaking for a group of six men who have seen 22 consecutive performances of good, bad and indifferent burlesque, we, of course, have an opinion to offer. We have found evening performances better than matinees, and cannot understand why."

"We have seen burlesque in theaters as far West as Chicago. We think that producer **Ben Bernard's** *Bernardettes* (line) compares very well with the best chorus line that ever came to Boston; for the most part they are wholesome, pretty, clean-looking girls, well drilled and enhanced with fine settings."

"Since we have seen every show starting in early October we like **Charles (Tramp) McNally** and **Artie Lloyd** best. They really have something on the ball."

"Coming to the dancers, **Romayne** was tops, with **Jane Dobbins** a close second. **Joyelle** also good."

"Now for the ladies who have reached the top, **Mabel Francis** leads the parade of prima donnas, and **Ariene Stewart**, **Frances McEvoy**, **Bubbles Yvonne**, **Zola DuVal** also stand out. We will admit that while there have been more beautiful women than **Mabel Francis**, she has personality and 'it'."

"We have not forgotten the *Pink Lady*.

ing Mutual days, is now performing similar duties for the executive secretary of the Jewish Theatrical Guild.

UNO.

# Wilner House Closed by Gov't; 30 in Cast Left Holding I. O. U.'s

PHILADELPHIA, April 2.—Internal revenue agents Wednesday stepped in and put the finishing touches on the trouble besetting the hurried Wilner-owned Shubert, Broad and Locust streets, here, by closing the show and props to a government warehouse to satisfy a Federal amusement tax claim of \$3,282, amounting, with penalties, to \$2,457.

**Tom German**, manager, was arrested for evasion of the tax payment for three months, and **Mrs. Max Wilner**, agent for her husband, was held in \$5,500 bond for Federal Grand Jury. Raid was pulled before the first show at noon, and done so quietly that an audience of 150 didn't know what was going on. German announced the closing as due to "labor trouble," and refunded \$37.50 at the box-office.

Shutdowns left the cast of 30 stranded with a pretty bleak outlook. Some of the 14 Allen Gilbert *Glamour Girls* were down to 50 cents and unpaid hotel bills, only two, **Dorothy Williamson** and **Claire Phillips**, living here with their families. Six of the girls have tentative offers of cafe jobs. Treasurer **George Brotherton**, himself with a claim for back pay, took

down their claims, but there was little likelihood of their being filled. Twenty-five dollars and seventy-five cents is owed to each of nine girls, \$29.75 each to the other five, and **Jane Taylor**, stripper, has \$50, representing four days' work, owing to her; but that's not helping her or her roommate, **Sondra Barry**, pay their hotel bill.

**Dixie Sullivan**, of the *Glamour Girls*, had 30 cents in her bag, and she lives in Oklahoma City; **Mary Sharp**, also in the line, had 50 cents and her room rent to pay. Most of the others weren't any better off.

Musicians and stagehands fared better, having refused to go on until they were paid, and on the Monday night previous to the closing **Charles McNally**, comedian, held up the show 45 minutes until he got his salary, while the *ork* played the overture over and over and the *Glamour Girls* did timesteps ad infinitum. According to German, the departure of **Ann Corie** a month ago to join a Wilner vaude unit was largely responsible for the poor business which led to the closing.

The Wilners operated the Irving Place and the 43d Street Apollo before switching to the Shubert here.

**Mae Brown** (or was it **Gypsy Mae Brown**) last October. We have never seen anyone quite as lovely or with such a figure. If she could only sing. We also like **Mary Marra**. Why did she run out on us so soon?

"**Claire Stone** stands out as the Number 1 lady singer, with **Vicky McNeely** almost as good. We give **Claire Stone** first place because she tried so hard to please, and did. We can stand **Harry Ryan**, if you can. He's regular. In fact, he grows on you."

"We notice that you are beginning to bring back headliners and we hope that you can find **Mabel Francis**. Men enjoy women who have pep and vitality and can really wake a guy up. This dynamic little lady can do it."

"We thought that last week's show was punk. No reflections on **Miss McEvoy**. This week's offering is a big improvement. The comedians are very good. **Loye Astrid** has what it takes to put it over. **Evelyn Taylor** does not compare with some of your other dancers. Patrons cannot forget girls like **Romayne** and **Jane Dobbins**. **Art Orlando** is a sensation; he's good."

"Business is bad and getting worse, so we're depending on you and yours to get our minds off the recession."

A letter from **Guy G. Houghton** to **Michaela**: "Feel that much credit is due you for effort in staging this week's show of present week. Feel that you are on right track to bring burlesque back to new standard. Of course, show could have been improved in spots, but fully understand your task and we cannot correct all that which has been going down for years in a day."

"Now that season is drawing to a close, why not get a good writer to work on new material for next year? Form an association of burlesque managers and pay for new material every week."

# More Units Set By Rosenberg

NEW YORK, April 2.—**Phil Rosenberg's** latest bookings include **Irin C. Miller's** *Brown-Skin Models*, which opened Thursday at the Palace, Buffalo, with **Al Stewart's** *Club Asteria Band*, **Alto Ales**, **Jessie James**, **Blanche Thompson**, **Three Speed Kings**, **Joe Cort**, **Ernest Seal**, **Glady's Ridley**, **Dewey Moon**, **Kid (Lips) Hackett**, **Dewey Brown**, **Banjo Bernie** and a line of girls.

**Cooper's Revue** started at the Gayety, Washington, March 27, carrying with it **Tim Moore**, **Joe Byrd**, **Jessie Smith**, **Streamline Sue**, **Sahji**, **Derby Wilson**, **Jennie Daner**, **Tools Henderson**, **Five Nuts of Rhythm** and a 19-girl line. *White show is Modes and Models*.

**Locks and Laffs** opens April 3 at the Gayety Baltimore. In the cast are **Bob Ferguson**, **Max Coleman**, **Harry Bentley**, **Mary Murray**, **Amy Fong**, **Nary Jackson**, **Dorothy Sevier**, **Billy Crooks** and **Paula Lind**. **John Quigg** and **Jane Marshall** were added to the *Troc* in Philly March 27, with **Guido** and **Evo** joining the troupe next week.

# Midget Loses Trunk Suit; "Odoriferous," Says Judge

DETROIT, April 2.—A performer must stand the damages caused by flood to his trunks held in storage, Judge **Charles Rubner** ruled in Common Pleas Court last week.

Case was that of **Pussy DeCarro**, midget, who stores his trunks at the Royal Palm Hotel, where they were damaged when the basement was flooded last summer. The midget brought in the trunks, claiming damage from mildew—and the court ordered a two-hour recess to air the courtroom after the exhibit, the judge calling it "the most odoriferous suit I have experienced."

Judge **Rubner** ruled that the flood was an act of God and hence the hotel could not be held liable. As **DeCarro** kept the keys to the trunk, the court held, the defendant could not have any way of getting access to know whether the contents were such as would be damaged by the water or not.

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**OWEN BENNETT**, *Indiana* *Theater*, *Richmond*, *Ind.*

# TMAT Contract Leads to Ruckus

### P. a.'s feel they've been "sold down river"—treasurers, managers to meet

NEW YORK, April 2.—Discontent with the contract Theatrical Managers, Treasurers and Agents' Union allowed the League of New York Theaters has come out in the open among the membership groups. Instead of voting on (See **TMAT CONTRACT** on page 43)

## Justice To Be Waxed?

WASHINGTON, April 2.—The House last week passed a bill to establish sound recording at court trials in the District of Columbia over the objections of Representative Celler, of New York, who warned that "thousands" would be thrown out of work by the use of mechanical recordings at court trials. The measure, introduced by Representative Hobbs, of Alabama, is the third or fourth similar measure which Hobbs has submitted to the House in the past few years. At first Hobbs suggested that talking pictures be made at every trial, so that higher courts on appeal could go over the case with eye and ear. Confessing that talking pictures are impractical at the moment, Hobbs told the House that mechanical recording was acceptable as a step toward his talking motion picture idea.

Celler, despite Hobbs' denial, asserted that these mechanical contraptions are impractical and would eventually throw thousands of court reporters, typists, stenographers and other craftsmen out of work. Hobbs insisted that mechanical recording would speed up the machinery of justice by permitting appeals in much shorter time.

## Anti-Amusement Ordinance

PHILADELPHIA, April 2.—A blue nose ordinance that bars all paid amusements in Swarthmore, a fashionable suburb near here, will be tested in the Delaware County Common Pleas Court within the next few weeks. The ordinance, passed last January, has been declared invalid by Robert W. Bestly, attorney for Dr. William E. Kistler, owner of a property on which a syndicate of Philly movie men want to build a theater. Swarthmore is a natural for amusements, as it contains a college with a student body of more than 500, a prep school and a population of well-to-do burghers.

The ordinance was passed at a "town meeting" called to protest the projected theater. It bans also dance halls, pool and billiard parlors, skating rinks, swimming pools and bowling alleys.

## Fort Worth Agrees to Manana, Palace Leasing

FORT WORTH, Tex., April 4.—Fort Worth city council has authorized leasing Casa Manana and Pioneer Palace here to William Friedlander and Arthur Silber for 18 weeks of musical shows, beginning June 13.

Friedlander has returned to New York and Silber to Hollywood to sign talent. Pair must post \$10,000 appearance bond with council.

## Union Eyes Gown Shops

NEW YORK, April 2.—Claiming that Valentina Gowns, Inc., gets 5 per cent of its business from the theater and also profits from publicity on show programs, the Theatrical Costume Workers' Union called a strike at the Valentina headquarters when the management refused to recognize jurisdiction of union and to grant a closed shop.

Union expects to get after other designing establishments with theatrical connections.

## Bon Air, Chi, To Reopen

CHICAGO, April 4.—Bill Johnson will reopen the Bon Air Country Club this season. Summer spot near here will run floor shows and use a locally prominent band. Week-end operation expected to get under way late this month with a daily schedule to follow shortly thereafter.

## Times Are Tough

NEW YORK, April 2.—A local night club owner was pleasantly surprised this week when he walked into his club and found it almost empty. "Fine business, eh?" he asked his headwaiter, who snickered back "Fine, bell, they're your creditors and they're waiting for you!"

## Plenty Pittsburgh Cats

PITTSBURGH, April 2.—The cats (not music swingsters) are stronger than industrial recession. Despite slump in vaude, pix and night spots, Nison has been doing such business this week on The Women that orchestra had to be moved from pit to an unused box off the first balcony, while portable chairs in musicians' usual place were sold at regular fare.

## BROADWAY BEAT

(Continued from page 5)

threw a beefsteak dinner for Bill Robinson on his 60th birthday Sunday (3). . . . Ernie Mack will make his first European trip this summer—barring war. . . . An out-of-the-depth editor on a smart magazine recently told his editorial staff to be sure, absolutely sure, to avoid all cliché (only he pronounced it clifches); "Avoid them," he cautioned earnestly, "avoid them—like the plague."

In the three-page spread on "Music Hath Charms" in the April 5 issue of Pic, the Phil Spitalny girls make charming subjects—but the honeyed hokey is somewhat blasted by a photo of Maxine, the deep-voiced songstress, spending a quiet evening at home reading up on her music. She's seen reading the right book all right, "The Standard Opera Guide"—but if you look closer, specifically at the books on the side table, you'll see the kind of literature not brought into the home by an enterprising press agent. It's "The Horse Racing Guide."

TO KEEP THE RECORDS STRAIGHT: Ward Morehouse, the usually omniscient man about town, refers in The Sun to Frank Condon in You Can't Take It With You. The gentleman's name is Frank Conlan, Mr. M. . . . Leonard Lyons, of The Post, refers twice in the same column (30) to H. J. Yeats, president of Republic Films. The gentleman's name is Herbert Yates, Mr. L. . . . Ed Sullivan reported in The News March 28 that Yurme Stern is suing Warner Bros. for \$1,000,000 because of Al Tolson's allegedly unflattering portrayal of him in Casino de Paris. Strangely enough the information's accurate—but just a year late. The suit was filed in New York County Supreme Court last year, and on June 28, 1937, it was transferred to the Federal Court. . . . In a Radio Guide listing of "favorites not on the air at present," Kaltenmeyer's Kindergarten is included. But if anyone really wants to hear it they can tune in Saturday nights at 7. . . . Mr. Spelvin, a couple of weeks ago, ran a suggestion from a reader that ads be painted on barber shop ceilings—but Amos 'n' Andy made the same suggestion weeks before it appeared in Beat. . . . The poster on the 50th street side of the Casa Manana lists Win! Shaw, Walter Dare Wahl and Hinda Wassu—who are out of the cast.

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## Hearing on Mass. Stage-Name Bill

BOSTON, April 2.—Serio-comic argument by the petitioner, Representative Francis X. Coyne, for legislation to prohibit use of fictitious or assumed names by participants in public amusements to which admission is charged, exempting newspaper cartoonists and columnists (since, as he said, he once antagonized the press and didn't wish to again), brought opposition by Joseph H. Brennan, executive secretary of the Allied Theaters of Massachusetts, and Leonard Kaplan, of the M&P Theaters Corporation, at a Legal Affairs Committee hearing at the State House Tuesday.

Representative Coyne lashed out at actors and actresses, particularly the Hollywood brand, who assume phoney monikers when all they really are are "mostly less than second-class amateurs. Real actors and actresses can survive under their own names."

Brennan and Kaplan replied to Coyne's accusations that the public was being fooled when it went to a theater with the fact that the public realizes the make-believe of show business and expects all the glamour, showmanship and publicity.

## Dembow Quits Nat'l To Join F&M as V.P.

NEW YORK, April 2.—Sam Dembow Jr. resigned as general manager of National Screen Service Corp. today to join Fanchon & Maes, Inc., as vice-president and member of its board of directors. Dembow has acquired an interest in F. & M. and brings with him as assistant John P. Hannon (POH).

F. & M. is now operating a chain of 60 picture theaters, having built up its circuit after its vaudeville producing activities practically collapsed a few years ago.

Harry Koplar has severed connections with F. & M.'s St. Louis theaters with F. & M. acquiring his interest in these key theaters.

## Int'l Casino to Get MCA Ice Show

NEW YORK, April 2.—At the close of the present run of *Bravo*, now in its 39th at the International Casino, the mammoth theater restaurant will partition off and darken the main auditorium to make the necessary preparations for its forthcoming spectacle, a Music Corporation of America Ice show staged by (See **INT'L CASINO** on page 42)

## Rochester's Nice Season

ROCHESTER, N. Y., April 2.—This city seems to be gradually coming back to legit. Manager William Corris of the Auditorium Theater reports a modest but successful season, which will probably end with *Yes, My Darling Daughter* April 7.

You Can't Take It With You had two successful nights and a matinee, March 18 and 19. Corris is looking forward to a longer list of bookings next season.

Embassy Theater, which ran into a jam with local authorities over burlesque all natured, will reopen April 4 with legit. John Barton in *Tobacco Road* will be the first attraction. Week stands will be the rule.

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# Dozen New Reps To Make Debut

KANSAS CITY, Mo., April 2.—Middle of April will find the Middle West teeming with activity as far as tent show field is concerned.

Nearly 100 companies will begin rehearsals in this area around April 15 for their tours under canvas, which will give employment to approximately 200 persons for a period of 30 weeks or more. It is predicted by those "in the know" that at least a dozen new shows will be in operation this season.

## Airdome for Charlotte, N. C.

CHARLOTTE, N. C., April 2.—Operated by D. T. Scruggs and with Harry H. Homer as producing director, an airdome will be opened at 312-14 East Trade street here. Attractions planned for the venture, which will operate thruout the summer, will include musical shows, vaudeville, minstrels, bands and dramatic shows. Professionals and amateur talent will make up the shows. Jerry Flynn has been retained to handle electrical effects. Homer is known in the carnival field, and Scruggs for many years operated the Big Chief med show.

## Master's Show Gets Going

HAYNESVILLE, Va., April 2.—Master's Fun Show, week-stand tent opy with pictures and vaude, ushered in its canvas season here Monday. Bastus, black-face comedian, is featured. Opening night's biz was only fair, but it built during the week, with the final check-up tonight expected to show up satisfactorily.

## Hayworth Set Till April 23

HICKORY, N. C., April 2.—"SeaBee" Hayworth Players are booked in the Wilby-Kinney houses thru the Carolinas until April 23. Troupe is playing six nights a week for the circuit. On a recent change the company was withdrawn from the Paramount here to give it an extra day at the Carolina Theater, Asheville, N. C., making the latter a Friday and Saturday stand. Hayworth is now in its sixth week in Wilby-Kinney houses.



HIDING BEHIND the smoked glasses are Jerry Meachum, formerly with the Darr-Gray Co., and Jean Martin (right), formerly with various tent rep organizations. The girls are now en route with the Owen Bennett unit playing Midwestern theaters. Miss Meachum is the daughter of Homer Meachum, veteran comedian of tab, rep and minstrel fame.

## Walters Players Head for Kansas

MILL CREEK, Okla., April 2.—Herbert Walters' Comedians, who began their tent season here recently, have laid out a route which will take them northward toward their regular territory thru Kansas. Company has been playing a circle in Southern Oklahoma theaters all winter to satisfactory business.

A new National Callopie has been added to the show's equipment for the canvas tour and the cast has been augmented. Trucks, trailers and house cars are in good shape. Company is playing three-night stands, with a special version of Uncle Tom's Cabin being featured.

Besides Manager Walters, cast includes Helen Walters, Ross McKay, Margaret McKay, Tudie Manley, Madeline Manley, Mr. and Mrs. P. W. Maxwell, L. K. McKay, Shirley Walters, Francis Burke, Tudor McKay and Helen Burke.

## Bad Weather Mars Cannon's Opening

TAPPAHANNOCK, Va., April 2.—Cannon's Comedians opened their tent season here Thursday night to a fair house, considering the bad weather and opposition from the local theater. Top is a 50x120, carrying reserves for 400 and blues for the same number. Opening bill, Sweetest Girl in Dixie, went over well.

Among the features are Neal Cunningham, blackface comedian; McIntyre and McIntyre; Patricia, balloon dancer; Tom Matney, the Reed Sisters; Buddy Can. (See BAD WEATHER MARS on page 40)

## Menke Visits Chicago

CHICAGO, April 2.—Capt. J. W. Menke, veteran showboat operator, was in Chicago this week on business. Menke's boat, the Goldenrod, is in its fifth month in St. Louis, where it probably will remain for some time, as prospects appear very good there, according to Menke.

# Rep Ripples

JACK AND ELLIN IRVIN are filling in several weeks with the "Sea Bee" Hayworth Players on a North Carolina circle before joining the Kinsey Comedy Company in Ohio for the canvas season.

CARL PORTER posts from Charleston, S. C.: "Stopped here on my way out of Florida to see the famous gardens. They're a dream, a paradise on earth. I'm surprised that none of our first-class rep shows make this city. I understand the licenses are cheap and that the colored tent shows which play here on week stands clean up. All local theaters are owned by the same company and they use vaude only about once a month. A white tent show would do business for a week or longer, as the people are crazy about flesh shows." . . . ERNEST KIEVES, former rep comedian, is doing a ventriloquist advertising turn in Boston stores. . . . BILLY POES Variety Show, one-nighter under canvas, slated to get under way in Georgia around the middle of the month, will work northwest for the summer. . . . IRENE SHAMLEE, formerly of repertoire, is playing vaude dates in New England. . . . MIR AND MIZ, WALTER PRUITT, after closing with Brusk's Comedians, are sojourning at their home in Southern Missouri. . . . FARRIEL AND CAPRICE have signed with the M. & M. Motorized Show for the canvas swing. . . . PAUL WEISS has terminated his engagement with Denny's Comedians to join the Jack Kelly Show in Michigan. . . . B. L. DICKSON'S Chicago Players, who have been working a loop around Sioux City, Ia., the last six months, wind up the circle this week. . . . LOLA LARUE and Oessie Johnson have joined the John Caylor Players in Minnesota. . . . DEWEY CAMPBELL, Players, recently reopened, are playing three-night stands in Minnesota. . . . CLIFF AND MARIE MALCOLM, who spent the winter in the South, are visiting friends in Omaha.

EVA HOGAN is doing club work in the South. . . . DENNY'S COMEDIANS will move from Colorado to the West-ern slope for the summer run. . . . JIMMY MURPHY and Beverly Sutherland have signed with the Allen Bros. Comedians. . . . LARRY NOLAN SHOW, which has been showing Illinois houses all winter, is slated to close soon. Nolan hasn't announced plans for the summer. . . . CLARK SNODGRASS circle has folded after four weeks of unsatisfactory business in Illinois. . . . HUGH PHILPOT is now doing radio work in Hutchinson, Kan. . . . DICK MILLER has lined up with Toby Shelton's Comedians, showing Arkansas under canvas. . . . BOB AND GLADYS FEAGIN, who recently closed their Northern Iowa circle, are visiting relatives in Topeka, Kan., before joining Shippy Lampers' Comedians in Michigan. . . . FRED VANCE, comic, now sojourning in Kansas City, Mo., is making preparations for a trip (See REP RIPPLES on opposite page)

Billroy Briefs  
VALDOSTA, Ga., April 2.—Emmett Littleton, of the Silas Green advance, was in recently and had quite a visit with the writer. Emmett is well known to many of the profession, both in rep and circus fields. Folks are beginning to arrive from all directions and the standing query is, which one are you with, Heffner-Vinson or Billroy's Comedians?  
Billy Wehle Jr. and side kick, Lester Hittinger, were in via motor from De Land, Fla., to spend the week-end. They returned to college Sunday.  
The Crider family arrived Sunday from Miami, where they spent the winter. Mr. and Mrs. Crider and son remained in the city. Baby moved on to Quitman, Ga., where she will spend a few days visiting the Murphys, especially Daisy Mae.  
JOHN D. PINCH.

Fred Twyman To Quit Biz  
KINOMAN, Kan., April 2.—Fred Twyman, manager of Hazel Hurd Players for the last 20 years, has sold his canvas theater and equipment to Glen Brunk and is said to be retiring from show business in general. The Twymans have a large farm near here, which they will operate and make their future home. Glen Brunk recently opened under canvas in Texas.

# Van Arnam Show Starts Off Big

OPA LOCKA, Fla., April 2.—John R. Van Arnam's Radio Funmakers opened here last Saturday night to good weather and a capacity crowd. Entire show is new, only holdover being Charlee (Dome) Williams.

Billy Henderson, of minstrel fame, is doing the black-face comedy. Danny Sharpe has the orchestra. Warren L. Warren and Joy Wall are in advance with two assistants. Helen Coble and her six dancing Balletettes are a feature.

Show will play four weeks in Florida before heading into Alabama, Tennessee and Kentucky, and then the show's old stamping grounds in New England.

## Harvey's Players To Tent April 18

HATTESBURG, Miss., April 2.—Harvey's Players, Jack Harvey Haa, manager, will wind up a 50-week tent and house season April 16, the troupe departing immediately for the show's headquarters at Dyersburg, Tenn., to begin rehearsals for the 1938 canvas swing, which gets under way April 18. Harvey organization encountered good, had and fair business during its extended trek.

Among those already engaged for the outdoor season are Kathryn Bauer, Marian March, Gene and Nell, Peter Michael, mentalist; Ray Lamb and his Wonder Dogs; Lorene Harvey, and Maxine Brass, dancer. Orchestra will be augmented by Jack Hawn, radio entertainer. Mrs. Harvey Haa will again have charge of the front end with Jack handling the managerial reins.

## Princess Stock in Blowdown

NORMAN, Ark., April 2.—Ed C. Ward's Princess Stock Company suffered a blow-down here Monday, when a twister struck the lot at 7:30 p. m., causing the troupe to lose a night's business. Top was ripped considerably, but there were no injuries. Other show equipment escaped damage. Repairs to the top were speeded in time for the Tuesday night opening.

## Harts Starting Out Early

OMAHA, April 2.—Eddie and Mona Hart, who have been sojourning here all winter, will begin rehearsals in Oklahoma April 5 and open a fortnight later in that State. Troupe will play three-night stands thru Kansas en route to Nebraska. Its regular summer territory. This the earliest the Harts have ever launched their tent show season.

# WANTED TOBY COMEDIAN

Positively must have Rep experience, personality and work clean. Single or double, vaude specialties. Single man for Gen. Bus, preference if specialties or double team. Instrument. Plans Player that can get results with a small pit combination. Sex to double trumpet or some other instrument. We are reliable and steady and contract are just as essential here as ability. Work stands under canvas. Pay your own. Rehearsals April 14th. Write and tell everything we will do the writing. CHARLIE HUBER AND JACK HEFFNER'S SNOW BOAT PLAYERS. SOUTH CAROLINA. LORIS.

WANTED: For the Junete of All Outdoor Musical Fun Shows, BOMBS. Strong Specialty Troupes. Dazzling, Sizzling Musical or any strong Specialty Act. clever M. C. that can make strong announcements. Musicians, hot Trampet, Trombone, Sax, Clarinet, Guit. Mod. bc. piano and good backing. One to double accordion; one more Cymbal, Chorus Girls. Must be young and good looking. Those that double great preference. Musicians, West Name Feature, Radio or Screen Star. Special Features. Want Cook for working crew. This is one-night stand under canvas, long season. State lowest and all in first letter, also photos; no time for correspondence. Write Air Mail, no wires. Want to hear from 2-Sided Canvas. Double. MANAGER, Night "Bombs," Box 240, Goldsboro, N. C.

## WANTED

Actors, Musicians, Vaudeville Artists, Piano Player, Leading Man, Juggler, Magician, Entertainer, Young Comedians, Feature House and Dance Troupes. Those doubling Parts, Specialties and Orchestra preferred. Immediate engagement with week stand rep. original WILLIAMS STOCK CO. JACKSONVILLE, Fla. 4200 Pearl St.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

PAUL ROSINI is being held for two more weeks at the Beverly Hills Country Club, Newport, Ky. . . . MILBOURNE CHRISTOPHER, Baltimore rope expert now in his sixth week at The Penthouse in his home city, recently doubled at the Phi Delta Theta Pounders' Day affair held there and at the Aberdeen, Md., proving ground for the army. During a recent visit to Philly, Christopher bumped into Tom Osborn, Bill Frazee, Frank Rice, Don Rogers and a half dozen other magi in Kanter's shop. . . . H. W. KARNAK, of the Karnaks, magical turn, typewrites from New York: "Finish our bookings here April 1. After three years here, we're calling it quits. The local magi, active in magical societies, make it so tough that a person depending upon magic exclusively for a livelihood can't make a living. Practically the same conditions exist everywhere, however. The so-called magi are taking the dates for as little as \$5 and less, playing two and three a night, and are killing it. There are only half a dozen performers here who depend upon magic exclusively for a living." The Karnaks have signed to tour Nova Scotia and Newfoundland with an outdoor show this summer and fall. . . . FRED KEATING opened last week at the new Jack Lynch night spot in Philadelphia. . . . BILL PRAZER, of Philadelphia, held a winning ticket on the Irish Sweepstakes which was good for \$2,600. . . . THE GREAT VIRGIL is headed east after a tour of the West Coast. During his Western tour Virgil built up a new shop and warehouse on his property near Eugene, Ore. Virgil and Company were recently featured for a week at the Palomar, Seattle, and the Beacon, Vancouver, B. C. . . . THORNTON, formerly known in vaude as Pitroff, the "hand-cuff king," is considering locating at Luna Park, Coney Island, N. Y., for the summer. He's now working clubs and private dates in and around New York City. . . . SIR FELIX KORIM reports that he's rapidly approaching the end of the most successful season he's ever experienced. For early in May he has dates that will cross the Birch route. According to Korim, New York State magi are enthusiastic over the 1938 State convave to be held in Herkimer, N. Y., September 30 and October 1. He contemplates taking in one or both of the conventions in Cincinnati.

THE GREAT NICOLA, who arrived back in New Orleans last week from an enjoyable European honeymoon, has the following to say regarding things magical in good ole England. . . . "MAGIC IS RIDING high in England and nearly every bill has some magic on it. It is still the most popular form of entertainment on the boards. Several revue and floor-show line girls are introducing magic tricks in their routines. Even Will Mahoney does the changing handkerchief while dancing The Caricos. . . . HORACE GOLDIN has been heading there for more than 30 years with his superb performance and still going strong. I believe his present show is the best I've ever seen him give. Outstanding features are *The Lady in the Balloon*, his original *Sawing a Woman in Half* with a circular saw and *The Indian Rope Trick*. The years have dealt lightly with Goldin and he is more enthusiastic than ever, by his own admission. . . . CARDINI has been at the Palladium so long it begins to look as though he goes with the lease." He is the hit of the show there. . . . DANTE has been here over a year and is booked for many months ahead. His production, *Sim Sala Bim*, is the result of many years of experience and knowledge gained in many lands. He is not only a magician but a finished actor. . . . CHRIS CHARLTON is still as popular in Europe as he was in America. He has just opened at the Wintergarten, Berlin, with a string of other foreign dates to follow. His opening at the Royalty Theater, in the West End of London, is credited by many with being the start of the present vogue for magic in England. . . . FRED CULPITT, famous over here for his original effects and clever patter, is always busy. He's at present with the Douglas Wakefield Co. . . . MURRAY, escapologist, is presenting a big illusion act, featuring escapes. He plays music halls with his

own unit and is having much success. . . . UNFORTUNATELY, I was unable to see Levante, as he is playing Scotland, but I understand he has a big show and is doing fine. . . . THE GREAT CARMO has his own unit playing the halls. His production of a lion is spectacular and lavishly staged. . . . I REGRET being unable to see Cecil Lyle's show. He is still staging the praises of the many friends he made in America and is looking forward to a return visit. . . . MY LONDON VISIT was made enjoyable by the hours spent with my dear old friend Goldin, discussing magic from many angles; Daudie and I burned the midnight oil to talk over our life stories, which was mutually interesting, as some of our experiences were along parallel lines. My Sunday evenings in London were spent at the home of Chris Charlton and it was there that Culpitt and I talked over our tours and experiences in India. In short, a good time was had by all."

## Saranac Lake

JOHN C. LOUDEN

Mrs. Edith Michnoff, of New York, arrived in Saranac Lake last week to spend a few days with her daughter, Henrietta, who is curing here. . . . Fred Schrader celebrated another birthday last week. He is coming along nicely and thoroughly enjoyed his natal day cake. . . . Fred G. Bhalinger is our latest guest-patient. He hails from Leonia, N. J., and was formerly employed at the Warner Bros. Ace Film Laboratories, Brooklyn. . . . Mrs. Hank Bearn, of Atlanta, is in Saranac Lake to spend a three-week vacation with her husband. Hank has only been here a short time and is making excellent progress. Harold Hodner and Herman Levine, Will Rogers Memorial Hospital executives, accompanied by Dr. and Mrs. Alfsee, were visitors to the lodge over the last weekend. . . . Marie Bianchi, Gennie Grande, Roy Naney and Henry Wunsch have received their okeh papers and will leave for home within the next month. . . . Peggy McCarthy is another who celebrated a birthday last week. She received some nice presents and cards from friends in New York and Saranac Lake. Peggy is doing exceptionally well. . . . Dr. Karl Pischei, medical superintendent of Will Rogers Memorial Hospital who resigned last week, was given a farewell dinner by the patients and employees March 28. He was presented with a traveling clock by the patients, a brief case by the nurses and staff and a fountain pen and cigaret lighter from the general help.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Skate Derby for Ft. Worth

PORT WORTH, Tex., April 2.—Roller skating derby, sponsored by the Southern Roller Derby, Inc., Gary, Ind., opens next week in the Will Rogers Memorial Coliseum here for three weeks. It comes here from Miami, Victor Stasputin, derby representative, signed lease for building calling for \$2,100 rental for the 31 days.

B. W. JOHNSON'S Lou-Tex Olympic Derbies at Lake Charles, La., was closed by city officers Tuesday night, March 29. Johnson said that he had intended to close with a final elimination contest on that night anyway.

PAT O'DAY, erstwhile walkie contestant, writes from San Francisco: "Dropped in on Mal Ross' Phoenix, Ariz., show a few weeks ago, the first time I've had the pleasure of witnessing a Ross walkathon. Ross informed me, not from a standpoint of bragadocio, that he had promoted some 40 shows and all of them had made money except two, which must be a record. However, the answer is simple after seeing one of his productions and observing it from front to back. First, the girl in the ticket window has a cheerful smile and a "thank you" for everybody. Next, the doorman does not grab your ticket, but takes it with an air of courtesy that smacks of appreciation. And so on thru the entire organization. No hoodlums

## REP RIPPLES

(Continued from opposite page)

to the West Coast. . . . FRA DIAVALO (Paul Balfonte), formerly with various rep organizations, is playing West Virginia theaters with his magic show, acted by David Murray. . . . DAVID AND MARY DEWILLE, formerly with Ella Morgan, are in Kansas City, Mo., arranging to connect with a tent opy for the season. . . . BRUCE RINALDO, veteran director and performer, is now handling the directorial duties on the Federal Theater Project in Erie, Pa. First Methodist Church Dramatic Club, Daytona Beach, Fla., gave a presentation of Rinaldo's three-act comedy drama, *The Romance of a Shoeboot*, March 31. Same play may be sponsored by the City of Daytona Beach for a showing in City Park band shell at a later date.

THE BATTENS, well known in tent-show circles, postal from Jacksonville, Tex., under date of March 28: "Been playing Texas schools this winter to fair business. Found superintendents courteous and booking not too difficult. Had okeh to play Houston's 120 schools, but after looking over the field felt they were overworked, so went into Beaumont and played to fair biz. Working north now. Saw J. Doug Morgan-Helvey Players here last night and treated royally by the troupe. Business was good and show went over nicely." . . . OTIS OLIVER, erstwhile dramatic stock and rep manager and actor, is going for the food and cooking-school idea in a big way and is now framing a second unit in Monroe, La. He is working his attractions with local newspaper and merchant tie-ups, using entertainers to bolster the show. Oliver plans to take his units north for the summer. . . . HARRY S. WEATHERBY, juve baritone, has changed his mind about joining the Milt Tolbert opy for the season. He posts now that he's waiting for the Hunter & Pfeiffer Showboat Players to open. . . . ART AND EUNA GILBERT report that their Georgia Crackers, vaude and dance unit which has just concluded a swing thru Florida, Georgia, the Carolinas and Tennessee, will soon invade Ohio and Indiana. They report his top-notch and say they are set until June 1. . . . ART B. THOMAS recently returned to his headquarters at Lenox, S. D., from the West Coast with a new Hammond electric organ figuratively tucked under his arm. The new organ will be one of several new features with the Thomas organization this season. Thomas is planning two units for 1938. . . . JOHN R. VAN ARNAME's new show is from the pen of E. F. Hannan. . . . TYLER-VARNEY PLAYERS, off the road the past year, will play halls in the small towns thru New Brunswick and Nova Scotia this season.

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# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"DO YOU REMEMBER?" queries Al Tint, when Happy Benway did away with his wig? When Henri Neiser first did the spider-web set? When Bobby Goosans was a clown with a circus? When Arthur Crawford featured *Memphis Blues* on the trombone in the street concert? When Harry LaToy changed his socks? When Bert Ivoc drove his first car? When Bardell and Otto joined Vogel's Minstrels at the Lyceum Theater, Columbus, O.? When Billy Henderson bought a new suit of clothes, and the reluctant jamboree? When the Jonas Twins were out a car for Max Trout?

EIGHT ROCK and Little-Bit White, colored minstrel performers, are new with the Evangeline Shows in Louisiana.

EDDIE LEONARD JR., son of the erstwhile minstrel star, Eddie Leonard, and current with his band at the Gibson Hotel Rasthokeller, Cincinnati, reports that his famous pa, who recently came out of retirement after several years of illness to make a personal-appearance tour with the "Hammerstein Music Hall of the Air" show, is still as agile as a boy and at 62 can still dance with his old-time grace and vigor.

CHARLES COLLIER'S colored minstrel show Valdosta, Ga., April 7, with the Silas Green aggregation slated to play the same town a week ahead of the *Billroy Comedians'* opening.

BILLY (DIAMOND TOOTH) ARNTE will again head his Dixieland Minstrels on the Eric B. Hyde Shows this season. In the colored troupe will be Bertha Norris, Estelle Chisolm, Callie Mae Harris, Boyd Harris, Jimmy Howard, George Edmonds, George Bell, Esie Jones, Flora Yates, Maggie Wheeler and Daisy Miller. Band, led by Angus Chisolm, has Slim Jones, Theron Gaines, Jimmy Smith, Jerry Martin, Bill Davis, Roy Brown, Nappie Robinson, Jack Miller, Bob Hall and Willie Hill. Julia Hall is wardrobe mistress.

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ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, no. Adams, Doll (International Casino) NYC, no. Adrian, Jill (Philadelphia) Phila, no. Adrian, Iris (Leon & Eddie's) NYC, no. Alan & Anita (Cotton Club) NYC, no. Alexander, Today (1413 Club) NYC, no. Aldrete, Paula (El Chico) NYC, no. Ambrose, Gaila (Greenwich Village Nat) NYC, no. Ambrose, Ruth & Billy (Gilbon) Cincinnati, O. Andrews, Andy (Fox) St. Louis, L. Anderson, Dave (Hollywood) Milwaukee, L. Arlene, Joe, Marion Fatman & Peggy (Witell) NYC, no. Ariadne & Cesar (Navy) London, E. Aristocrata, 12 (Risky) NYC, L. Armstrong, John & Jesse (Fay's) Provingence, I. Arnold, Betty (Merry-Go-Round) NYC, no. Arthur, Magician; Union Grove, Ala., 6-7; Hobbs Island 8-9. Arvid, George & Elizabeth (International Casino) NYC, no. Alton, Perry, Follies (Dorchester) London, E. Alton, Charles (Colonial) Dayton, O., L. Auston & Kilpatrick (Village Brewery) NYC, no.

B

Balden, Pearl (El Kall) NYC, no. Bailey, Melrose (Commodore) NYC, h. Bailey Sisters (Hooverville) NYC, h. Baker, Belle (Walton) Phila, E. Baker, Bonnie (Hooverville) NYC, h. Balaban Ensemble (Park Central) NYC, h. Baldwin & Bristol (Jopie) Fort Smith, Ark., L. Balabanov, Five (Harle) Phila, L. Banks, Eddie (Old Romanians) NYC, re. Barnes, Eddie (Freddie's) Cleveland, E. Barzvi, Boris (Capitol) Washington, L. Barzon, Phil (Broadway) Boston, h. Barry, Tom (Harle) Washington, L. Bass, Paul (Chateau Moderne) NYC, no. Bates, Peg-Leg (Cotton) NYC, no. Bates, Lily (Billy Rose's Casa Manana) NYC, no. Beachley, Joyce (El Kall) NYC, no. Beck's Hawaiian Follies (Orphe) Honolulu, Mo. C. (Uptown) Columbia, E. (RKO Main-street) Kansas City 8-14, E. Bennett & Lee (Beverly) NYC, re. Bennett, Ethel (Old Romanians) NYC, no. Benn, Eric; Cookville, Tenn. Berlyn, Eddie (McCarthy (Ambassador) Hollywood, no. Berk, Irving (Romanian Village) NYC, no. Bernstein, Frank & Jerry White (Radio Franks) NYC, no. Bert, Larry (Pal) Sherwood, La. Bilgewater, Lord (Fox) St. Louis, L. Billie's Troop (Shrine Circus) Indianapolis. Bines, Gloria 24 (Memorial) Boston, L. Birch, Magician; Johnson City, N. Y., 2; Elmira 3; Huntington 3; Fairport Post III; Canastota 10. Bize, Daria (Russian Kretichan) NYC, re. Bishop, Freddie (Radio Franks) NYC, no. Blackstone (Kline) Albuquerque, N. M., 7-8, L. Black, Ben & Co. (Harle) Phila, L. Black, Francis (Circus Club) Birmingham, Ala. Black, Carl & Leone (El. Royal) Montreal, E. Black, John (Morlebach) Kansas City, Mo., J. Black, Arthur (Arenda Inn) Arcola, N. J., 2-12. Borg, Inga (Jimmy Kelly's Village Henderson) NYC, no. Bowers, Mahe, Anniversary Show (Georgia) Atlanta, L. Bows, Major, Ml Anniv. Show (Hilato) Phoenix, Ariz., L. Bows, Major, Collegiate Show (Shubert) Cincinnati, L. Bows, Transcontinental Show (Michigan) Detroit, L. Braxit, Mickey (Trocaera) London, no. Brandt, Eddie (New Yorker) NYC, h. Brent, Harry (Cavalier) NYC, h. Bristol, Charlie (Black Cat) NYC, no. Bristol, Fred (Trocaera) London, no. Brumby, Francis (Greenwich Village Nat) NYC, no. Bruce, Carl (New Yorker) NYC, h. Bryant, Johnny (Harle) Washington, L. Buchanan, Patty (Mercury's Nat House) Pittsburgh, E. Burgess, Margot (Castleholm) NYC, re. Burns, Teddy, & Pal Holton (Radio Franks) NYC, no. Burns, Jimmy (Radio Franks) NYC, no. Burton, Edith (Club Alabam) Chi, no.

C

Calgary Bros. (International Casino) NYC, no. California Yale Puppets (College Inn) Chi, no. Calling All Stars Revue (Lyric) Indianapolis, L. Camp, George, & Partner (Capitol) Washington, L. Campos Scamps (Edison) NYC, h. Connolly, Frances (Star) Kansas City, Mo., no. Cecilio & Nina (El Chico) NYC, no. Cappa, Joey (Village Casino) NYC, no. Carlson & Juliette (Bertham) Washington, D. C., h. Carles & Castio (Havana-Madrid) NYC, no. Carney, Alan (Paradise) NYC, re. Carr, Helene (Heidberg) Easton House, La., 3. Carr, Billy 1608 Club Chi, no. Carr & Kane (Treville) NYC, e. Carroll, June (Bertham) NYC, re. Carroll, Nita (Gibb's) Buffalo, E. Carter & Schaub (Jimmy Kelly's) NYC, no. Cassandra (White) NYC, h. Castilla, Carmen (Waldorf-Astoria) NYC, h. Challa, Beth (Club Chateaufort) Pittsburgh, N. C. Be. Chelozera (El Kall) NYC, no. Chocollaters (Cotton Club) NYC, no. Chase & Sanna Sisters (Harle) Washington, Clayton & Dunn (Barrel of Fun) NYC, no. Coats, Jack 488, George; Brooklyn, N. Y., h. Cooley, Lew (White) NYC, no. Cole, Ed (Harle) NYC, no. Cole, Joyce (El. Regis) NYC, h.

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—cave; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Colla, Eddie (Club Flamingo) Orlando, Fla. Connors & Melba (Stevens) Chi, E. Constant, Connie (International Casino) NYC, no. Cook, Allen (Greenwich Village Casino) NYC, no. Coon, Del, & Band Unit (Orph.) Memphis, L. Cooper, Jackie (Earle) Phila, L. Cooper, John (El Kall) NYC, no. Costin, Hestia (Kendall) Wilkes-Barre, Pa., no. Corvino & Ardella (German House) Chi, re. Coy, Johnny (Paradise) NYC, re. Crabbe, Buster (Harle) Pittsburgh, L. Craig Jr., Freddy (Risky) NYC, L. Crane, Thurston (Belmont-Piazza) NYC, h.

D

D'Arcy, Jean (McAlpin) NYC, h. D'Artega (Buffalo) Buffalo, L. Dagmar, Bert (Rowdy) NYC, no. Dale, Maryon (Le Mirage) NYC, no. Dalton, Jack, & Three Bernadettes (Colost-ner's) Chi, no. Dalton, Jack (Plantation) NYC, no. Daniels, Marion (Paramount) NYC, L. Daniels, Putney (Paramo) NYC, no. Dancy & Edith (Colonial) Dayton, O., L. Darr, Virginia (Hill Moon) Conny Island, N. Y. Dario & Diane (Walton) Phila, h. Darling, Jean (Swing) NYC, no. Daska, Yasha (Russian Art) NYC, re. Davi-Davis (Harlem Casino) Pittsburgh, E. Dawn & Darwyn (Royal Franks) Chi, no. Davis, Patsy (Tab) NYC, h. Dayton, Kay (Club Rival) Baltimore, re. DeCosta, Vincent (Place Elegante) NYC, no. De La Orange, Chryss (International Casino) NYC, no. DeLeon, Louis (Chex Parrel) Chi, no. DeRonda & Harry (Royal York) Toronto, E. DeVant, Norton (Leon & Eddie's) NYC, no. Deane, Laura (Berliozetta) NYC, re. Del Rio, Anita (Trocaera) NYC, no. Delroy, Federico (State Line) Kansas City, Mo., no.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Deveraux, Jeanne (El Tabarin) Paris, no. Diaz & Diana (Rook) Kansas City, Mo., no. Diaz & Nedra (Flamingo) Orlando, Fla., no. Dimitri & Helen Virgil (El Grande) NYC, no. Dimas, Walter (Park Central) NYC, h. Dixon, Fin (State) NYC, L. Dorsey, Tommy, & Band (Pal) Cleveland, L. Dowell, Dixie (Drake) Chi, h. Dowling, The (Governor Clinton) NYC, h. Downey, Gordon (Billy Rose's Casa Manana) Phila, h. Draper, Paul (Felix) NYC, h. Drew, Charlie (Lombard Bar) NYC, re. Dunsell, Valerie (Village Casino) NYC, no. Dunes Boys (Hollywood Beach) Hollywood, Fla., h. Duffy's, Kathryn, All-American Revue (South-western Expo, & Pat Stock Show) Ft. Worth, Tex., a. DuPont, Bob (Tower) Kansas City, Mo., L. Durkin, Nellie (Cavalier) NYC, h. Durkin, Jean & Jean (Capitol) Washington, L. Dwyer, Gertrude (Barrel of Fun) NYC, no.

E

Eberle, Bob (New Yorker) NYC, h. Ebony Night (Radio Franks) NYC, no. Eddie & Amy (Castion Club) Pittsburgh, no. Edwards, Joan (Helen Royal) NYC, no. Elman, Lala (El Regis) NYC, h. Emerson's, Tom, Mountaineers (Village Barn) NYC, no. Ennes & Novello (Hooverville) New Orleans, E. Everett, Thine (Village Nat Club) NYC, no. Everett & Conway (Moonlight Gardens) Saginaw, Mich., no.

F

Fagan, Jack "Marty" (1-11 Club) NYC, no. Fanchon & Fanchon (Colonial) Chi, no. Farnum, Doc (Belden) Canton, O., h. Farrington, Bud (Hilbert) NYC, h. Fern & Jordan (El. Regis) NYC, h. Feeley, Mickey (Garbo) NYC, re. Ferrer, Ed (Oleria) Columbus, O.; (Cat & Fiddle) Cincinnati 11-14, no. Peterson, Eimer (Rita-Carlton) NYC, h. Feltz, Claire & Tonia (Radio Franks) NYC, a. Felton, Happy, & Orph. (Slattery) Pittsburgh, L. Fenton, Mildred (Yacht Club) Chi, no. Ferguson, Bobby (Old Bar) Cincinnati, no. Fine, Jack, Playgirls of 1938 (Cotton) Dayton, O. Fine, Harry (Hex Bar) St. Louis, E. Finland Frank (Newport) NYC, no. Fink, Dwight (Saver-Pass) NYC, h. Flitcraft, Jimmy (Starliner) Boston, h. Flosser & Alvarez (Ambassador) NYC, h. Flowerton, Constance (Walton) Phila, h. Flying Whirls (Village Barn) NYC, no. Fung, Joe (Southwestern Expo & Pat Stock Show) Ft. Worth, Tex., a. Fox, Herbert (Edgewater Beach Hotel) Chi, h. Ford, Gene (Hex Bar) St. Louis, no.

Ford, Hal (1713 Ave.) NYC, h. Fortea, Irene (606 Club) Chi, no. Fox, Dave (Builder's N. Old Trap) NYC, e. Francis Sisters (Harle) Detroit, E. Francis, Dixie (Chex-Paree) Omaha, no. Frank, Eddie (Place Elegante) NYC, no. Frank & Freddy (Broadway Hofbrau) NYC, e. Frankl, Walter (Broadway Hofbrau) NYC, e. Franklin, Murray (York) NYC, re. Franka, Yvonne (Earle) Washington, L. Fraser, John (Radio City Rainbow Grill) NYC, no. Frasier Sisters (Billy Rose's Casa Manana) NYC, no. Fred, Carl & Harmonica Lads (State) NYC, L. Fred, Rhoda (Old Nash Tavern) NYC, e. Fuder, Howard, & Sister (McVay's Club) Buffalo, E. Furman, Ed (BU's Gay '90s) NYC, no.

G

Galt, Eddie (Inwood) NYC, no. Galt, Betty (Torch) Cleveland, no. Gallagher, Ruth (Terrace Gardens) Rochester, N. Y., no. Gamble, Inez (Club Alabam) Chi, no. Gamble, Frank (Maple Tree Inn) Portville, N. Y. Gardner, Grant & Eileen (Palace Gardens) Lansing, Mich., no. Garner, Nancy (Maxine) Brooklyn, no. Garr, Eddie (State) NYC, L. Gaslow, Frances (Omaha), no. Gates, Connie (New Yorker) NYC, h. Gaudinath Bros. (International Casino) NYC, no. Gaudinath Bros. (Risky) NYC, L. Gault, Al (Brecker's Nat House) Pittsburgh, e. Gayer's, Stephen (State-Lake) Chi, L. Gay Day Revue (High Hat) Fortia, Ill., no. Gayle, Jackie (Rudy's) NYC, no. Genetti, Tony (Chex Ami) Buffalo, no. Georges & Nanette (Rita Rita Club) Mexico City, no. Gerrits, Paul (Chicago) Chi, L. Gilbert, Ethel (Bill's Gay '90s) NYC, no.

Gilbert, Ralph (Clover Leaf Club) Omaha, Neb., no. Gilmer, Gita (Clover Leaf Club) Omaha, Neb., no. Gilmore, Patricia (La Conga) NYC, no. Givens & Carol (Hollywood) Phila, no. Gibson, Jackie (Windso) Irvington, N. J., no. Gildentrane, Edna (Garbo) NYC, re. Givens, Vicenta (Havana-Madrid) NYC, no. Gondie, Eud, Trio (Harle) London, h. Gonzalez, August (McAlpin) NYC, h. Goodie, Ed, Rita (Trocaera) London, no. Gooding, Gladys (Broadway Hofbrau) NYC, e. Goodrich, Charles (Hilbert) NYC, h. Goodman, Jeanne (Moonlight) Kansas City, Mo., h. Gortana, Sonia (International Casino) NYC, no. Gould, George (Harlem Casino) Pittsburgh, E. Granada, Anson (El Chico) NYC, no. Grand Quartet (Paradise) NYC, re. Gray, Jack (Park Lane) NYC, h. Green, Al (Pioneer Nat) NYC, no. Green, Bertie (Harrel of Fun) NYC, no. Green, Harry (Old Nash Tavern) NYC, e. Greeney, Fran (Oasis) Seattle, Wash., no. Gregory, Don (Rudy's) NYC, no. Grey, Margaret (Jimmy Kelly's) NYC, no. Gwynne, Jack (Adelphi) Phila, h. Grydenkrone, Eason Elbe (Garbo) NYC, re.

H

Harker & Hidel (Grosvener House) London, E. Hale, Chester, Orla (Pal) Chi, L. Hal, Teddy (El Kall) NYC, no. Hal, Vivian (Chateau Moderne) NYC, no. Hal, Stan (Lenny) Wilkes-Barre, Pa., no. Hammond, Earl F. Eskimo Troupe (see Polite of 1917) Atlantic City. Hanson, James, Accentedettes (Club Alpine) New Haven, Conn., no. Harris, Arlene (Pal) St. Louis, E. Harris & Yvonne (Village Barn) NYC, no. Harrison, Spitz (Gay '90s) NYC, no. Harrison Sisters (Commodore Perry) Toledo, O., h. Hart, Ann (Old Mill) NYC, e. Hartman, Marie (Oliver Twist) NYC, no. Hartman, Paul & Grace (Dorchester) London, h. Hayes, Hag & Howe (Bradford) Boston, h. Harwood & Alton (Furnace) NYC, no. Hayworth, Sealbee, Revue (Carolina) Washington, N. C., T. (Oranada) Bluefield, W. Va., 8-9; (State) Spartanburg, S. C., 11-12, L. Hazzard, Ruth (Village Casino) NYC, no. Healy & Neale (Belmont) Cincinnati, h. Heyman, Murray (Le Coq Rouge) NYC, re. Hickory Nuts, Three (Brau-Naut) Baldwin, L. I. N. Y., re. Hickory Joe (Radio Franks) NYC, no. Higgins, Stanley (Fulton House) Chi, h. Higdon, Peter (Lookout House) Covington, Ky., no.

Hilda & Herbert (Black Cat) NYC, no. Hillard, Jack (Royal Franks) Chi, no. Holland & Hart (Memorial) Boston, L. Hulla, Marie (Saver) London, h. Hunt, Jilly (Hill Moon) Conny Island, N. Y., h. Honey Family, The (Harle) Pittsburgh, L. Howard & Glenn (Hilbert) NYC, no. Howard, Joseph (Bill's Gay '90s) NYC, no. Howard, Eugene & Willie (Versatile) NYC, no. Howard & Daniels (Mammy's Children Farm) NYC, re. Howland, John (Chex Firehouse) NYC, no. Hughes, Lybeth (Biltmore) NYC, h.

I

Hunter, Julia (Harlem Casino) Pittsburgh, no. Ice Ballet (Boston) Boston. Inky & Hot (Kit Kat) NYC, no. International (Jack Dempsey's Broadway Bar) NYC, no. Jacqueline, Mignac (International Casino) NYC, no. Jakob, Anita (Royal Franks) Chi, no. James, Hal (Nine-Mile House) Cincinnati, no. Janet of France (Janet of France) NYC, re. Jandery, FIVE (Colonial) Dayton, O., L. Jarey, Harry (Chex House Tavern) Detroit, e. Jason, Jay (Hill Moon) Milwaukee, E. Jerry & Turk (Chex Parrel) Omaha, no. Jerry & Turk (Lookout House) Covington, Ky., no. Jiny, Mammy (Radio Franks) NYC, no. Johnson, Bill (Radio City Rainbow Grill) NYC, no. Johnson, Lucille (Earle) Washington, L. Johnson, Mac (Cotton) NYC, no. Jones, Ray (Queen Mary) NYC, re. Juanita & Champions (Orph.) Minneapolis, L.

K

Kahne, Harry (Trocaera) London, no. Kamm, Professor (Le Mirage) NYC, no. Kahn, Alton, & Boza (Monte Carlo Bar Hotel) Chi, h. Kai, Momi (Lexington) NYC, h. Kankas, The Three (Mon Paris) NYC, no. Karnon, Marie (Wolford) Danville, Ill., h. Kavanagh, Alan (Billy Rose's Casa Manana) NYC, no. Kaye, Johnny, & Playboys (Wagon Wheel) Houston, no. Keating, Fred (Walton) Phila, h. Keeney, Jane (Royal Palm) Miami, no. Keiley & Margie (El Chico) NYC, no. Keller, Princess (Oleria) Columbus, O.; (Cat & Fiddle) Cincinnati 11-14, no. Kennedy, Ann (Cavalier) NYC, no. Kenney, Billy (Cortez El Paso, Tex., h. Keyes & Rose (Sportman's Show) Detroit; (Sportman's Show) Minneapolis, 10-14. King, Dorothy (Palmer House) Chi, h. Kings, Four (Biltmore) NYC, h. Kinko (Corktown Tavern) Detroit, e. Kollective Kids, 14 (Village Barn) NYC, no. Kipps, Teddy (Hilbert) NYC, no. Kistler, Charles, A. (Hilbert) Cleveland; (Royal Alexandra) Toronto 10-11, L. Koppa, Liza (Radio Franks) NYC, no. Kramer, Leon (Zek's) NYC, re.

L

Laloff, Barbara (Zimmerman's Budapest) NYC, no. La Marr, Jackie (Hickory House) NYC, no. La Verne, Doris (Garbo) NYC, re. Ladd, Victoria (Hilbert) Brooklyn, N. Y., h. Lamb, Gil (Pal) Chi, L. Lane, Joyce (El Regis) NYC, h. Lane, Kathleen (Edison) NYC, no. Lane, Mary (Jimmy Kelly's) NYC, no. Lane, Tree & Edwards (Yacht Club) Chi, no. Lark (White) Chicago, no. Larkie Jack (Cavalier) NYC, no. Law, Jackie (Chicago Club) Atlantic City, no. Lawler, Terry (Royal Palm) Miami, no. Lawton, Vera (Knox House) NYC, h. Le Verde, Leon, (Chateau) Cleveland, no. Lee, Bob (Witell) NYC, re. Lee, Cella (La Marquette) NYC, no. Lee, Donna (Stevens) Chi, h. Lee, Virginia (73 Club) Omaha, no. Leeds, Lyle (El Tabarin) Paris, no. Leff, Lorraine (Biltmore) NYC, h. Leonard, Luke (Broadway Hofbrau) NYC, e. Leonard, Eddie (Shore Boat) Bronx, N. Y., no. Leonce (International Casino) NYC, no. Lester, Lee (Jimmy Kelly's) NYC, no. Lewis, Helen (Cristin) NYC, no. Lewis, Ralph (Greenwich Village Nat) NYC, no. Lewis, Ted, & Band (Paramount) Springfield, Mass., L. Liber & Owen (Paradise) NYC, re. Lieb, Tiede (Fox) St. Louis, L. Lil, Bernie (Club Rival) Baltimore, no. Lil & Lee (Club Rival) Baltimore, no. Lily, Leslie (American Music Hall) NYC, no. Little Sack, Three (Berliozetta) NYC, re. Little, Little Ann (Court Bar & Grill) Bronx, N. Y., no. Lloyd, Shirley (Pamona Door) NYC, no. Logan, Ed (Paramount) NYC, L. Lombard, Guy, & Band (Paramount) NYC, L. Lorenia, Jane (12) NYC, no. Lovett, George, & Co. (Corktown Tavern) Detroit, e. Lowe, Hite & Stanley (Howard) Washington, D. C. (Michigan) Detroit, 8-15, L. Loy, Thida (Golden Grill) Rochester, N. Y., no. Lubina, Ada (Old Romanians) NYC, re. Lynn, Patricia (British Colonial) Nazasa, Wash. Indis., h. Lyell, Joan (73 Club) Omaha, no.

M

McCabe, Sara Ann (Pal) Chi, L. McClelland, Fred (Weylin) NYC, h. McCoy, Bob (Hex) NYC, h. McCoy, Clyde, & Orph. (Capitol) Washington, L. McCully, Jean & Oline (Adelphi) Phila, h. McCullough, Gene (520 Club) Chi, no. McDonald, Bill (Tramont) Seattle, h. McDonald, Charles (Harle) NYC, no. McKenna, Red (Nick's Henderson) NYC, e. McLean, Ross (New Yorker) NYC, h. MacMahon, Lory (Village Barn) NYC, no. McMillan Sisters, Four (Paradise) NYC, no. McMillan Sisters, Four (Paradise) NYC, re. McManis, Joe (Saver-Pass) NYC, no. MacNaughton Virginia (Le Mirage) NYC, no. Mack, Mammal (Corktown Tavern) Detroit, e. Mack & Mack (Club Rival) Baltimore, no. MacLean, Hilda (Gay '90s) NYC, no. Madler, Ed (Earle) Kansas City, Mo., no. Madie & Ray (State-Lake) Chi, L.

Malt, Bonnie (Heidelberg) Baton Rouge, La., N.  
 Mayer, Jack, Inc. (Oriental) Chi., N.  
 Malvey, Hal (Piedmont) Montreal, Can., no.  
 Manhattanites, The (Harley) Washington, D. C.  
 March, Ed (Queen Mary) NYC, re.  
 March, Peggy (Village Bar) NYC, re.  
 Manning, Gus (Park Plaza) St. Louis, N.  
 Manolis (Russian Art) NYC, re.  
 Mara, Vanda (El Regis) NYC, N.  
 Marbo, Phyllis (Le Regis) Hendersonville, Va.  
 Youngstown, O., no.  
 Margo (Plantation) NYC, no.  
 Martin, Paul (Bradford) Boston, N.  
 Martine, Floria (Waver) NYC, re.  
 Martin, Lou (Troadero) NYC, no.  
 Martz & Marquette (Club Chalmers) Pittsburgh, N. C., no.  
 Maslo, Owen (Greenwich Village) Casino NYC, no.  
 Maslo & Floria (El Regis) NYC, N.  
 Matzkin & Michael (Radio City Rainbow Grill) NYC, no.  
 Matzkin, Three (La Marquis) NYC, no.  
 Matzkin, Billy (Wagon Wheel) Houston, Tex., no.  
 Matson, Jack (Little Old New York) NYC & Jersey, Nicholas (Russian Kretchma) NYC, no.  
 Matz, Bob (Man Park) NYC, no.  
 Maurice & Cordova (Palmer House) Chi., N.  
 Maxwell, The (Harley) Washington, D. C.  
 May, Bob (International Casino) NYC, no.  
 May, Kathryn (Queen Mary) NYC, re.  
 May & Smith (Palmer House) Chi., N.  
 May's Sisters (State Line) Kansas City, Mo., no.  
 May & Deppes (Orph.) Minneapolis, N.  
 May, Lou (Madison) NYC, N.  
 May, VI (Eliz-Carlton) NYC, N.  
 McAdams (Vitality) NYC, N.  
 McAnn, George (Newhall) NYC, N.  
 McCall, Peggy (Queens Terrace) Woodside, N. Y., no.  
 McCall, Michel (Russian Kretchma) NYC, re.  
 McCall, Beth (Roumanian Village) NYC, no.  
 McCall, Mrs. Thos (Lexington) NYC, N.  
 McCall & Mack (Drake) Chi., N.  
 McCall (Cocked Hat) Kansas City, Mo., no.  
 McCall & Michael (Palmer House) NYC, re.  
 McCall, Adelaide (Ambassador) NYC, N.  
 McCall, Jean (Chez Paree) Chi., N.  
 McCall, Mrs. (Pal.) Chi., N.  
 McCall, Lucy (Eliz-Carlton) NYC, N.  
 McCall, Mrs. (Dimitri's) NYC, no.  
 McCall, Mrs. (El Regis) NYC, N.  
 McCall, Ode (Brewery) NYC, no.  
 McCall & Revel (Orph.) Minneapolis, N.  
 McCall, Mrs. & Little Daisy (Eliz-Carlton) Tulsa, Okla., no.  
 McCall, Stuart, Dancers (Billy Rose's Casa Manana) NYC, no.  
 McCall, Grace (Radio Franks) NYC, no.  
 McCall & Teresita (Troadero) NYC, no.  
 McCall, Alex (El Regis) NYC, N.  
 McCall Trio (El Regis) NYC, N.  
 McCall, Sammy (Old Roumanian) NYC, N.  
 McCall, Kay (Casa Valera) NYC, N.  
 McCall & Winger (Bowers Music Hall) St. Louis, N.  
 McCall, Alvin (Club Mallet) Chi., N.  
 McCall, Gerry, The (Beverly-Plaza) NYC, N.  
 McCall, Corinna (Chicago) Chi., N.  
 McCall, Jimmy (Tavern) Chi., N.  
 McCall, Dean (Housewife) New Orleans, N.  
 McCall Hall Boys (Trocadero) London, no.  
 Musical Maniacs, Three (Greenwich Village Casino) NYC, no.  
 Myers, Tommie (German Casino) Chi., no.  
 Myers, Collier (Inn) Chi., no.  
 Myrtle & Pascal (International Casino) NYC, no.

N

N. T. O. Revue (Congress Casino) Chi., N.  
 Naid, Gladys (Radio City Rainbow Room) NYC, no.  
 Natalie & Darnette (Bradford) Boston, N.  
 Nardisco (El Regis) NYC, N.  
 Nave, Vell (Laurin) (Harry's New York Cabaret) Chi., N.  
 Nave & Candido (El Regis) NYC, no.  
 Nave, Alexander (Waver) NYC, re.  
 Nave, Evelyn (Butler's Ye Old Tap) NYC, N.  
 Nave & Norman (Cafe) NYC, no.  
 Nave, Doug (Butler's) Boston, N.  
 Nave, Peggy (Hickory House) NYC, no.  
 Nave, Gertrude (Cafe de Paris) London, no.  
 Nave, Helen & Tommy (Greenwich Village Casino) NYC, no.  
 Navechanski, The (Gibson) Cincinnati, N.  
 Nave, Kari (Olive Twist) NYC, no.  
 Nave, Lillian (El Regis) NYC, no.  
 Nave, Harriet (Club Alabam) Chi., N.  
 Nave & Darnette (Sunny Isles) North Miami Beach, N.  
 Nave, Wilma (Butler's Ye Old Tap) NYC, N.  
 Nave, Olga (College Inn) Chi., no.  
 Nave (Park Central) NYC, N.  
 Nave, Lillian (Greenwich Village Natl) NYC, no.

O

O'Dare, Barney (High Hat) Peoria, Ill., no.  
 O'Hara, Eileen (Oasis) Seattle, Wash., no.  
 O'Hara, Olga (Hollywood) Peoria, Ill., no.  
 O'Hell, Peggy (Cavalier) NYC, no.  
 O'Keefe, Millie (Cocktown Tavern) Detroit, N.  
 O'Keefe, Bessie Virginia (Waver) NYC, no.  
 Omar (El Regis) Brooklyn, N.  
 O'Keefe & Mitchell (Yacht Club) Chi., N.  
 O'Keefe, Irma (Waver) NYC, no.  
 O'Keefe & Lissy (Famous Door) NYC, no.  
 Oxford Trio (Central) Dayton, O., N.

P

Paine, Ken & Roy (Park Central) NYC, N.  
 Paine, Gladys (Sammy's Chicken Farm) NYC, no.  
 Paine, Gaston (Grosvenor House) London, N.  
 Paine, Frank (Beverly-Plaza) NYC, N.  
 Paine & Clifford (Memorial) Boston, N.  
 Paine, LaRue (Northwood Inn) Detroit, N.  
 Paine, Barbara (Park) NYC, re.  
 Paine & Mary (Alpine) East Haverhill, W. Va., N.  
 Paine, Tom (Billy Rose's Casa Manana) NYC, no.  
 Paine, Ben (Circus Club) Bloomington, Ill., no.  
 Paine, Helene (Trocadero) London, no.  
 Paine & New York (N.Y.) NYC, N.  
 Paine, Al & Grog (Fox) St. Louis, N.  
 Paine & Luis (Ladies White Minstrel) Bradenton, Fla.  
 Paine, Three (Hickory House) NYC, no.  
 Paine, Mimi (Waver) NYC, no.  
 Paine & Jean (Madrid) Buffalo, N.  
 Paine Sisters (Cotton) NYC, no.  
 Paine, Michael (Royal Palm) Miami, N.  
 Paine, Texas (Torch Club) Cleveland, N.  
 Paine, Betty (1-11 Club) NYC, no.  
 Paine, Ethel (Swing) NYC, no.

Paine, Jack (Orph.) Minneapolis, N.  
 Paine & Joyce (Hollywood) Peoria, Ill., no.  
 Paine, George (Royal Palm) Miami, N.  
 Paine, Emma (1-11 Club) Omaha, N.  
 Paine's Tigers (Billy Rose's Casa Manana) NYC, no.

R

Radio Rogues (Earle) Peoria, Ill., N.  
 Rain, Leah (Dorchester) London, N.  
 Rain, Le & Moyses (Irish Village) Cleveland, N.  
 Ramona (Cavalier) NYC, no.  
 Ramona, Hilda (Havana-Madrid) NYC, no.  
 Rain, Sally (Billy Rose's Casa Manana) NYC, no.  
 Randall Sisters (Fox) St. Louis, N.  
 Randolph, Amanda (Black Cat) NYC, no.  
 Raquel & Tarrina (Havana-Madrid) NYC, no.  
 Ray & Trent (Chicago) Chi., N.  
 Ray, Iris (Moose Carlo) NYC, no.  
 Ray & Heidi (Radio City Rainbow Room) NYC, no.  
 Reading Twins (Waver) Peoria, Ill., N.  
 Reel, Margaret (Hollenden) Cleveland, N.  
 Reed, Mildred (Wagon Wheel) Peoria, Ill., N.  
 Rees, Guy (Old 1111) NYC, no.  
 Rees, Frances (Harley) Washington, D. C.  
 Rees, Guy (Swing) Hollywood, N.  
 Rees, Luiza (Havana-Madrid) NYC, no.  
 Rees, Nell & Eva (Royal Palm) Miami, N.  
 Rees, Dorothy (Kil Kat) NYC, no.  
 Rees, Fred (Cotton) Chi., N.  
 Rhythm Pals (Harlem Casino) Pittsburgh, N.  
 Rice, Margie (1-11 Club) Omaha, N.  
 Riddle, Herb (1-11 Club) Omaha, N.  
 Richards Adrienne Dancers (Oriental) Chi., N.  
 Richards & Carson (Harley) Washington, D. C.  
 Richards, Tom & Jackie (Cotton Farm) Cincinnati, N.  
 Rios, Rosita (Rainbow Room) Rockefeller Center, NYC.  
 Rios, Pat (Terrace Gardens) Rochester, N. Y., no.  
 Robbins (Royal Palm) Miami, N.  
 Robinson, Paul (Fox) St. Louis, N.  
 Roberts, Dave & June (State) Columbus, O., N. Y., N.  
 Roberts & Farley (New Yorker) NYC, N.  
 Rockwell, Doctor (Billy Rose's Casa Manana) NYC, no.  
 Roe, Chuck (Bran-Haus) Baldwin, L. I., N. Y., N.  
 Rogers & Powell (Dorset, Miss. Eddie, & Bert) Harley (1-11 Club) NYC, no.  
 Rogers, Red (Rainbow Inn) NYC, re.  
 Rogers, Helen (Swing) NYC, no.  
 Rogers, Ginger & Dorothy (College Inn) Chi., N.  
 Rolfe, The (Bar-Grill & Coffee Shop) NYC, re.  
 Rolfe, Bob (Adelphi) Peoria, Ill., N.  
 Rolfe & Seville (Mushelbach) Kansas City, Mo., N.  
 Rolfe, Dorice (Greenwich Village Natl) NYC, no.  
 Rose, Jack (Place Elegance) NYC, no.  
 Rose, Ray, Brokers (Andrews) Minneapolis, N.  
 Rosend, Pete (Billy Rose's Casa Manana) NYC, no.  
 Rosen, Tiny & Virginia (Eliz-Moon) Milwaukee, N.  
 Rosini, Paul (Deerly Hills) Southgate, Ky., no.  
 Ross, Tommy (Cocktown Tavern) Detroit, N.  
 Rossini & Dolores (Greenwich Village Natl) NYC, no.  
 Roth & Shay (Ambassador Cabaret) Copenhagen, Denmark.  
 Royal Duo (Park Marquette) Peoria, Ill., N.  
 Royal, Jan (466 Club) Chi., N.  
 Rubenstein, Erna (Zimmerman's) NYC, re.  
 Ruelle, Ruth (Palmer) Seattle, Wash., 4-16, N.  
 Rudolph, Theresa (Yacht Club) Chi., N.  
 Rudolph & Kendra (Le Mirage) NYC, no.  
 Ruggal, Yvonne (Cotton) Chi., N.  
 Ruggal, Mabel (1-11 Club) NYC, no.  
 Russel, Sunny (Nick's Handcuffs) NYC, N.  
 Russian Gypsy Trio (Gay Village) NYC, N.  
 Rustin, Sunny (Radio Franks) NYC, no.  
 Rustin & Marica (Jimmy Kelly's) NYC, no.  
 Ryan, Jerry (Gay) NYC, no.  
 Ryan, Bob (Greenwich Village Natl) NYC, no.  
 Ryck & Kay (Harik) Kansas City, Mo., no.

S

St. Clair, Larry (Bowers) Detroit, N.  
 St. Clair, Irene (Mayfair) Boston, N.  
 St. Clair, June (Yacht Club) Chi., N.  
 Samani & Michl (Billy Rose's Casa Manana) NYC, no.  
 Sanders, Bonnie (Mayfair) Yalesville, Pa., no.  
 Sany, Frank (Royal York) Toronto, Can., N.  
 Sany, Ludwig (Roumanian Village) NYC, re.  
 Sany, Dorothy (Kil Kat) NYC, no.  
 Savoy Steppers (Lennox) Wilkes-Barre, Pa., no.  
 Sava, Marissa (Russian Kretchma) NYC, re.  
 Scott, Jean (Leon & Eddie's) NYC, no.  
 Seal, Peggy (Troadero) London, no.  
 Seely, Roy (Congress Casino) Chi., N.  
 Seal, Dave & Co. (Colonial) Dayton, O., N.  
 Seade, Lillian (Ray) NYC, N.  
 Seander (Buckingham) NYC, N.  
 Seaton, Anna (Roumanian Village) NYC, re.  
 Seaman & Aldyth (State) Columbus, O., re.  
 Shaw, Oscar (Billy Rose's Casa Manana) NYC, no.  
 Shaw, Aloha (Shore Road) NYC, no.  
 Shaw, Helen (Old Roumanian) NYC, N.  
 Shay & Rose (Woodward) NYC, N.  
 Sheldon, Gene (Memorial) Boston, N.  
 Sherman Bros. & Teale (Harlett Club) Rochester, N. Y., no.  
 Sherman, John (Tampa Terrace) Tampa, Fla., N.  
 Shere, Willie (1-11 Club) Chi., N.  
 Short, Bobby (Tower) Kansas City, Mo., N.  
 Shultz, Ethel (Roosevelt) New Orleans, N.  
 Silverman, Jack (Old Roumanian) NYC, re.  
 Simmons, Lee (Plantation) NYC, no.  
 Simpson's Humanettes (Tower) Kansas City, Mo., N.  
 Simpson, Carl & Faith (Brown) Louisville, N.  
 Sims, Lee & Donay Bailey (Belmont-Plaza) NYC, N.  
 Sinclair Sisters (State-Lake) Chi., N.  
 Small, Bill (Rudy's) NYC, no.  
 Smith, Earle (Beverly) Chi., N.  
 Smith, Rudy (Black Cat) NYC, no.  
 Sobolowsky, Nadia (Russian Kretchma) NYC, no.  
 Southern, Georgia (Leon & Eddie's) NYC, no.  
 Spark Plug, George (Harlem Casino) Pittsburgh, N.  
 Spencer & Coleman (Lesage's) Boston, N.  
 Spencer, Elaine (Swing) NYC, no.

Spliff, Capt. (Army) Hartford, Conn.  
 Spiller & Rose (College Inn) Chi., no.  
 Stanley, Irene (Radio Franks) NYC, no.  
 Stauffer, Daphne (Greenwich Village Natl) NYC, no.  
 Steier, Larry (Harlem Casino) Pittsburgh, N.  
 Stewart, Larry (Half Moon) Conroy Island, N. Y., N.  
 Stephens, Karen (Freddie's) Cleveland, N.  
 Stephenson, Martha (State) NYC, no.  
 Stepping Stones (HKO) Boston, N.  
 Sterling, Wynne (Roumanian Village) NYC, re.  
 Stewart James (El Tabarin) NYC, no.  
 Stone, Harvey (Beverly) Detroit, N.  
 Stone, Allan (Commander's) NYC, N.  
 Sullivan, Maxine (Oxy) NYC, no.  
 Sweeney, Bud (Washington-Yorke) Cleveland, N. Y.  
 Swift, Three (Gay) London, N.  
 Swift, Paul (Waver) Peoria, Ill., N.  
 Swinton, Eve (Waldorf-Astoria) NYC, N.  
 Salk & Ann (Pete Marquette) Peoria, Ill., N.

T

Tarrant & Dacia (Carbo) NYC, no.  
 Taylor, Irene (1-11 Club) Chi., no.  
 Taylor, Irene (Tower) Kansas City, Mo., N.  
 Taylor, Agnes (Wagon Wheel) Peoria, Ill., N.  
 Templeton, Alec (Ambassador) Hollywood, N.  
 Templeton Boys (Barney Ostland's) NYC, no.  
 Thomsen (Gloria) Columbus, O., no.  
 Therrien, Henri (Club Chalmers) Peoria, Ill., N.  
 Thomas, Audrey (Kil Kat) NYC, no.  
 Thomas, Eddie (Palumbo's) Peoria, Ill., N.  
 Thomsen, Boris (Rainbow Inn) NYC, re.  
 Thomsen, Martha (Pennsylvania) NYC, N.  
 Thoney, Dot (Black Cat) NYC, no.

# THE TITANS

"RHYTHM IN SLOW MOTION"  
 Dr. MILES INCALSI & JACK DAVIES.

Tisdale Trio (Le Mirage) NYC, no.  
 Todd, Arthur (Radio City Rainbow Room) NYC, no.  
 Tolson (Trocadero) London, no.  
 Tom, Pun (Drake) Chi., N.  
 Tomark, Ed (Royal Frolics) Chi., N.  
 Towny, Evelyn (Club Roky) Columbus, O., no.  
 Trade, Frank & Pete (Stanley) Pittsburgh, N.  
 Travis, Jimmie (Coca Wagon) New Orleans, N.  
 Trajans, Three (Royal Frolics) Chi., N.  
 Trajans, Vera (International Casino) NYC, no.  
 Troubadours, Three (Dimitri's El Gaucho) NYC, no.

V

Vaccaro (El Ouzhal) NYC, no.  
 Valda, Countess (New Broadway) Baltimore, N.  
 Valder, Vern (Wagon Wheel) Houston, N.  
 Van, Guy (Cotton) Chi., N.  
 Van, Aloha (Havana-Madrid) NYC, no.  
 Vaughn, Alberta (Circus Club) Bloomington, Ill., N.  
 Variety Boys, Three (Orph.) Memphis, N.  
 Vasson, Joe, & Sparklers (Cotton's Grill) Erie, Pa., N.  
 Vasson & Darnette (Heidelberg) Baton Rouge, La., N.  
 Vee Ames Girls (Chez Ami) Buffalo, N.  
 Veler, Angela (Barney Ollant's) NYC, re.  
 Vickers, Jean (3 o'Clock) Baltimore, N.  
 Villan, Renee (Cotton) Chi., N.  
 Viala, Valerie (Hilton) NYC, N.  
 Vody's Jubilers (Cotton Club) NYC, no.  
 Vonda, Linda (Russian Art) NYC, re.

W

Wade, Dick (Kil Kat) NYC, no.  
 Waldman, Ted & Al (State-Lake) Chi., N.  
 Walker, Betty (Black Cat) NYC, no.  
 Wallace, Joe (College Inn) Chi., N.  
 Walsh, Sammy (Hollenden) Cleveland, N.  
 Ward & Milford (Oriental) Chi., N.  
 Ward, Will (Bill's Gay Nineties) NYC, no.  
 Warren's, Fred, Pennsylvanians (Levy) Richmond, Va., N.  
 Watson Sisters (State-Lake) Chi., N.  
 Watson, Milton (Orph.) Minneapolis, N.  
 Wait, Eric (New Yorker) NYC, N.  
 Wayne, Hannon (Dorchester) London, N.

Weich, Frances (Barkley's) Peoria, Ill., N.  
 Welch, Marie (La Marguerite) NYC, no.  
 Welch, Mary (Hansa) Omaha, N.  
 Wells, Billy, & 4 Pats (State) NYC, N.  
 Wendt, Ray (Fruit Club) Peoria, Ill., no.  
 West, Art (Chateau) Cleveland, N.  
 West, Willie & McInty (Billy Rose's Casa Manana) NYC, no.  
 West, Mae (Orph.) Minneapolis, N.  
 West, Mae (Orph.) Minneapolis, N.  
 Wheeler, Bert (State) NYC, N.  
 White, Jack (1-11 Club) NYC, no.  
 White, Briva (Rose Bowl) Chi., N.  
 White, Ann (Queen Mary) NYC, re.  
 Whitman, June (Belmont-Plaza) NYC, N.  
 Wick, Gus "Popeye" (Radio Franks) NYC, no.  
 Wild & Ray (Gay) London, N.  
 Williams, Betty (Half Moon) Conroy Island, N. Y., N.  
 Wilson, Jackie & Honey (King Edward) Toronto, Ont., Can., N.  
 Winston, Walter (Brillwood) NYC, no.  
 Wolfe, Lorraine (Hazel) Louisville, N.  
 Woods, Lorraine (International Casino) NYC, no.  
 Wyse Jr., Ross (Olympic) Chi., no.

Y

Yacopa (Royal Palm) Miami, N.  
 Yost's, Ben, Eight White Guardsmen (Gibson) Cincinnati, N.  
 Yourist, Your (Old Roumanian) NYC, N.

Z

Zig & Zag (Powers) Rochester, N. Y., N.  
 Zita & Baracole (Cocked Hat) Kansas City, Mo., no.  
 Zudilla (Paramount) Cedar Rapids, Ia., 4-17.

## DRAMATIC AND MUSICAL

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

Abey Players (Hilton) Los Angeles.  
 Boy at Work (Maryland) Baltimore.  
 Brother Rat (Coca) Detroit; (Hansa) Cleveland 11-16.  
 Golden Boy (Cotton) San Francisco.  
 Hampden, Walter (Davidson) Milwaukee 6-9; (Coca) Detroit 10-16.  
 Hayes, Helen (Texas) San Antonio, Tex., & (Paramount) Austin, T.; (Baylor Aud.) Waco, N.; (Majestic) Ft. Worth, T.  
 Jubilee Casino (American) St. Louis.  
 Room Service (Harley) Chi.  
 Room Service (Locust St.) Phila.  
 Tobacco Road (Embassy) Rochester, N. Y.  
 University of Pittsburgh (Nixon) Pittsburgh.  
 Women, The (Ford) Baltimore; (National) Washington 11-16.  
 Yes, My Darling Daughter (Royal Alexander) Toronto, Can.  
 Yes, My Darling Daughter (Stranger) Buffalo 4-6; (Manole Aud.) Rochester, T.; (Coca) Albany 2-9.  
 You Can't Take It With You (Geary) San Francisco.  
 You Can't Take It With You (His Majesty's) Montreal, Can.  
 You Never Know (Parrot) Phila.

## MISCELLANEOUS

Coward, Linden, Magician; Alexander, G. 7-9.  
 Brown, Frank, Magician; Topeka, Kan., 4; Haytown, Mo., 5; Peoria, Kan., 6; Kansas City, 7; Cameron, Mo., 8; Kansas City, Kan., 9.  
 Daniel, B. A., Magician; Fairfield, Ill., 6; Wayne City, T.; Henderson, Ky., 8-9; Providence 11-12.  
 DeCoo, Magician; Marysville, O., 4-16.  
 Kent's Fun Show; Elizabeth, N. Y., 6-7; Henderson 8-9.  
 Karter's World's Fair Museum; Minneapolis 4-10.  
 Leonard Players; Travelers Rest, S. C., 4-9.  
 Marine Hippodrome; Rome, Ga., 4-7; Greenville, S. C., 8-9; Hendersonville, N. C., 10; Spartanburg, S. C., 11-12; Charlotte, N. C., 12-15.  
 Margus, Magician; Gillette, Wyo., 6; Lodge Grass, Mont., 7; Sheridan, Wyo., 11; Buffalo 12; Billings, Mont., 11; Powell, Wyo., 11; Worland 11; Greybull 14.  
 (See ROUTES page 143)

# NEW DATE BOOKS

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# The Final Curtain

**BARRON**—Basel A., 41, comptroller of Educational Films, March 29 in Roosevelt Hospital, New York, after a brief illness. From 1929 to 1929 Barron was associated with Asher Bros., Chicago, leaving them to join Fox Films. In 1933 he switched over to Educational. Survived by his parents, Mr. and Mrs. Janov Barron, Monmouth, Ill.; a son, Basil Jr.; two daughters, Rosella and Barbara, and two brothers and a sister.

**BEALS**—J. Whitney, 72, credited with being first to bring a moving picture projector into this country, March 28 in Milford, Conn.

**BURKE**—Catherine Costley, 87, mother of John T. Joseph P., Thomas P. and William H. Burke, owners of Burke Glen Amusement Company, Pittsburgh, March 23 at her home in Burke Glen Park. Also survived by a daughter, Mary. Services from St. Patrick Church, Scranton, Pa.

**GAIN**—Loretta Agnes, 58, wife of P. J. Gain, retired proprietor of a theatrical warehouse, March 27 at her home in Flushing, L. I., N. Y., of a cerebral hemorrhage. Survived by her husband; four children, John, Leonard, Dorothy and Madeline; a sister, Gertrude Byrnes, and two brothers, Rev. Leonard Byrnes and Thomas Byrnes.

**CALLAHAN**—George T., 70, stage director, March 30 at his home in Lowell, Mass. Apparently in good health, he reported for work at Keith's Theater, with which he had been associated since 1911, the night before his death. Several years ago when he was director of the Lakeview Park Summer Theater Callahan directed Edna Mae Oliver, Raymond Hitchcock and the Barrymores.

**CHALMERS**—James K., 78, one of the commanders of the Columbian Guard at the World's Fair, Chicago, in 1893, in St. Petersburg, Fla., March 26. He served in the Third United States Cavalry and saw active service in Indian wars. He was a life member of Friendship Lodge, F. & A. M., and a Past Grand of Adolph Lodge, IOOF, Chicago. Survived by his widow and three children by a former marriage. Burial in Woodlawn Cemetery.

**COSOROVE**—James J. (Jimmy), 77, well known to theatrical people and veteran newspaper man, March 23 in Bridgeport, Conn., after a short illness.

**CURTIS**—George, for the past 16 years identified with the Crescent Amusement Co., Nashville, Tenn., recently in that city.

**DEVON**—Max, 54, burlesque straight man, in Peoria, Ill., recently. Survived by his widow, Jean DeLee, dancer. Burial in Peoria.

**DUDLEY**—Charles Edwin, 63, retired legitimate stage actor, April 2 in St. Luke's Hospital, New Bedford, Mass.

**HAM**—Denise, 18, for several years known as the Sunflower Girl over WIB, Kansas City, Mo., March 26 in that city of injuries received in a motor-car accident. Survived by parents and sister, all of Kansas City. Services and burial March 29 in Kansas City.

**PLANDRAU**—Charles Macomb, 66, essayist and former music and dramatic critic for *The St. Paul Pioneer Press* and *Dispatch*, March 28 in St. Paul after a year's illness. Two years after graduating from Harvard he published a book, *Harvard Epitaphs*, dealing with the drinking and smutty habits of college men of his day, which created a sensation, and later, in revised form, it was published in *The Saturday Evening Post*.

**FLECK**—Eugene, high-wire performer, member of the Waldensia troupe, suddenly near Sarasota, Fla., March 29. Surviving is a brother, Ernest, in Oer-

many. Services and burial in Sarasota March 31.

**FRAGOETTI**—Ernest, 23, singer, March 26 at his home in Yonkers, N. Y., after an illness of several months. Services March 28 from Sacred Heart Church and burial in Mt. Hope Cemetery, Yonkers. Survived by his widow, mother, six brothers and three sisters.

**GAITLAND**—Hugh Patrick, 50, owner of Van Dyke Club, Detroit, March 28 at his home in that city of a heart attack. Survived by his widow, Catherine, a sister and brother. Burial in Mt. Olivet Cemetery, Detroit.

**GAZZOLO**—Frank J., 67, theatrical producer and real-estate operator, March 27 in Chicago. Burial in Mount Carmel Cemetery March 28. Survived by his widow, Mrs. Victoria Gazzolo, and a sister, Mrs. Virginia Bernero.

**GOLDSTON**—Mrs. A. B. (Ma), wife of A. B. (Blackie) Goldston, veteran trouper, March 27 in Terrell Hospital, Stephenville, Tex. Burial in Rhombs, Tex., March 28.

**GREENWALD**—Joseph, Hollywood actor, April 1 in Santa Barbara, Calif., of a heart attack during the first act of the opening performance of *Golden Boy*.  
**GUENTHER**—Mrs. Fern, of Trenton, Mich., and mother of Jacala Guenther, artist for Jam Handy Pictures Service, Inc., Detroit, commercial film studios, March 24 in an automobile accident. Her daughter was seriously injured.

**HEARD**—Sidney, 62, for many years manager of orchestras department, Grinnell Bros.' Music Store, Detroit, March 22 at his home in that city. Survived by two brothers, Richard, Milwaukee, and Percy, London, and two sisters, Mrs. Thelma Longman and Mrs. Jessie Johncock, London. Burial in Milwaukee.

**HITE**—Lewis, 80, father of the late Mabel Hite, former vaudeville, March 26 in Kansas City (Mo.) General Hospital. Survived by widow and stepdaughter.

**HORVATH**—Kafman, orchestra leader and cymbal player, March 25 in Bridgeport, Conn., after a short illness.

**HOWARD**—Dr. Harry, veteran conductor of medicine shows, in Dyerburg, Tenn., March 21. Howard was widely known through show business for 40 years, having spent the early part of his life in vaudeville. Survived by his widow. Burial in Halls, Tenn., March 22.

**IRELAND**—Mrs. Myrtle, 59, wife of Curtis Ireland, owner of Ireland's Amusement Park, Merritt, Fla., of a heart attack at her home in Merritt March 28. Before acquiring the park Ireland was a concessioner with major carnivals and owner of Ireland Candy Co. Survived by her husband, father and sisters. Remains were taken to Atlantic City and interment was in Pleasantville, N. J.

**ISAACS**—Mary Catherine, 38, former trapeze performer, recently from gas fumes in her York, Pa., home.

**JEROME**—Ben M., 66, composer and director, March 28 in Huntington Hospital, Huntington, L. I., N. Y., after a short illness. Until he retired several years ago Jerome composed many song hits and wrote the lyrics for many musical comedies, including *Up and Down Broadway*, starring Eddie Foy; *The Royal Chef*, *The Merry Widow* and *The Girl at the Gate*. In collaboration with Louis A. Hirsch he composed the score for *He Came from Milwaukee*, in which Sam Bernard starred. Among the song hits he composed were *Lamb, Lamb, Lamb*; *Melancholy Moon*; *By the Pale Moonlight*; *Take Me Back to Chicago* and *The Gambino Man*. Survived by his widow, Florence; a son, Jerry; two sisters, Mrs. Theodore Kaurin and Mrs. Elsie B. Lovrie, and Edwin B. Jerome, a brother.

**JOHANNES**—Tolomee, 63, musician, March 25 at his home in Omaha of a heart attack. He was born in Trieste, Austria. Survived by his widow; two sons, Paul and Virgil; a brother, Antonio, and a sister, Eliza. Burial in Omaha.

**JOYCE**—Eimer Sherwood, organist and composer, March 29 at his home in Bridgeport, Conn.

**KENNEDY**—Montford H., 63, actor and night club entertainer, March 28 in Hayesville, O., after a long illness. Burial in that city.

**LEE**—Frank, veteran showman, recently at his home in Pawtucket, R. I.

**LEE**—Jack, 62, manager of Mineola (L. I.) Roller Rink and former ventriloquist, recently in Nassau Hospital

on Long Island. He was born in Woodland, Calif., and spent 35 years on the stage, retiring in 1931. Survived by his widow, Susan Ping Lee, and a son, Jack. Services and burial in California.

**MICHAEL**—Jules, 69, chairman of the Western side of the Motion Picture Theater Owners of New York, suddenly at his home in Buffalo recently.

**MOSSMAN**—Donald Kirk, 31, manager of the Palace Theater, Kansas City, Mo., March 25 at his home in that city. Survived by his parents, two brothers and a sister. Services March 26 and burial in Floral Hills Cemetery, Kansas City.

**OSBORN**—Walter J., 42, former circus billposter and in recent years identified with the E. B. Smith Advertising Co., Battle Creek, Mich., recently in that city of a heart attack. Survived by his father, D. A. Osborn, and a brother, Al, Sturgis, Mich.

**RABOUD**—Robert, 65, politician and father of Hajah Raboud, mentalist, March 28 at his home in New Orleans after a five months' illness. Burial in Greenwood Cemetery, New Orleans.

**STRUMPF**—Carl, 29, member of the art staff of Columbia Pictures, March 29 of a heart attack at his home in New York. Prior to joining Columbia Strumpf worked for Lord & Thomas, ad agency. Burial March 30 in Mt. Carmel Cemetery, New York.

**TERHIAN**—John, 43, operator of Club Modern, Monroe, Wis., March 22 in Rochester, Minn. Survived by three sisters and four brothers.

**WAGNER**—Fred, 66, veteran circus and theatrical man, in Chicago March 31 of heart trouble. Services in Chicago April 2 and burial in Greeley, Colo., where Masonic services were held April 3. Wagner was born at Watacka, Ill., March 2, 1872. He was with the Hagenbeck-Wallace Circus for 17 years back in the Ben Wallace days as 24-hour man and in other capacities. Later he was tour manager for Raymond Hitchcock. For two years he managed a Columbia Circuit burlesque house in Philadelphia, then was transferred to the Columbia Theater, Chicago. In recent years Wagner managed a Gilda Gray and Fanchon & Marco units and other road shows. In 1931-32 he was with Hagenbeck-Wallace Circus. At the time of his death he was manager of a Federal Theater vaudeville unit in Chicago. His widow, Pearl, survives him.

**WALSH**—Pierce, 63, Omaha night club owner and sportsman, recently of a heart attack in that city. He was a nationally known trapshooter in his younger days and at one time was an associate of Charles Hutter in the Modern Club. At the time of his death Walsh was custodian of Eagles' clubrooms and bar in South Omaha. Survived by two sons, Pierce Jr. and Eugene; a daughter, Jeanette, all of Omaha, and two brothers, James, Denver, and Samuel, residing in Australia. Burial in Omaha.

## Marriages

**AMES-RUSSELL**—Paul Ames, motion picture producer, and Mary Russell, film actress, in Hollywood March 27.

**BARKOOT-COSTELLO**—Halteme Barkoot, of the World Exposition Shows, and Vera Costello, nonpro of Tampa, Fla., in that city March 14.

**DUNCAN-HARDIN**—Harold M. Duncan, orchestra booker and former manager of Andy Kirk and the Clouds of Joy, and Margie Hardin, nonpro, in the Country Club Christian Church, Kansas City, Mo., March 13.

**FRIEDMAN-DEAN**—Abe Friedman, concessioner, and Dolly Dean, palmist, in Birmingham, Ala., March 4.

**GIBBS-DELAIRE**—Johnnie Gibbs, Chicago musician, and Dianne Delaire, actress, in Amarillo, Tex., March 26.

**HOLDERMAN-BEHLER**—Judge I. L. Holderman, Dayton, O., president of Ohio Fair Managers' Association, and Selma Behler, of Indianapolis, February 28.

**HUBBARD-GROSS**—R. H. (Skeets) Hubbard, Ripley's "iron eye" man, and Mary Elenor Gross, the "iron tongue" woman, in Mobile, Ala., recently. They will be with the Goodman Wonder Show this season.

**KIRKLAND-STODDARD**—Jack Kirkland, playwright, and Halta Stoddard, now appearing in *Yes, My Darling Daughter*, March 27.

**MARONEY-HAYES**—Will Mahoney,

comedian-dancer, and Evie Hayes, partner in his act, in London March 29.

**MARTIN-WIKANDER**—Darrel V. Martin, radio editor of *The Pittsburgh Post-Gazette*, and Rosalind Wikander, of that city, in Calvary Episcopal Church there March 21.

**REARICK-MORRELL**—George Bryon Rearick, Baldwin Park, Calif., for many years associated with the Al G. Barnes Circus, and Alice Adeline Morrell, in the Long Beach (Calif.) Wedding Chapel March 27.

**REEL-REYNOLDS**—Robert Ellis Reel, scenarist, and Vera Reynolds, former screen actress, in Palms, Los Angeles, March 29.

**ROGERS-KEMMLER**—James Blake Rogers, son of the late Will Rogers, and Marguerite Aetha Kemmler, of New York, in Hollywood March 28.

## Coming Marriages

Vernon Florence Scott, radio operator and technician at Mitchell Field, L. I., and son of Buddie Scott, formerly of vaude and burlesque, and Juliette Brouillette, nonpro, soon.

Eric Reif, New York radio announcer, and Ruth Warrick, Kansas City (Mo.) radio actress, in New York April 15.

Archie B. Jackson Jr., sports announcer for Station KWOB, Jefferson City, Mo., and Helene Kemper, nonpro, in Jefferson City soon.

Bryant Meehan, Kansas City (Mo.) musician, and Louise Nordberg, nonpro, in Kansas City soon.

Dick Purcell, film actor, and Vicki Lester, film actress, soon.

Joe Martin, employe at the Cliff House, San Francisco's Playland-at-the-Beach, and Jean Kellock May 1.

## Births

A nine-pound daughter, Dianna Darline, to Mr. and Mrs. Victor Palmer in Gettysburg, Pa., March 12. Father was with Kaus United Shows, the past season.

A son to Mr. and Mrs. William McPhillips in Scranton, Pa., March 20. Parents were formerly with Kaus United Shows.

A 5½-pound son, David Lawrence, to Mr. and Mrs. Milton (Curly) Bartok in Sarasota Hospital, Sarasota, Fla., March 13. Parents are well known in the pitch profession.

A son to Mr. and Mrs. Alton Cook in New York March 24. Father is radio editor of *The New York World-Telegram*.

A daughter, Lena, to Mr. and Mrs. Lee Welch in Detroit March 23. Father is projectionist at the Fox Theater there.

A son, Gary, to Mr. and Mrs. Pete Silbert in Detroit recently. Father is trombonist at the Fox Theater there.

A daughter, Frances Ann, to Mr. and Mrs. Earl Sheridan in Detroit recently. Father is Earl of Jack and Earl, program heard over Station WWJ.

## Divorces

John Jerome Pinlay, Chicago advertising executive, from Jane Scriven Pinlay, Scarborough, N. Y., in the former city March 20. Mrs. Pinlay was formerly in charge of reservations at the Rainbow Room, Rockefeller Center, New York.

## BAD WEATHER MARS

(Continued from page 36)

non, novelty entertainer, and Eleanor O'Neal and her Dancing Beauties, a chorus of four. Orchestra of five pieces is under the direction of George B. Stone.

Frank D. Cannon, owner-manager, feels that this will be a fairly good season. However is looking forward to plenty of work, as changing from a week-stand opy to a one-nighter is going to take the show places.

Ted Mitchell is boss canvasman; Brooke Hogbin, mechanic; Jimmie Wright, stage manager; Rufus Melton, electrician; and Larry Reed, front door. E. Snoden Holland is general agent, with Earl Neal, lithographer, and Eldon Reed, billposter.

Outfit moves on four trucks, four cars and five trailers, with two cars and a trailer on the advance.

Prospects are only fair in this section, as the natives depend upon oysters and fish for their living, and oysters have not been up to standard this spring, due to the unusually warm weather. Fishing will not become good for several more weeks.

## Harry F. Hall

Harry F. Hall, about 52, prominent in the carnival business for many years, died March 26 in New York Hospital, New York. His show business experience dated back to 1907 when he joined the old Frank A. Robbins Circus. In 1908, he entered the carnival field and was connected at various times with the Johnny J. Jones, California, Colonial and Harry Heller's Acme shows. At one time he was part owner and general agent of the California Exposition Shows with Sam Anderson.

Several years ago he entered the merchandising field, operating a company with headquarters in New York. In recent years he has been general agent for several Eastern carnivals. Burial March 29 at Stamford, Conn. Survived by his widow, three sons and a daughter.



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Lambert, Mrs. Bill Lambert, Mrs. Geo. A. Lane, Ruby Lavella, Mrs. Yemmo...

Men

Adair, Elmer Adams, Bob Adams, Frank Adams, Fred...

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## Austin, Eagles Produce Excellent Barnes Show

Program has stellar acts—lavish costumes, trappings featured—new idea in lighting, with boulevard system on front—Pageant of Glory spectacle a durb

SAN DIEGO, Calif., April 2.—The Al G. Barnes-Sells-Floto Circus inaugurated its 20th season on the new Municipal lot, near the ocean front here, March 29. Weather was not up to the good standard of past seasons, but despite this handicap the show drew two big houses opening day and Sunday. Acting Manager Ben Austin and his assistant, Paul Eagles, have produced an excellent show, comprising stellar acts and featuring lavish costumes and trappings, in addition to a new idea in lighting, the work of Ed Verstege. Notable is the boulevard lighting system on front, indirect lighting inside and color wheels for acts in the program.

### Discard Old Spec

Discarding an opening spectacle that had been featured for several years, the organization presents *The Pageant of Glory*, which is just that. Over 400 people, horses, elephants and lead steers, gorgeously costumed with feminine beauty in great quantities, lend no small part to the magnificence of the presentation. At the opening matinee, the Bonham Boys band (198), directed by Jules Jacques, divided the opening concert program with the show band, directed by Eddie Woockner. Especially pleasing were the trombone, piano accordions and three Glockenspiels.

Program numbers are new and catchy. Highlighting the show were the Reiffenacha, a remarkably fine riding act, in which Clarence Bruce's comedy riding is a standout. He was called back for an encore but time in getting first show under way would not permit. Walter McClain's 17 fast-working elephants, with some added tricks, worked by three young women whose beauty added much, also came in for their share of applause, as did Janet May working two solo numbers. The Olivars, high perch act, received a big hand, while Mabel Stark, working a mixed group of animals, went over in her usual big way. Capt. Frank Phillips' 10-male lion group was well received as were Jack Joyce and Bob Thornton's horse number and the Zebra Liberty act, respectively. Yom Kam Chinese Troupe was also a big hand getter. Two hours and 25 minutes program pleased thousands.

### The Program

Display No. 1—*The Pageant of Glory*. A gorgeous presentation.

No. 2—Lotus. Big hippo to cart. Elephants carrying ponies in mouths, with performing dogs on pachyderms' heads.

No. 3—In Rings. Liberty ponies presented by Betty Miller. Center, Capt. Phillips' 10 male lions fast-working fighting act, newly broken. Ova Thornton, Liberty and jumping ponies.

No. 4—Jo, the Chimpanzee, with high school elephant, working track without command.

No. 5—In rings, John White's horse, dog and ponies; in arena, Bertha Matlock tiger riding elephant to the usual routine but a series of poses and elephant with foot on short revolving pedestal has been added. Diane White's horse, dog and ponies.

No. 6—Clown number (17 joys) antics in end rings and track, setting props for next number.

No. 7—Mabel Stark's mixed group of 21 lions and tigers. Remarkable from the fact that seven of tigers and five of the lions had been broken to the act in three weeks. Sitting up tiger a feature.

No. 8—Ring 1. The Argyles, foot balancing; center, the Whites, high and broad jumping greyhounds; ring 3, Bartlett and Doan, whimsical acrobatics. Track carry in elephant's mouth.

No. 9—Anna Merkel (Janet May) upside-down ceiling walking, neatly done; on track, five-gaited saddle horses, ridden by Rhea Jack, Alma Taylor, Dianne White, Shirley Baron, Betty Reiffenacha, Ova Thornton. On swinging ladders, Vivian Chick, Dickie Thompson, Jane Riano and Beth Merrill. Quad 2, May Edwards, Cecelia Lee, Diane Lovell and Evelyn Burns, who is from Paramount Studios. Single ladders, Billie Cooke, Paulette Pettee, Edris Hull, Marion Darling, Fancha Pina, Myrtle Stanley, Mabelle Young, Myrtle Williams, Shirley Baron, Bertha Matlock, Martha Joyce, Janet Reske, Jackie Donovan, Vernis Mitchell and Martha Joyce.

No. 10—Ring 1. Myrtle Williams's troupe of trained dogs. Center, Jack

Joyce, seal act with Jerry, musical seal. Ring 3, Vernis Mitchell, trained dogs; followed by first concert announcement.

No. 11—Ring 1, Mile, Betty, lady principal act. Ring 2, Mittal-Rose Sisters, bareback ballerinas and poseurs. Ring 3, Mona James, principal act.

No. 12—Clown symphony with Ajax, singing mule.

No. 13—Groups of living statues, produced by George Cunningham. In end rings, girl and horse. Center, reproductions of foremost paintings and sculptures. One man, five women. Subjects, *End of the Trail*, *The Angelus*, *The Archers*, *Victory*.

No. 14—With special announcement, working solo, Janet May did 63 one-arm plunges at matinee and 103 at night. Generously applauded.

No. 15—Jack Joyce and Bob Thornton's big horse number. Joyce and Palomina horses, Liberty act. Thornton, 10 zebras. John White and Spot, Liberty horses. In rotation No. 1 horse from each of end rings led at a distance and blindfolded, found proper places. For finish, horses, zebra and elephants in massive tableau, bull on center revolving pedestal with horses, ponies and zebras running in concentric circles.

No. 16—Ring 1, Weber, Morales and Chaita on tight wire, featuring Weber's jumping three ropes swinging alternately. Center, Bert Sloan on tight wire, with finish of spectacular rapid dancing. Ring 2, Tom and Betty Waters on tight wire.

No. 17—Second concert announcement by Fred M. Smythe. Clown number, with Milt Taylor unloading 13 joys from small popular make over.

No. 18—Ring 1, high trapeze, Paul Merkel and Miss Margaret. Center, Olivars Brothers, high perch. This is a breath-taker, man on top working with feet against center ridge of top. Special feature revolving head balance.

No. 19—Reiffenacha riding troupe—four women, three men and eight head of stock. Act stopped show. Clarence (See AUSTIN, EAGLES on page 146)

## Southern CFA's First Annual Meet at Gainesville With Opening of Community Show

GAINESVILLE, Tex., April 2.—The first annual convention of the Southern States Circus Fans will be held here April 27 in connection with opening of season of the Gainesville Community Circus. Announced by Col. C. G. Sturtevant, of San Antonio, Southern vice-president of the CFA.

Fans in Alabama, Georgia, Louisiana, North and South Carolina, Oklahoma and Texas are invited to attend. Headquarters will be at Turner Hotel and registration is scheduled for the morning. At noon there will be a luncheon in hotel, attended by fans and members of local circus organization. There will be a business session in the afternoon, and at 6 o'clock a barbecue will be given for visiting fans and circus members of backyard of the Gainesville show on Cooke County fairgrounds. The visiting fans will sit in a special section of seats at opening performance of circus in the evening.

Col. Sturtevant has addressed following letter to members of association in Southern region:

"In accordance with the expressed wishes and plans of our national president, the invitation sent to you to at-



CHARLES LEMAIRE, who designed the Ringling Bros. and Barnum & Bailey spec and supervised the wardrobe for Brooks Bros.' Costume Co.

## Russell Begins At Rolla Apr. 14

Advance reorganized — Kitzman car manager with 8 units—G. Enos returns

ROLLA, Mo., April 2.—Russell Bros.' Circus will start season April 14. The half-mile run from quarters to the Rolla fairgrounds will be made morning of April 11, and rehearsals will get under way at once.

The show's advance has been reorganized and has been functioning for several weeks. Francis Kitzman, advance car manager, and wife arrived a week ago from Florida and the billposting crew of 14 men started last Wednesday (See RUSSELL BEGINS on page 46)

## Program, Staff Of Barney Bros.

SAFFORD, Ariz., April 2.—Barney Bros.' Circus started season at Anthony, N. M., March 18; business exceptionally good. Program, in order, follows:

Tournament, Oddities of the Jungle, with new Oriental wardrobe and featuring Bud E. Anderson. Felix Morales & Co., trampoline. Riding dogs and monks, worked by Mathew Laurich; Edith Sim (See PROGRAM, STAFF on page 46)

## News Men At Rochester

Attend annual preview of Adkins-Terrell shows — two tigers in battle

ROCHESTER, Ind., April 2.—Scores of newsreel camera and newspaper men from Chicago and various Indiana cities gathered here Sunday at quarters of Cole Bros.' and Robbins Bros.' circuses for the annual spring preview. It was an ideal day for the camera men, who obtained some swell shots that soon will appear in the newsreels. Most of them came in their own cars. In addition, there was a bus-load of 25 newspaper men from Chicago.

Two rings and steel arena were set up in the open for the convenience of the photographers, and numerous shots were made of Clyde Beatty and his cats, Harriet Beatty and her elephant, lion and tiger riding act, Roland Hebler's seals, Jorgen M. Christiansen's horses and Eddie Allen's elephants. A special attraction was offered when two of Beatty's tigers, Rajah and Ganges, crashed thru a chute leading to the big cage and began fighting. Rajah was cut considerably before the two could be separated.

The newspaper boys arrived about 11 a.m. and were taken on a tour of the quarters, J. D. Newman, general agent. (See NEWS MEN on page 46)

## Rainy, Cool Weather for Newton Bow

MONTOOMERY, Ala., April 2.—Newton Bros.' Three-Ring Circus, after a dress rehearsal in Greenville, Ala., Thursday, ushered in season on the Court street circus grounds here yesterday. Torrential rains fell thruout the forenoon, but the weather, the very cool, moderated in mid-afternoon. Matinee house was fair and good at night.

Good performance presented under direction of Rhoda Royal. William Newton Jr. is general manager; Ed Hiller, contract agent; Mike Fyne, brigade manager; John Wall, superintendent; Harry FitzGerald, press agent. Show has a spee titled *Savage Africa*.

## Opening Date of H-W Show Set for Peru, Ind., Apr. 14

PERU, Ind., April 2.—Howard Y. Bery, manager of Hagenbeck-Wallace Circus, states that for first time in many years the show will open here with dress rehearsal performances both afternoon and evening on April 14. Show will have new canvas.

After exhibiting here, show will open road season in Indianapolis April 17-18.

Publicity Car No. 2, a beautiful Pullman finished in white enamel with gold trimmings, was taken to Indianapolis Thursday for publicity relative to engagement there. Car was in charge of William L. Wilken, contracting press agent, who was accompanied by crew of 25. The car, christened "Sarasota," has an equally attractive interior.

The canvas has been set up on the Edward Ballard Jr. farm holdings, eastern city limits, by George Singleton, big-top superintendent, and Anthony (Scotty) Dunn, side-show superintendent. It will be given paraffin waterproof cure.

Big top is 160 with three 60s, menageries 90 with seven 40s and annex 70 with three 30s. Big dining tent will be in charge of George Davis.

## Two for Bridgeport, Conn.

BRIDGEPORT, Conn., April 2.—Cole Bros.' Circus will play here for first time this season, June 4 is the date, with Ringling-Barnum coming to the old home July 1.

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**With the Circus Fans**  
By THE RINGMASTER

President MELVIN D. HILDRETH W. M. BUCKINGHAM  
116 Evans Bldg., Washington, D. C. Secretary THOMAS HARRIS, Norwich, Conn.

(Consulted by) WALTER ROSENADDEL, Editor "The Circus Times", care Hildebrand Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 2.—Meeting of the Charles Sparks Tent No. 14 at Norwich, Conn., was held March 23 at home of Joseph Daley, who opened it with a display of the West Side Circus, miniature. Presentations were given in three rings of circus, each ring being presented separately. Included dog act, clown number, trapeze and high slack wire. Animals and people taking part are made of pipe cleaners.

Officers elected were L. Perry (Bugs) Raymond, boss canvasser; Dr. J. M. Ganey, assistant; Felix P. Callahan, secretary; Joseph H. Daley, treasurer. It was voted to charter a bus and attend Shrine Circus in Hartford, Conn., April 8. Voted to operate a co-operative information bureau, whereby notice of visit of any circus in any town might be brought to the attention of all members in the State.

The James E. Cooper Top will welcome the Ringling train at Potomac Yards, Washington, D. C., tomorrow. General Manager George W. Smith sent an invitation to visit.

Dr. William M. Mann, chairman of the Cooper Top, went to New York recently to meet a shipment of chimps from Africa. He saw first billing of the Big One there. Mann holds membership record for this year. He turned in seven applications in one week.

President M. D. Hildreth was a delegate representing the League of Nations Association to the Conference for World Economic Co-Operation, held in Washington last week. He is a national director of the league.

George Duffy, eastern vice-president of CPA, visited Hildreth March 23.

Sir Cedric Hardwick, president last year of the British Fans, will be entertained by New York City Fans at opening matinee of the Big One.

John R. Shepard and Charles Bennett, of Chicago, spent March 21 at Peru, Ind., visiting with George H. Graf. They inspected his model circus wagons in local museum and also in his home. Also visited winter quarters at Rochester and Peru.

William T. Linney, of Fort Plain, N. Y., spent month of March in St. Petersburg, Fla. Fred W. Schlotzhauer, of Oquawka, spent March 25 and 26 at Russell Bros. quarters in Holls, Mo.

Mr. and Mrs. Walter M. Buckingham and Mr. and Mrs. Bugs Raymond, of Norwich, Conn., drove to Clinton March 27 where they visited at home of Mr. and Mrs. Emil Pallenberg. The Pallenbergs were getting ready to join the Big One.

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## Fleck Found Dead Near Sarasota, Fla.

SARASOTA, Fla., April 2.—The body of Eugene Fleck, high-wire performer, member of the Wallenda troupe with Ringling-Barnum circus, was found in a deserted cemetery near here on Tuesday with a bullet hole in right temple. A small automatic lay near by.

Fleck's death was a shock to fellow performers. A few hours before his body was found he had laughed and sung with his pal and fellow high-wire performer, Arthur Trosetti, as they packed their trunk preparatory to the spring trek to New York for the Madison Square Garden opening. Fleck was to have been married in New York to Amelia Pagnott, a member of the Canestrelli troupe.

## Wallace Bros. Later

YORK, N. Y., April 2.—Wallace Bros. Circus, operated by a Georgia corporation, will not go on road until late in season.

Decision to keep show off road in spring is due to unsettled business conditions, officials said.

## PROGRAM STAFF

(Continued from page 44)

gleton, Buck Branham. Clowns, in long-distance telephone call. Todd and Maxine Henry and Delbert Knight, chair balancing; Charles Dryden, foot juggling. Vern Corriell pantomime clowning and table rock. Performing dogs, by Laurish, Morales, Branham. Swinging ladders, Frances Anderson, Iva Morales, Maxine Henry, Charles Robinson's Dancing Dolls. Zama and Everett Corriell, head jumps. Penny drills, Laurish, Edith Singleton, Branham. Concert announcement, Anderson's Wild West. Tight Wire, Henry Duo, Morales Duo, Knight, with Felix Morales finishing with back somersault on wire. Clown band, Spanish web, Iva Morales, Ollie Corriell, Frances Anderson, second-named concluding with one-arm plunges. Comedy juggling, Charles Dryden, and clowns, comedy acrobats. Everett Corriell, head slide. Single traps, Todd Henry, Frances Anderson, Joe McDonald, with second named finishing with upside down loop walking. Menage, Laurish, Branham, Maxine Henry, Clowns, Big Apple number. Iva Morales, rings and looping-the-loop. Second concert announcement, Vern Corriell Family teeterboard acrobats, finishing with double somersault from teeter-board into chair by Earl Corriell. Clowns, walkaround. Liberty acts, Laurish, Peggy Waddell. Clowns, big freeracker. Anderson's elephants, featuring Topsy and Eva, in Oddities of the Jungle.

### The Staff

John D. Foss, Billy Dick, owners; Foss, general agent; Dick, manager; Charles Cohn, assistant manager; Jack Turner, bookkeeper and inside tickets; Evelyn Turner, treasurer; Art Powell, superintendent; Darby Hicks, boss canvasman; Ralph Noble, Thomas Arnez, Side Show managers; Felix Morales, equestrian director; Henry Blank, band leader; Bernard Shafer, front door; Bob Hoffman, side show boss canvasman; Joe Levine, outside concessions; Otis Hall, privileges; Charles Willford, mechanic; Donald Cookson, electrician; I. C. Goodwin, boss preps; Bob Dawson, ring stock; Otis Cobb, chef.

Side Show: J. D. Cook, John Duggan, ticket sellers; Bob Hoffman, ticket taker; Jolly Esther, fat girl; Lucy Arenz, mentalist; Dainty Maxine, sword walker; Georgette, Prof. Tommy, ventriloquist, also Punch, magic; Miss Lea, snakes; European bird chorus; Charles Rainer, musical act. Dancing girls in Annex, Mitque Noble, Catherine Duggan, Margaret Walker.

Concert is presented by Anderson and entertainers, including Pete Hinnegan, Junior Ralls, Buck Branham, Dixie West and Pee Wee Thompson.

The band: Don Shanklin, calliope; Jack King, drums; Eric Edlund, Jack Mason, cornets; Blank (leader) and John Clark, trombones; Louis Mittendorf, baritone; Leon Henderson, bass.

Lawrence Cross is producing clown. Doers are Charles Robinson, Frances Jorcan, Shorty Moon, Jack Heron.

## NEWS MEN

(Continued from page 44)

and Ora O. Parke, head of press department, saw to it that they were well taken care of, and Rex de Romell act-

ed as a general emcee. Jess Adkins was on hand to greet the guests. At 1 o'clock a buffet lunch, prepared by Al Dean, was served.

### Those in Attendance

Performance of the various acts started at 1:30 and continued thru most of the afternoon. Among the news men who covered the preview were J. L. Cutter, United Press; Ed Unsmack, Chicago Daily Times, and others from Chicago dailies; P. Cannon, S. W. Larson, Wide World; Floyd Tragnaw, Universal News-Service; Pete Killian, International News Service; Tony Caputo and Ralph Sanders, Pathé Newsreel; Martin Barnett, Fox Newsreel; James Sedwy, Universal Newsreel; Jack Loh and Everett Ryan, Hearst Newsreel; Harry A. Atwell, circus photographer; L. Denny, editor-in-chief of Indianapolis Times; Dry Brannon and Earl Hall, Marion Chronicle; camera men from Paramount, Metrocolor; photographers from National Editorial Association and Acme.

Harvey Mayer, program publisher of New York, was a visitor. Burt L. Wilson and Don Howland, GFA, were on hand to get some camera shots.

On April 9 Chicago newspaper men and several well-known Chicago physicians will be at quarters to witness the killing of an elephant which has developed tuberculosis. After the animal is killed the heart will be removed and examined by the physicians.

### Backell Has No. 1 Car

William Backell, manager of No. 1 car of Robbins Bros., is due in quarters next week. Car will open April 14. Pat Murphy will be manager of the brigade.

William H. Stephens, representative of the American Federation of Musicians, was in quarters last week and reached an agreement with Jess Adkins, manager, whereby A. P. of L. musicians will be employed by the show.

Stanley P. Dawson, superintendent of reserved seat tickets was a visitor for several days. He was en route from Florida to New York City. Bob Courtney also was a recent visitor.

Harlan Burkhardt will be superintendent of the front door.

## RUSSELL BEGINS

(Continued from page 44)

day. Two nifty new panel jobs have been added to advance fleet, making a total of eight units.

Gene Enos, equestrian director in 1936, will be back. C. S. Brooks will be the new musical director and Tom Aumenn will have charge of Wild West department. William H. Scofield, in charge of horse acts, has been training in quarters for several weeks, and his specialty horse, Sun Dance, will be featured. Vee D. Powers again will be in charge of domestic animals, and "Uncle Charlie" Alderfer will be superintendent of menagerie. Evin Welsh is back as boss elephant man and has been working on new routines.

The big show personnel will be almost entirely new, with several outstanding features. A strong line of attractions has been booked for the Side Show. Jack Sampson manager. Chick Simmons will have Side Show band and minstrel show.

### Jack Kenyon Steward

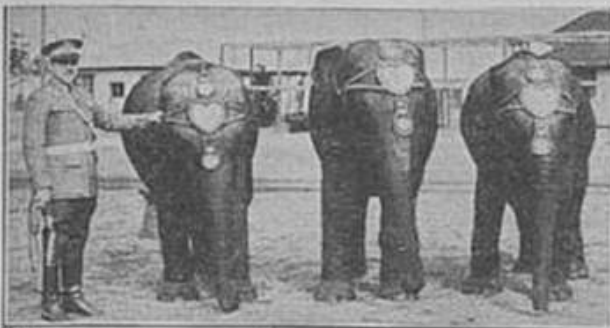
Jack Kenyon will be steward in charge of both cookhouse and lunchstand on midway. G. V. Crawford has all other concessions under lease, and Lawrence White has the novelties under him. The cookhouse in quarters, now feeding upward of 75 men, is in charge of "Ma" Simily. Alex DeBeers is back for his third season as master painter, and Louis Schimideke is again head mechanic.

Winter quarter activities have received considerable recognition by local and State press, stories and pictures having been carried recently by The St. Louis Globe-Democrat, The Kansas City Star and The Springfield (Mo.) Jeffersonian.

Recent visitors have been W. S. Harvey, of the Donaldson Division of the U. S. Printing and Lithograph Co.; W. L. Meller and party, of Baker-Lockwood; Fred W. Schlotzhauer, CPA, of Oquawka, Ill.; Erabeth Miller, of The Peoria (Ill.) Star, and Al Lindemann, of Steile-Sterling Circus. Mrs. C. W. Webb and Bob and Irene O'Hara were recently in Springfield, Mo., and visited the Springfield Wagon and Trailer Co. and Steile-Sterling quarters.

The Holla Chamber of Commerce will have its annual circus luncheon meeting April 6, with members of Russell show as guests of honor.

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### Big Show Leaves Sarasota for N. Y.

SARASOTA, Fla., April 2.—The Ringling-Barnum show left here yesterday for New York. The show will probably face the new season with more changes in personnel and performance than in any previous year of its history, according to John Ringling North, Mr. North and mother, Mrs. Ida Ringling North, are expected to travel with show aboard their private car, the "J. H."

Before leaving Sarasota Mr. North paid tribute to the veterans that death has taken from the Big Show since close of 1937 season. "It will be impossible to replace men like Carl T. Hathaway and Dexter Fellows," he said, "but we are going to close up our ranks and do our best to put out one of the finest shows ever to travel under the Ringling banner."

Gargantuan gorilla, was moved into his new air-conditioned cage at quarters last Monday. The cage, built at quarters under direction of Bill Yeake, cost several thousand dollars. Twenty-five feet in length, it weighs eight and three-quarter tons. Air-conditioning machinery is mounted in a tiny engine room at one end.

The white enamel interior of cage is steel-sheathed and insulated. Steel bars are set at two-inch intervals along both sides. Outside of the bars, sheets of shatterproof glass seal the structure. Air conditioning machinery maintains a constant temperature of 70 degrees. Interior of cage is illuminated by six floodlights, set flush in eage door.

Howard Y. Bary spent several days at quarters last week discussing plans for Ringling-Wallace show with John R. North.

ciencos against Charles Ringling totaling \$1,057,152 and against Richard T. Ringling totaling \$599,562.

It was alleged by the Government that they received income from the Ringling Bros. and Barnum & Bailey Circus far in excess of that reported and at the same time disallowed numerous alleged losses they had received. The estates did not answer the Government's charges in detail.

ERIE, Pa., April 2.—Agents of Ringling-Barnum covered entire Northwestern Pennsylvania section this week leasing barns and billboards for June 16 showing here and posting large warnings against the use by other circuses.

### Ohio To Be Early Season Objective for Robbins

CANTON, O., April 2.—That Ohio will be early-season objective of Robbins Bros.' Circus is indicated in agent activities in Eastern Ohio, the show, under tentative routing, being scheduled to move into State almost immediately after its opening under canvas at Kokomo, Ind., April 30.

Akron has been contracted for May 5. It will be first in of three here, McCoy show having been contracted for May 20 and Ringling-Barnum June 15.

Itinerary of Robbins show, it is said, will include many of the middle-sized industrial towns in the State during May and probably early June.

Shortly after May 1 billing likely will be up for Robbins Bros., Cole Bros., Ringling-Wallace, Tim McCoy and Ringling-Barnum circuses in eastern and other sections of Ohio, with dating likely to continue into late June.

For first time in recent years no truck shows have been routed thru Eastern Ohio early this spring.

### McCoy Train To Leave For Springfield Quarters

WARREN, Pa., April 2.—A train of 21 cars for the Col. Tim McCoy Wild West will leave plant of the Warren Tank Car Co. at Starbuck next Saturday for Springfield, Ill., quarters of show. Train

### Owners of WILD & DOMESTIC ANIMALS

Available for Motion Pictures and Commercial Advertising Photography

Register what you have with us. Give List and Description, and where possible send photo. Animals of all kinds for Rent and Sale for Motion Pictures and Commercial Advertising Photography. Write for List. Showable from—Expert team.

STANLEY S. WOOLLEY, 57 W. 45th St., New York City.

Lackawanna 4-7055.

### IMPROVED "TENT AIR COOLER"

Patent Applied for

Can Be Seen in Operation on EDDY BROS.' CIRCUS 1938 SEASON FOR CARNIVAL AND CIRCUS TENTS

Developed and Manufactured by  
CHARLES J. MEYER & COMPANY, 1 Newark St., Hoboken, N. J.

consists of flat and stock cars and is one of largest circus orders ever received here.

HAGERSTOWN, Md., April 2.—Col. Tim McCoy Wild West is contracted here for May 19. The agent was here recently and found the Hagens show-grounds, which have been used by all shows in the past, tied up with a shut-out contract with Hagenbeck-Wallace Circus.

The McCoy agent obtained another lot known as the McDowell property, which is larger and just as accessible, if not more desirable than the regular lot. Stated that the new lot was one-third the cost of the old one.

CINCINNATI, April 2.—Tim McCoy's Wild West has a 10-man brigade with Charles V. Turner, agent; Harry R. Dorn, squaring banners; Claude Morris, bass bannerman; Bill Moran, Ed Koling, Jake Himes, Dewey Preston, E. Collins, F. Blackburn, Lester Bidwell.

### Chicago Notes

CHICAGO, April 2.—Jess Murden and R. J. Lawell, advertising men of Cole Bros.' and Robbins Bros.' circuses, respectively, up from Peru on business.

Paul Ringling stopped off in Chicago Thursday on his way to New York. Rob-

### TRAINED WILD ANIMAL ACTS

LIONS, TIGERS, LEOPARDS AND PUMAS. For Lease or Sale.

Snake King, Brownsville, Texas

### WANTED—FAMILY ACT

Due to disappointment, want family act doing three or more numbers. Circus spots on Dodson's Show Midway contracted for season west Canada. Tell all in first letter. Open in E. St. Louis, Ill. Address all correspondence.

JAMES J. HAMITER, Jr., P. O. Box 1862, DALLAS, TEXAS.

"The Showman's Insurance Man"

### CHARLES A. LENZ

See Ad on Page 147

ert Ringling leaves for New York Sunday and Dan DeBaugh on Wednesday to catch the opening of the Big Show.

J. D. Newman, of Cole Bros.' Circus, and Clint W. Finney, of the Col. Tim McCoy Wild West, busy billing their respective shows, both of which will have a good showing of paper.

Edward A. Johnson back from McCoy quarters at Springfield and contracting the local press.

### Tax Claim Appealed

WASHINGTON, April 2.—Last Monday the estates of the late Richard T. Ringling and Charles Ringling petitioned the board of tax appeals for redetermination of alleged income tax deficiencies totaling more than \$1,500,000. Seeking taxes, penalties and interest for years back as far as 1918, the Government listed defi-

# Art and Fame in Circus Posters

By P. M. McCLINTOCK

THE riotously colored "picture galleries" thrown up daily in season by the great American circus long have been the envy of the general business world.

Altho big business is decidedly advertising minded, it has never been able to approach the circus in outdoor advertising. But it has felt the benefits of the prodigal display of circus posters—

connected with the business angle of the circus, there is a reason and a good one.

In the old days circus posters were scrutinized leisurely and deliberately. Today the posters are designed exclusively for the haste of moving traffic. Hence the rich detail of the handsome wall and window work of the days of Barnum and Forepaugh is no longer expedient. This, then, is the reason for a decided preference for the old-time poster among collectors and critics of standing.

Readers of the circus pages of *The Billboard* are familiar with the present-day variety. Hence a discussion of some of the most famous posters of another era may prove diverting if not submerged with technical discourse. With the kind indulgence of such leaders of the industry as Donaldson, Erie, Strohbridge, United States and others, I submit a circus poster, "All America." In so

railroad contracts did not suffer as a result.

Even the street parade rated a series of 12 lithographs in 1881. Thirty-three handsome chariots were pictured in full

back can I conceive of a modern counterpart to this spellbinder.

W. W. Cole used the biggest poster, a "hundred sheet," in the early '80s. He called it "The \$10,000 Picture." Lumber was purchased in each town for its imposing display. Cole made more money than any other individual showman.

For actual art, commercial or not, Barnum again takes the ribbon. Few more beautiful examples of lithography have been produced than the *Surrender of Grenada* episode of the Columbus spec series, vintage of 1892. Barnum had passed on the year before, but his influence lasted for years. The largest fee ever paid to an artist, up to that time, was expended for this series.

Neither Barnum nor Bailey had a monopoly on colorful, compelling poster art, however.

The Ringlings deserved and got a place in the sun for their non-fading display on dead walls and boards. While popular opinion credits the Ringlings with



Winter quarters pictorialized.

mass production in the lithographic business, the outgrowth of the circus poster, long antedated production lines in other fields. As a result soups and soups are using full-color posters at a fraction of the cash outlay such printing would have ordinarily entailed.

It has been my good fortune to amass a representative collection of circus lithographs dating from the pine-block



Excursion bill.

period to the present era of the photo process.

I am something of a crank on the subject, but in confessing this I lay claim to distinguished company. Harry Hertzberg, Henry Ford, Walter Schott, C. Spencer Chambers, Harry W. Cole, B. B. Hastings, Col. C. G. Sturtevant and others of equal solidarity indulge in this branch of the circus hobby and lend it luster.

It is no mark of sentility nor sentimentality that brings forth the consensus that the old-time poster was superior to the present-day variety in spite of many production improvements since the first circus litho appeared in 1834. An exception is the crude woodcut work of the early days. Its appeal lies mainly in its antiquarian aspects.

The golden age of the circus from 1880 to about 1910 was truly the golden era of the poster. This from the purely artistic standpoint. Like everything



Street parade poster.



Pride portrait poster of the Ringling Bros., "Kings of the Circus World."



Thirty-two-sheet showing Jumbo with some tussock children upon his back.

doing no degree of expertness is inferred. It's just one man's opinion.

Barnum has many "firsts," particularly in advertising, to his eternal credit. So we will start with the master.

While most circus proprietors were content to advertise only the leading features, Barnum pictorialized the whole institution, from winter quarters to the buildings in which the show exhibited.

The "scandalous" intimacy of his baby elephant posters used in 1882 created an uproar in show circles. The lithograph was withdrawn because of the unfavorable comment it elicited, particularly in rural communities.

Barnum's pictorial displays ran his performances a close second. He curried favor with railroads in his excursion bills, which depicted the entire countryside en route to his exhibition stand. His



Rhinoceros with hunter impaled on his tusk.

colors. Photos of the chariots prove these posters to be unusually authentic, and Barnum's "bumbug" complex was temporarily sidetracked. The fact that these features were displayed free upon the streets possibly stayed Barnum in his propensity to exaggerate—it gave the public an opportunity to check on him before visiting the ticket wagons.

The Jumbo that Barnum projected upon the billboards must have caused many a faint heart to forego a visit to his great show in 1883. I like particularly his 22-sheet showing Jumbo with some 40 children upon his broad back—no less—and apparently room for as many more.

Barnum's artist let it be known that the rhinoceros of the early '80s was no lap dog. Witness the poor hunter impaled on his tusk and then visualize this bill in all its "gory" in full color. In nothing less than a Minnesota full-



"Surrender of Grenada" episode of Columbus spec series.



Famous tiger poster.

being instigators of the "brothers" fad in circus titles, it really belongs to the Sells family. They did, however, inaugurate the confidence-inspiring flood of portrait posters so widely emulated in commercial publicity thereafter. To the Baraboo brothers, therefore, goes the toga for the finest title or trade-mark poster. They maintained this tradition when they dispensed with the mustached portraits and engaged the foremost delineator of wild animal art—Charles



Zoeel, Human Cannon Ball bill.

Livingston Bull—to design their famous tiger trade-mark.

To old John Robinson, of "Ten Dig" fame, goes the palm for the finest menagerie bill. This type of poster, for the most part, played up the animal angle to the exclusion of other interesting details. But the "Governor" atreared



Famed lawsuit litho of 1909.



the only 12-pole manager tent, and the drawings of his huge dens were from "life."

At the turn of the century, while the Barnum show was sojourning in Europe, the 4-Paw-Sells Show, then under the Bailey regime, publicized a feature invented by an unemployed railroad brakeman—Robert Vandervoort—the bicycle loop-the-loop, "Danger-Deriditig, Death-Defying Diavolo" it alliterated. Showmen credit this poster with more paid admissions than any other, save the Jumbo set, which had astounded the public up to that date. It sold bicycles, too.

Mechanical features on posters have a great hold on circus collectors. A premium item in the form of the horseless carriage which led the Barnum & Bailey parade in 1896 is much sought. Likewise the Zazel, Human Cannon Ball, piece of the same show, season 1881. The first poster I ever saw was that of the auto loop act, so prodigally displayed by Al Ringling's 4-Paw-Sells crew in 1911. It was 25 years before I saw it again.

Aside from the blushing baby elephant poster the most discussed piece of lithography must be the famed lawsuit sheet of 1909, which the Sells-Floto Circus used to the chagrin of the Ringlings.

Having placed William Sells on the pay roll for the express purpose of including his famous name in the title of the erstwhile Floto show, Messrs. Tannen and Bonifis threw caution windward. They lifted the austere countenances of the entire male Sells family bodily from 4-Paw-Sells paper. The resulting lawsuit promptly squelched that, but denied the Ringlings the injunction against use of the Sells name and the damages asked.

For pure beauty—color—four styles of lettering—Grecian borders and subject treatment, the line of posters publicizing the Sells Bros. Show in the early '90s have never been approached. It was no trick to place these lithos in bank and jewelers' windows, according to Harry A. Mann, the venerable ex-circus agent.

Nor did the "mud" shows escape in the prolific display of the highly colored paper. Charles Lee's London Show gained considerable fame and fortune

by the use of very artistic wall work in the early '90s. His lithographs had the quality of expensive engravings, all made to his order.

When Barnum invoked the old Aesop fable—"The Ox and the Frog," he hit an all-time high in "personals." Forepaugh was unmistakably portrayed as the vain frog who burst trying to inflate himself to equal the huge ox as exemplified by Barnum.

Are there no words and orchids for posters of today? someone may ask. There are. The best circus train bill, to my knowledge, is the one used by the Al O. Barnes show. This type of bill was sidetracked until the advent of the truck circus, but revived extensively for obvious reasons.

The most convincing line of poster publicity in my day, from my own standpoint, was that used by the original Al O. Barnes show in the early '20s. Perhaps due partly to the unusual features but largely because of the paper's beauty, it really made one want to see the show. I was on a train en route from Franklin, Pa., to Tulsa, Okla., and had never heard of the Barnes show. I saw the posters all thru Missouri and a few weeks later when the show exhibited at Sapulpa, Okla., I boarded an interurban car and went on an "excursion" to see it.

Floyd King, of Cole Bros. Circus, is reviving old-style posters extensively, which has contributed no small part to the success of the show.

Among the great artists who designed circus posters were Charles Livingston Bull and Harry Ogden, foremost delineator of Colonial costumes in America. Roland Butler, of the Ringling-Barnum show, carries over into the present. Rosa Benhur, the French artist, consented to the use of her portrait of Buffalo Bill on posters. But many a lesser artist did his stint in placing the circus poster definitely in the art class.

The greatest improvement in poster advertising has been shown by the so-called truck shows. Undoubtedly they had the greatest need for improvement. Only a couple years ago several truck shows met in opposition at a strategic point in New England.

Aside from the cross-lining the stock paper used by three shows was identical. Now Dwayne, Mix and Russell post paper of special character that compares with any put out by the big rail shows, and the same was notably true of Bud Anderson's former show, Seal Bros.

Other gasoline circuses are following suit, either by choice or by compulsion. Circuses must have features to advertise, but it will hustle the "names," individually and collectively, to contribute as much to the well-being of the circus as does the poster.



## Rough and Ready!

This all-wood Folding Chair is always ready for service and it can withstand the roughest kind of treatment. You know how seats are banged around, especially on traveling shows. The TUCKERWAY is as tough as a bouncer and can stand lots of abuse. Yet it's a most comfortable Chair for your patrons, and comfort helps to induce them to remain for an added performance or concert after the show.

**FOLDS FLAT**

**WELL BUILT**

**WON'T TILT**

The TUCKERWAY is easy to open and close (with the foot). It folds flat so it is easy to stack, store and move. Made of hardwood and waterproof varnished. May be left out in the rain and won't turn white. Nor will it warp, and it can't rust. Won't rattle, won't need constant repair. This ideal chair for shows, circuses and all assembly purposes. Regular, intermediate and juvenile sizes, single or in sections, in natural finish, red, blue, green, orange, black or walnut. Send coupon for sample chair and GIVE IT THE WORKS. (No free samples. May be returned or kept as part of order. Sent only to responsible shows.)

### TUCKER FOR TENTS, COTS, ETC.

Besides the TUCKERWAY, we also manufacture Cots, Stools, Camp Chairs and other Folding Furniture, as well as Tents of all kinds and sizes for all purposes—in stock in any size, or will TUCKER-MAKE to order.

## TUCKER DUCK & RUBBER CO.

(Dept. F-81) Fort Smith, Arkansas

**TUCKER**

PL. 801111 Ark.  
 Dept. F-81  
 1001 W. 8th St.  
 Fort Smith, Ark.

## ROSE'S MIDGETS

AVAILABLE FOR PARKS AND FAIRS

Biggest Little Show on Earth.

MRS. IKE ROSE, Manager.

461 Audubon Ave., New York City.

# MEL SMITH

of the

## Hagenbeck-Wallace Circus & Side Show

### KNOWS HIS BANNERS

So We Stand at Attention When He Says:

"These Baker Banners Are the Most Distinctive, Creative, Modern Work in This Line THAT I HAVE SEEN"

And All We Need To Say Is Write—Wire—Phone

## BAKER - LOCKWOOD

17th and Central Kansas City, Mo.

America's Big Tent House Eastern Representative—A. E. CAMPFIELD

152 W. 42d Street New York City, N. Y.

## IT'S ALWAYS FAIR WEATHER



Underneath the Preservo treated tent, driving rain will not come through. The performance can go on. Fold the tent wet to make the jump without fear of mildew or rot. Preservo treated canvas is always soft and easily handled, and Preservo treated new tents last twice as long. Proved by over thirty-eight years of world-wide use.

PRESERVO Waterproofs and Preserves Canvases

### EASY TO APPLY

## ROBESON PRESERVO CO.

SOLE MAKERS PORT HURON, MICH.

## BEFORE YOU START PLUGGING ON THE ROAD:



**CHECK YOUR ELECTRIC EQUIPMENT**

Now is the time—before you pull out—make sure your electrical equipment is right. Universal is first choice among America's showmen because for 30 years Universals have been delivering dependable, low-cost electric current at less than city rates.

**LIGHTING PLANTS**

FIT THE NEEDS OF TRAVELING SHOWS

All sizes and types to handle from 10 to 5,000 bulbs. Universal Lighting Plants are ideally designed for use by traveling shows. They're compact, light in weight, economical and easy to connect. Write today for full information.

**UNIVERSAL MOTOR CO.** OSHKOSH, WIS.

## TENTS — LOW PRICES —

Construction—Fly Roof—Fly Tops, Tents—Rentals—Delivery Guaranteed.

### ALL KINDS NEW AND USED

**C. R. DANIELS, Inc.**  
 Manufacturers of Everything of Canvas  
 101 Crosby St., New York

Telephone: CAN 8-7000  
 Factories and Branches: Newark—Philadelphia—Boston—Cleveland—Detroit.

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

## CIRCUS PICTURES

Oldtimers you will want to add to your collection. Also shots of the new Col. Tim McCoy Show and many others.

Special Set of Six  
4x5 Pictures, including  
Old and New, \$1.00 Postpaid.

Send Stamp for List

ROBERT W. GREEN  
4046 Greenview Ave.  
CHICAGO, ILL.

## Under the Marquee

By CIRCUS SOLLY

PLENTY of color in the blotters advertising Robbins Bros. Circus.

THE FRED GUTHRIES will work the Strawberry Festival at Humboldt, Tenn.

L. VERNE SLOUT, with Jack Hoxie and Kay Bros. shows last season, will handle press for Billroy's Comedians.

CLIFFORD H. LAND'S favorite performers are the Crotonas and Clyde Beatty. What is your favorite act? Name but one.

MELL'S Eddie Show had very nice bits on the McCallum Circuit in Central Illinois.

WILLIAM J. (BILL) DeCAMP, of Little Rock, Ark., is legal adjuster with Tom Mix Circus.

MACK KASSOW, manager of Downie Bros.' Side Show, advises that Alca, Alligator Skin Boy, has been engaged as the feature.

ERNIE WISWELL pens that Walter L. Main and Louis Stone were recent callers at home of the Funny Ford Wiswells at Erie, Pa.

H. R. BRISON cards that he has booked towns in Virginia, Maryland and Pennsylvania for Silver Bros. Circus, which will open latter part of April.

JOE LEWIS, Lew Jacobs, Felidor and Two Aces were at recent Miami Police Circus, first named producing the clown numbers.

C. L. McLAUGHLIN will have the front door on Russell show. Recently returned to Greenville, Ill., from Birmingham, Ala., where he staged indoor rodeo.

WISE CRACKING about the clumps on the buses and street cars don't help show business.

RINGLING-BARNUM Circus will exhibit in Montreal July 11 and 12. Al Butler was there March 25 making local contacts.

CITY OFFICIALS at Wilkes-Barre, Pa., were notified March 25 that Ringling-Barnum Circus will show at Miner Park there June 23, not the 22d, as originally planned.

STEVE (SHORTY) BYRD, who has been confined in Veterans' Hospital, Biloxi, Miss., since February, would appreciate letters from acquaintances. Was with Hagenbeck-Wallace last season.

VERNON REAVER, general contracting agent of Hagenbeck-Wallace Circus, was in Cincinnati early part of last week making arrangements for show's dates in Covington, Ky., April 19, and the Queen City on Cumminsville lot May 1-2.

EAST LIVERPOOL, O., will be visited by Wallace-Barnett show April 25 and Hagenbeck-Wallace May 1. In addition, the Johnny J. Jones carnival will be there May 29 and week and Cottin & Wilson Shows week of May 30.

PROP. GEORGE J. KELLER, art director of the Bloomsburg, Pa., State Teachers' College during the winter, trains lions for his animal show during the

summer. Is known as the only college professor-ion trainer in the world.

ARRIVALS at quarters of Dakota Bill's show at Crouse, N. C., are High Bob Russell, Bob Neels and wife, Texas Slim Williams and wife, Rags Ragland and Tohna Green.

EDDIE KECK, who recently worked come-in at Indianapolis Shrine Circus, will again be with Downie Bros. Circus. Since closing with Downie last year Keck has had only 12 days off. Has two more indoor dates.

DENNIE POWLER, general agent for Hoag Bros. Circus, while in Cincinnati last Friday gave The Billboard a call. Went to Frankfort, Ky., to get permits for that State. Dennie says he looks for a good season.

BILLY PAPE and Cochita closed with Sensation unit at Capitol Theater, Atlanta, and motored to Detroit in a new Buick to fill vaude engagements. Will present perch act with Hagenbeck-Wallace Circus.

LOUIS MARTINEZ, of Pedro and Louis act with Lassie White's Minstrel Show, was recently knocked out while doing act. At finish of turn they were tumbling and somehow or other they "met." Martinez "came to" a few minutes later.

A FAREWELL PARTY was held at "The Back Stop," Ft. Wayne, Ind., for Ringling drivers wintering there. In attendance, Jack Walton, Tex Montgomery, Dave Plummer, Larry Wilcox and Charles Houston, on baggage stock; Tar Heel, train hand; Glen Adams.

THE KEEN AGENT of today is busy with market reports, crop conditions, etc., not one dealing with trifles.

M. PAUL THORPE, manager of the Flying Sensations, states that act has been enlarged to four people. Was at recent Hamid-Morton Circus, Miami, Fla., and will play St. Louis Police Circus, following which act will play remainder of Hamid-Morton dates and then park and fair bookings. Flying Levans also will be at St. Louis show.

KARL L. KING, former bandmaster of the Barnum & Bailey Circus, and J. J. Richards, former band leader of Ringling Bros. Circus, attended the American Bandmasters' Association convention at Champaign, Ill., King, who has written more than 200 pieces of music, is director of municipal band at Ft. Dodge, Ia., and Richards conducts a municipal band at Sterling, Ill.

BILL McLEAN played host to many showfolk this winter who made Mack's Bar and Grill, Miami, Fla., one of their official meeting places. Entertained were members of Hamid-Morton Circus, Royal American Shows, Funland Park and many independent showmen. A banquet was recently given by Mack for the folks. He is one of the old school and is known to many people in all lines of amusement business.

RUDY RUDYNOFF pens that he is still in charge of all Liberty horse acts with Ringling-Barnum Circus and that he broke his wife's and son's high-school horses, which will also perform at Madison Square Garden. Mrs. Erna Rudyndoff's new horse, Lucky Strike, will replace her famous horse, Colorflash. Rudy will ride his famous circus horse and Rudy Jr. his hackney stallion, Omaha. Rudy has booked Lucky Strike and his wife's two high-school Great Danes for leading theaters in Chicago and New York.

FEW PEOPLE distinguish between the gymnasts and acrobats of a circus. The acrobat is he who tumbles and turns somersaults. The gymnast is an aerial performer and his work has little in common with that of the other performer. Some people, according to an authority on circus matters, are born with a balance.

PAUL F. VAN POOL, and Marty Williams recently visited quarters of Belle-Sterling Circus, Springfield, Mo., and

## Sawdust and Spangles

By CHARLES WIRTH

SEVERAL months ago, Howard Y. Bary, manager of Hagenbeck-Wallace Circus, booked George W. Christy's unit to appear with the show for the 1938 season, mention of which was made in The Billboard. Christy had been operating a unit—elephants, horses and ponies, for several seasons.

The Christy name brings to mind Rev. J. W. E. Airey's illustrated article last year in the *Houston, Tex., Chronicle*, pertaining to George W. and several of its very interesting paragraphs are printed herewith. The Reverend, who is a CPA and lifetime chaplain of the National Frontiersmen's Association



CHARLES WIRTH

said: "Noted for 'doing things differently,' Houston's circus impresario, George Washington Christy, has an added distinction. Instead of the usual sequence in which a hobby develops into a profession, Christy's profession has developed into a hobby.

"Dubbed 'the Little Barnum' because of his meteoric rise in show business from the operation of a two-car railroad show to the simultaneous presentation of two big circuses and a wild west 'horse opera,' Christy is in show business today 'not to make money, but just as a hobby.

"The circus bug hit me a long time ago," Christy said with a twinkle in his eye, "and I can't seem to get the poison out of my system. It's kinder like getting a boy out of the country, but being unable to get the country out of the boy. It's hard to get the circus out of the blood, too."

G. W., it is said, has had his fill of big, fast moving railroad shows.

A. S. Kany, editor of the "Spotlight" amusement sections of the *Dayton, O., Morning and Sunday Journal* and *Dayton Evening Herald*, is a real friend of the big tops and circus press agent. Agents visiting that city will find Kany greeting them with a hearty welcome. In addition to looking after stage, screen, radio news, he has had data pertaining to the big tops. Since first of the year he has devoted much space to special articles and stories regarding the circus. The Gem City will have a number of shows this season. Collaborating with Kany in the doings of the circus has been J. (Cap) Ramsey, well known on advance of various white tops, formerly with Downie Bros.; Ringling-Barnum; past two seasons on Cole Bros., and again this season "ridin' herd" with his old friend, Clyde H. Willard, on the No. 1 Cole car.

were taken around by Pete and Al Lindemann. Saw one of trucks with berths for musicians and another for clowns. Lindemanns stated that show would open at Aurora, Mo., April 23; that Fred Ledgett would be equestrian director and that new canvas had been bought. At Springfield Wagon Works they saw the new McCoy wagons, painted white. Have dual wheels all around and rubber tired. Wheels are interchangeable and each equipped Timken bearing. They also saw four new wagons for Hagenbeck-Wallace. Are built about same type as McCoy's and are painted orange. Bud Anderson purchased Max Gruber's elephant act, which he has on Barney Bros.' Circus.

## WANTED

Agent with car who can contract and sell Merchant Shows; Man capable of handling Side Show who does Magic, Punch, etc. Clowns and useful People active. Proprietor, Novelties and Lunch Stand in Inoc. FOR SALE—A 1938. Try with two 30s, complete with Poles. VANDERBILT BROS. SHOWS, INC., Gen. Del., Post Office Box, MA.

## WANTED

Circus Performers for small motorized Circus. CAN ALSO PLACE Musicians of all kinds. All state Street salaries. All Privileges for sale. Write or wire quick. Show opens Monday, April 11, in Arkansas. CONSOLIDATED CIRCUS, Pine Bluff, Louisiana.

## SHOW PRINTING

We serve the LARGEST CIRCUSES AND CARNIVALS IN AMERICA with all special photo-illustrations, black and type posters, and dates. TENT SHOW HEADQUARTERS: DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Route Book.

CENTRAL SHOW PRINTING CO.  
MASON CITY, IOWA

WISHING MY FRIENDS  
OF THE SHOW WORLD  
A SUCCESSFUL SEASON.

BILL McLEAN  
Mack's Bar and Grill  
733 NORTH MIAMI AVENUE,  
MIAMI, FLORIDA  
PHONE 2-3755.  
WHEN IN MIAMI, REGISTER HERE.

## TENT BARGAIN

40x80 Cord Tent, Gable End, 3 Sections, 12' Sidewall, Aluminum W. P., used by General Motors Center of Progress. Cost \$5,000, now \$1,650 with Poles. Purchase on terms. \$550.00.

FOX TENT & AWNING CO.  
617-21 S. Ashby Ave., Ann Arbor, Mich.

## CLOWNS WANTED

FOR COLE BROTHERS' CIRCUS. Who play Clown in Clown Band; also Midlet Clowns. Enclose photograph and state lowest salary. Address

COLE BROTHERS CIRCUS  
Rochester, Ind.

## TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW.

Write  
CHARLIE T. GOSS  
With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

PLAY  
TO  
STRAWS



WITH A  
FLASH  
THAT  
DRAWS

(SPEAKERS) 110-V.—750-W. A. C. GENERATOR "MIKE"  
Ideal for Parade, Lot, Ticket, Side Show, Special Attraction. A \$7,500 Unit at a Real Price if Quick.

WRITE OR WIRE JACK ALTHAUS, 424 Orchard St., PORT CHESTER, NEW YORK

## TRANSFORMERS

LARGE STOCK PROMPT DELIVERY

WE REWIND ALL MAKES AND TYPES—ALL TRANSFORMERS GUARANTEED.

ALBERTSON ELECTRIC COMPANY

Established 1910.

3530-34 W. Pierce Street,

MILWAUKEE, WIS.

# The Corral

By ROWDY WADDY

the Wild West and other branches of show business.

ONE OF OUR READERS informs us that included in the line-up of the 101 Ranch Wild West when it opened 39 years ago this spring in a recent issue should have been the names of Scout Mash, Hoops Kiltner, Nip Van and Shorty Wolf. Tom Mix was chief of cowboys from the opening of the show in April until June, when he left at Minneapolis. He was succeeded by Vern Tantlinger, who held the position for several seasons.

SAY! EDDIE MCCARTHY and Vern Elliott, let's have news as to your activities.

THE CORRAL COLUMN will publish all news notes regarding contests and Wild West exhibitions. Its only request is that the news be authentic.

WHERE ARE Lucille, Mildred and Charlie Mulhall, formerly well-known in Wild West circles? Are they still in the business?

HAVEN'T HAD much news lately from Johnnie Mullens, former arena director of the Tucson, Ariz., rodeo and who was last heard from in El Paso, Tex. What's doin' in your present diggin's, Johnnie?

TO ALL CONTESTANTS and Wild West performers: Keep this column posted as to your whereabouts and activities. Thousands scan this column weekly for information and news regarding this branch of the amusement business.

THIS DEPARTMENT will gladly publish names of the judges officially selected and agreed upon by both the Rodeo Association of America and contestants, if such information is furnished.

THE COMING SEASON looks bright for rodeos and Wild West attractions in general. Much of the individual successes achieved will depend greatly upon the united efforts of all to work together harmoniously and see that the public gets what it is promised.

ROY VINCENT will work single this season and do a roping act with Ma and Pa's Hillbilly Shows on Howard Potter's Buffalo Shows. He writes that he will join the organization in Syracuse, N. Y., late this month.

DIAMOND TED LEWIS, a feature with the Frank Wirth Circus in the State Armory, Waterbury, Conn., this week, writes that he will participate in the Cleveland Hockey Club's rodeo to be held this month in the Ohio city under management of Charles B. Paul.

MIKE HASTINGS, bulldozer, who has contested in the rodeo at Fort Worth (Tex.) Pat Stock Show since its inception in 1917, has taken over the H & H night club there. He participated in the Fort Worth rodeo that ended there March 20.

KNIGHTS OF COLUMBUS of New Orleans signed Milt Hinkle's Texas Rangers Rodeo Co. to present the exhibition features of rodeo to be held there this summer. More than 300 horses and rodeo animals will participate in the event, according to Edward A. Winter, deputy grand knight.

TEX COOPER, who has just concluded a 18-month stay in Hollywood, writes that he has signed with Col. Tim McCoy's Wild West show and will join the organization at its quarters in Springfield, Ill. Tex appeared with the Colene's show on the Ringling-Barnum circus in 1935.

UNDER THE SPONSORSHIP of its newly organized Round-Up Association, Gladewater, Tex., is now preparing for its first annual rodeo and horse show which will be held there this summer. An arena with a seating capacity of 5,000 is under construction. Herbert B. Carpenter is manager and Murray C. Sells president.

HERMAN LINDER and three other Canadian hands and Milt Moe and three American contestants are reported to be in Sydney, Australia, to participate in the 14-day Wild West show which gets under way there this week. Altho Linder sustained severe concussions when he was showing the native how North American cowboys rope steers, reports indicate that he has recovered sufficiently to appear in the show.

REPLY TO QUERY: Otto Kline died from the effects of injuries sustained while doing his trick riding act with a white in the Old Madison Square Garden circus in the Old Madison Square Garden 23 years ago this spring. He was known nonprofessionally as Otto Krinebrink and was buried in Naperville, Ill., where an imposing stone marks his resting place. It was erected by his friends in

MORE THAN 6,500 attended the rodeo at the Loughman (Pa.) airport March 20, according to Major G. Watson Scott and Arizona Dave Little, producers. Lee and Tom Smith furnished all stock with the exception of 10 head of steer and three saddle horses owned by Little, who also handled the announcing and arena director chores. Contestants, almost all of whom were Florida boys, included Leo Bonny, Richmond Crew, Coit Rowan, Elam Miller, Top Barlow, Jack Yates, Fred Lorenz, Bob Little, T. L. Smith, Cowboy Albritton, Jessie Brown, Johnnie B. Johnson, Claude Murphy, Jack Johnson and Harry Peters. Cowgirl lineup included Ginger Williams, Mildred Murphy, Fannie Smith, Justine Scott and Mary Eazy and Mrs. Jack Yates.

THE QUESTION "What has become of the colored rodeo performers?" often pops up in rodeo circles. Well, Steve Moloney, affable press agent for the Covered Wagon Days, to be held in Salt Lake City this summer, learned the hard way. Moloney had been gathering

## Clickard Visits Quarters Of Cole and Robbins Shows

PERU, Ind., April 2.—The winter quarters of Cole Bros.' and Robbins Bros.' circuses at Rochester, Ind., was visited last Sunday by Bert Clickard, The Billboard correspondent here, and wife. Revisiting acquaintances with many old-time showmen. Met James Nelson, member of original Nelson family of serialists. Nelson's car locked brakes and somersaulted three times while en route to city. Car was wrecked and only thing that saved Nelson from death or serious injury was steel body top.

With Nelson as escort, met Earl (Irish) Greer, in charge main gate, 200 gardens; Eugene Scott, manager superintendent; Clyde and Harriet Beatty, John Smith, Roland Hebel, Albert Fiet, Jean Weeks, Roxy Fiber, Pat Kramer, Clarence and Lyman Keyes, Mitt Carl, Manny Malman, Rodney Harris, Chuck Baga, Irvin Branning, Arthur Hadley, Charles Land, J. M. Ritchie.

Manny Gunn, former advance car man, states he will not troupe this year. Is connected with Fred J. Todd Co., billposting plant at Tucson, Ariz.

Next met J. M. Ritchie, CPA, Peoria, Ill.

William (Bill) O'Day, former emcee Show Boat, Peru, Ind., just in from winter stay, Florida, and stated superintendent canvas, Robbins, side show annex. With O'Day was Tom Winfrey, Mobile, Ala.

It was stated that Eddie O'Day is confined to a Tucson, Ariz., hospital, being in serious condition.

Clarence Adolph suffered loss of end



HERE'S A GROUP of Calgary Stampede judges and officials as they appeared at the organization's annual meeting in the Kenfrew Club, Calgary, recently. Left to right, front row: Pete Le Grandeur, R. L. Curry, N. J. Christie, J. B. Groes, J. Charles Yule, James Mitchell and Ray Knight. Second row: J. Van Wezel, Bert Connolly, Alex Fleming, Tom Lawson, Walter Peake, J. M. Dillon and E. L. Richardson. Third row: J. J. Miller, Dick Cosgrave, E. McCormick, Frank Moorehouse, Walter L. Ross and Leroy Chown.

some semi-historical rodeo data for a few years for some yarns he had in mind. He wanted a bit on two well-known colored performers, Ben Pickett, bulldozer, and Joe Youngblood, bronk rider — incidentally about the only worth-while colored wuddies in the United States. He had written numerous people and talked with others. Finally when Harry Summers, former rodeo and carnival showman, who is now purveying novelty advertising along the rodeo route, visited him, Steve beseeched Harry to watch for the information. From Reno Summers messaged the fact that Youngblood was a porter in the Temple Hotel barber shop in Salt Lake City—only three blocks from the office of the guy who had been writing around the country about him. Pickett, of course, is dead.

ACCORDING TO HERB MADDY, general representative of JE Ranch Rodeo, (See CORRAL on page 58)

Ingham's Indians Clicking SANFORD, N. C., April 2.—Since leaving the Charlotte, N. C., business area, where it worked to only fair results, Congress of American Indians has been playing school dates to good business in Harnett County, according to Rex M. Ingham, director. Present tour will close about May 15 and after a short layoff to prepare the organization for its summer and fall dates the Indians will open their park season about May 30.

of first finger, left hand, while operating saw in millwright department last week.

## Linard Jones Monument Fund

ERIE, Pa., April 2.—George H. LAUX, general chairman of the Col. Linard Jones Memorial Committee, 1231 W. 10th street, this city, received up to March 30 contributions to the fund for a monument at the grave of "The Little Colonel" amounting to \$29. The names of the donors are: H. J. Werwege, Harry S. Thompson. The Billboard, J. Edwin Baker and Oscar Wiley.

Chairman Laux asked the members of the committee for suggestions as to a design for the monument and judging by the letters received an elephant seems to be the most appropriate.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, April 2.—Tom and Betty Waters, wire act, visited the club last week. They are set with Cole Bros.' Circus.

The Great George, magician, will play 10 weeks of fairs.

The Toyamas, 10-people Japanese act, rebarbering at club prior to opening with Robbins Bros.' Circus.

G. G. Gray bought a carload of equipment for his show under canvas.

Will C. IBM imported a modernistic

# 15 Years Ago

(From The Billboard Dated April 7, 1923)

At G. Barnes' Circus opened at Dallas March 24 for a three-day engagement. . . . Manuel Macias, Mexico's famous wirewalker, after a tour of Pantages Circuit, joined the Great Western Dog and Pony Show in Southern California. . . . An ordinance fixing the license of shows, menageries and other such forms of amusements playing Little Rock, Ark., was passed—a fee of \$5 on each car transporting performers, stock or equipment and animals. Shows not coming to Little Rock by rail were required to pay a fee of \$300.

Arvin Rademacher, of Lindemann Circus, was in the Sheboygan (Wis.) Clinic recovering from wounds inflicted by a performing bear. . . . Madge Fuller was at Sparks Circus quarters, Macon, Ga., training six elephants. . . . Abe Goldstein signed with John Robinson Circus. . . . Harry and Ida Leande and Ralph Adams were booked with Lowery Bros' Show. . . . Jack M. Palacheck left New York for Chicago to join the Sells-Floto advance. . . . Frank T. Kelly signed with World Bros' Circus as car porter. . . . Ringling Bros. contracted the Nelson Family and Herberta Beeson for the season. . . . Lou and Kenneth Grant signed with Lowery Bros' Shows. . . . W. H. (Babe) Mansland was ill with the flu at Athens, Tex.

Hughie Fitz and George Witz, acrobatic clowns, were playing the circus baseball grounds in Philadelphia under direction of Charles L. Sasse. . . . Earl Greer and William Sheffer visited The Billboard, Cincinnati, March 27 while en route to Ijave de Grace, Md. . . . Phil Coup, 78, formerly with P. T. Barnum, died at Ijve, N. Y. . . . R. Z. Orton, veteran circus owner, died March 24 in Texas. . . . Julius Ducey, formerly with Ringling-Barnum circus, died February 5.

children's Merry-Go-Round from France for his amusement park on the northwest side of Chicago. . . . De Waldo, the Northwestern fair booker, has signed many fairs in Minnesota, South and North Dakota. . . . During rehearsal of G. G. Gray Shrine Show at Billings, Mont., several performers were overcome with gas which was used to heat the Midland Empire Fair Building. Everyone recovered with the exception of Jim Iffewitt, who at this writing is in the hospital with every indication of an early recovery.

Several club members left this week to join Tom Mix Circus at Texarkana, Tex.

Phil Escalante, wire act, has been signed by Howard Y. Bary for Hagenbeck-Wallace Circus.

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Phil Escalante, wire act, has been signed by Howard Y. Bary for Hagenbeck-Wallace Circus.

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# CLASH ON SAN FRAN PLANS

## Head Answers Critics of Expo

Chamber report strikes at publicity and management—labor situation clearing

SAN FRANCISCO, April 2.—Directors of 1938 Golden Gate International Exposition are criticized in a report by Junior Chamber of Commerce to its membership. It holds the public is neither informed nor enthusiastic about the coming fair because of lack of proper publicity, management, public participation and inaccessibility of fair site to visitors. It declares there are few facts on construction progress, concessions and actual accomplishments, particularly as to admission and transportation prices.

In answer Director Harris Connick said directors are constantly checking public reaction and making needed changes in the publicity campaign.

### Still Looking for Song

Working conditions on the fair site are back to 100 per cent normal, following a one-day "strike" a week ago. Building Trades Council assured expo officials there will be no further stoppage of work.

Fair Special Events Director Walter Reimers is juggling 150 submitted songs, looking for a theme tune for the fair. Meeting of traffic agents of Western air lines here resulted in joint \$50,000 appropriation to advertise the exposition as a stimulus to air travel. Pan-American will also show fair movies in major foreign terminals and may make the island permanent base for transpacific clippers.

### Radio Stars Lined Up

Dr. Jules N. Knight, manager of Alhambra Temple McPherson, has been cloistered at fair headquarters, planning a deal for the evangelist to appear at the exposition. Officials give assurance that Jack Benny, Chase & Sanborn, Burns and Allen and several CBS shows will originate in Treasure Island's radio hall, planned to seat several thousand. Fred Astaire and Bill Robinson have been booked for international dance festival program as a special feature by W. P. F. Branner, special events committee chairman, exhibition to last 10 days and drawing several hundred professional dancers.

H. Bertram Manning, London showman, signed with Concessions Director Frederick Weddleton to bring Dwarf Village for run of the fair.

## La Porte Contracts Acts; Plant Is Being Improved

LA PORTE, Ind., April 2.—Secretary James A. Terry, La Porte County Fair, said that in addition to Johnny J. Jones Exposition, contracted for the midway, the Aerial Lorenzos, Bicardi Trio, Larimer and Hudson, Six Skating Marvels and Gaucho Troupe, booked thru M. H. Barnes, president of Barnes-Carruthers, will form the grand-stand show, with WLS Troupe and a thrill act as other features. Musical show will be presented daily in Art Hall.

Secretary Terry said a clean midway will be maintained and that merchandise games only will be permitted.

Premiums have been revised from 20 per cent up. A brick stock barn is being erected, plans are being made to build a first-aid station, plumbing will be rearranged to make the fair a model of sanitary conditions and 1,300 cubic yards of clay have been placed on the race track.

BOOKINGS far ahead of last year are reported by F. Robinson Winkley, manager of Suicide Club, thrill day attractions, rebookings being about 75 per cent at fairs in Iowa and Minnesota. New fairs contracted include those in Minot, N. D.; Red River Valley Circuit, Van Wert and Knox County in Ohio; Barron County in Wisconsin and Winona and Mahanomen counties in Minnesota. Season will carry the troupe thru nine States.



SYDNEY C. McLENNAN, new general manager of Vancouver (B. C.) Exhibition Association, who arrived from Ottawa, Ont., to assume his duties on April 1. A native of Ottawa, he is 41 years of age and has been active a number of years in horse show and live stock exhibit circles and as superintendent of transportation for Canadian National Exhibition and Royal Winter Fair, Toronto, and Western Fair, London, Ont.

## McLennan Assumes Duties in Vancouver

VANCOUVER, B. C., April 2.—Sydney C. McLennan, recently appointed general manager of Vancouver Exhibition Association, arrived from Ottawa and assumed his new duties on April 1.

He said he is fairly familiar with work of the exhibition, having been coming to Vancouver since 1920 in charge of the Dominion Government exhibit. He has been connected with the Dominion agricultural department 20 years. No suggestions will be made until he is better acquainted with details of his new work, he said.

Before leaving Ottawa he was recipient of a number of presentations from department heads and military and horse-show groups. He served overseas with an Ottawa regiment and for years has been closely identified with the Ottawa Horse Show.

## New Buildings and Lower Gate Set in Ithaca, Mich.

ITHACA, Mich., April 2.—New horse and cattle exhibit building and addition to grand stand will be built on Gratiot County Fair grounds here for \$8,000, \$2,500 of which is an appropriation from the county board, said officials announced. Gate will be cut from 35 to 25 cents and budget has been set at \$18,000.

Grand-stand show will feature Baum's Circus, with complete program change on last three days. Joyland Shows are booked for the midway. Red Devil Drivers and auto races will be featured one day and there will be fireworks nightly. Two free acts will be presented daily.

## "Make Appeal to Every Class"

THIS writer had the pleasure of attending the annual meeting of West Virginia Association of Fairs recently, and came away with a large sheaf of literature issued by the commercial houses catering to the fair trade. Now these various commercial agencies are not in business for their collective health and naturally are anxious to see county and regional fairs thrive and grow so that their fields of operation can expand similarly. For this reason it is worth while to read what these firms have to say about fairs, and if some of the material is trite and of ancient date, it still doesn't hurt to encounter these reminders, and frequently a bright, shiny pearl of new wisdom appears. For example:

Fair associations all over the country are seeking means to increase interest in their annual exhibitions. Children bring solutions to this problem from two angles. They bring immediate results of increased attendance this year. Properly

handled, they form interest insurance for the future.

"Can you make use of your fairground the year 'round? If you can you not only build up spirit and co-operation in the community but occasionally you can find means through this extra use to

(See "MAKE APPEAL" on page 57)

## Sun Bookings on Increase

SPRINGFIELD, O., April 2.—One of the best fair seasons since 1929 is expected by Sun Booking Agency here, according to Bob Shaw, general manager, who said twice as many contracts are signed as were signed last year at this date. Detroit, Columbus, Pittsburgh and Chicago offices also report increases. He has returned from a Southern trip and while in Atlanta visited President Mike Benton, Southeastern Fair, where the Sun agency will furnish attractions for the fourth consecutive year.



TOP-FLIGHT STARS of Puerto Rico's first Carnival Fair, Government Exposition, held in five years. Left to right: Jose Marques, administration staff; Ramon Lloveras Soler, fair president; Suicide Zorsky, featured free act; Conrado Asenjo, executive secretary; P. M. Gauthier, business manager; Angel Cintron, assistant manager. Photo by Santiago.

## Puerto Rico's Revived Annual Has Prospects

SAN JUAN, P. R. (Via Tampa), April 2.—Puerto Rico's annual Government Exposition, dropped five years ago because of subnormal economic conditions and re-established by Puerto Rican Tourist Commission, now apparently is headed for new high records. The 1938 event, managed by Conrado Asenjo, executive secretary, and P. M. Gauthier, business manager of the commission, attracted more than 100,000 on February 27-March 15, closing day having an all-time one-day record of 18,000, according to official figures brought to Tampa by Suicide Zorsky, featured free act, especially for transmission to The Billboard thru Jack Dadswell.

Event had a delayed start due to a longshoremen's strike which crippled shipping and necessarily for rearranging Escambray baseball park following a championship prize fight. Daytime operation not being attempted, gates opened at 6 p. m. and season concluded at midnight with Zorsky's high-pedestal balancing act, said to have been the most brilliantly illuminated high act ever seen on the island. Due to urgent (See PUERTO RICO'S on page 57)

## Barnes-Carruthers Plans New Musicals

CHICAGO, April 2.—Barnes-Carruthers Fair Booking Association, said President M. H. Barnes, will build three new musical shows for the 1938 season. These major productions, he said, will embody many new mechanical ideas and follow new methods of construction.

A noted authority on lighting effects, Raymond LaPierre, whose creations have been seen at European expositions, has been in Chicago for the past 10 days with plans for improved outdoor lighting, which he is submitting to the Chicago booking concern.

"We are after," said Mr. Barnes, "some of the original and brilliant effects in light which will feature the world's fairs in New York and San Francisco."

## Cortland To Have Enlarged Program During Centennial

CORTLAND, N. Y., April 2.—A big entertainment program will mark Centennial Celebration this year of Cortland County Fair here, said Secretary Harry D. Tanner, civic bodies having set up committees to aid in plans.

Fair, organized in 1818, ran for about 15 years and was disbanded until reorganized in 1838 and has been continuously operated since. An Industrial Exposition and Old Home Week will be held in conjunction and fair program will be enlarged to include horse show, pure bred cattle show and stake races. There will be historical displays.

## Gate Cut in Tripp, S. D.

TRIPP, S. D., April 2.—Preparing for a larger annual than usual, board of Hutchinson County Fair here is replacing the old grand stand with a new one, voted to reduce gate from 45 to 25 cents, with \$1 season tickets, and has contracted free acts and fireworks for a five-day program, said Director William Fix, Parkston, superintendent of concessions.

DEMAND for thrill acts at his office is almost double that of last year, said Austin C. Wilson, auto race and thrill-act promoter, who will route a second unit in addition to the Jimmie Smith World's Daredevils on Parade, featured last year.

ST. CLAIRSVILLE, O.—Directors of Belmont County Fair here contracted Raymond Attractions for the night grand-stand show, which will have fireworks as finale.

Poultry Building .. 30,000 square feet of space



Educational Building (formerly Federal Building) .. 71,420 square feet of space

Agricultural Building .. 85,000 square feet of space



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**1,000,000 Attendance**

Attendance, 1925-1934 - - - - - 8,110,252  
 Annual average - - - - - 811,025  
 Average daily - - - - - 50,689  
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 More interest manifest in GOLDEN JUBILEE CELEBRATION than ever before . . . Texas is ready to welcome back the STATE FAIR OF TEXAS.

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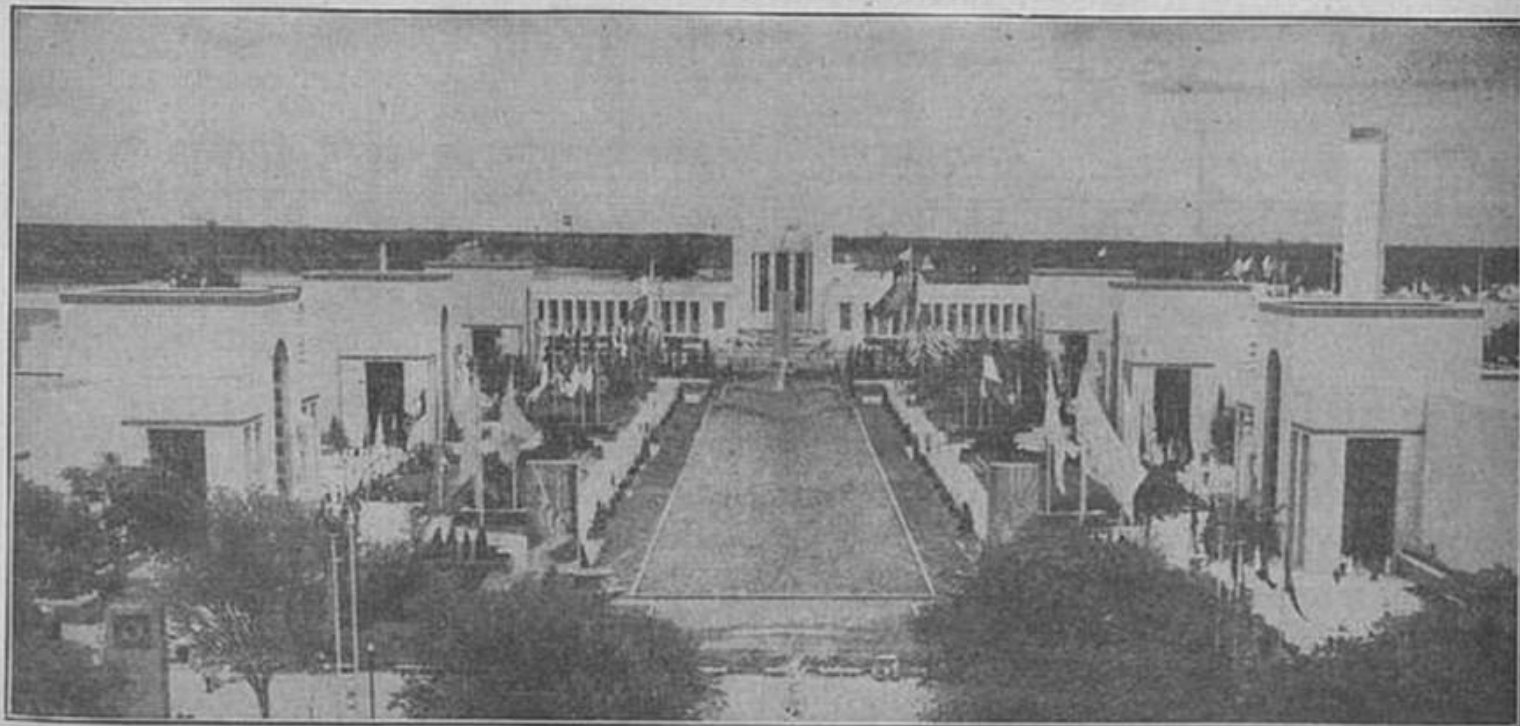
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Cleveland, Ohio  
April 17-24  
Rochester, N. Y.  
July 18-23  
Syracuse, N. Y.  
Sept. 5-10 (State Fair)

Pittsburgh, Pa.  
April 27-May 7  
Paterson, N. J.  
May 30-June 4  
Elmira, N. Y.  
Aug. 29-Sept. 3

Boston, Mass.  
July 25-Aug. 7  
Wilmington, Dela.  
June 6-11  
Woodstown, N. J.  
Sept. 20-24

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Wilkes-Barre, Pa.  
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*Other Large Purse and Contract Shows To Be Announced Later*

## EASTERN BUSINESS OFFICE, WOODSTOWN, NEW JERSEY

### Fair Grounds

**DAYTON, O.**—Contest board of Central States Racing Association at final meeting here before opening of the auto-race season mapped a schedule of events arranged specifications of racing cars and passed a rule requiring drivers to pass periodical physical examinations. Norman Witte, executive secretary, said Everett Saylor, national dirt-track champion, will be featured at fairs in 1938, with next nine in national standing. Jole Chittwood, Les Adair, Johnny McDowell, Morris Music, Clay Corbitt, John DeCamp, L. M. Mendenhall, Henry Schlooser and Duke Dinmore.

**PUYALLUP, Wash.**—Plans are on for an Indian show at the 1938 Western Washington Fair here, exhibition to be held in south portion of the game and fisheries building. A pyro contract has been awarded to Hitt Fireworks Co.

**HARRISBURG, Pa.**—Pennsylvania Farm Show Commission completed distribution of cash awards made at January show, 5,827, totaling \$33,750.75, won by Pennsylvania exhibitors, and 170, totaling \$398.50, won by out-of-State exhibitors.

**BEAVER DAM, Wis.** April 2.—James Y. Malone, many years secretary of Dodge County Fair here and secretary of Wisconsin Association of Fairs, in law practice 27 years and eight years city attorney, is a candidate for mayor at the spring election.

**SPENCER, Ia.** April 2.—Presidents and secretaries of fairs in Northwest Iowa and Southern Minnesota met here on March 26 to consider formation of a

racing circuit, meeting being called by Secretary J. H. Peterson and E. Jay Roberts, Clay County Fair here. Officials were invited from Rockwell City, Manson, Sac City, Humboldt, Algona, Rock Rapids, Alta, Orange City, Mason City and Jefferson, Ia., and Jackson, Fairmont and Albert Lea, Minn.

**MADISON, Wis.** April 2.—Dane County Agricultural Society voted, 73 to 7, on March 25 to turn fairgrounds over to the county, should voters at a referendum on April 5 authorize the board to take over operation of the fair. Offer provides that the county board assume about \$27,000 in debts against the property and agree to operate a county fair for at least five years.

**YOUNGSTOWN, O.**—Two new buildings are planned for the 1938 Mahoning County Fair, Canfield. Program includes construction of a horse barn, 40 by 160 feet, and exhibit building, 60 by 120 feet, cost to exceed \$20,000, said Secretary Edward R. Zieger.

**EAST PALESTINE, O.**—City council instructed park commission and relief committee to draw plans for construction of a municipal park on former fairgrounds here as a WPA project. Annual fair was abandoned several years ago and the plant has been allowed to deteriorate.

**ANGLETON, Tex.**—Incorporation papers were filed in Austin by Brazoria County Fat Stock and Fair Association, incorporators being given as J. P. Law, Gerald Abbott and J. D. Evans.

**FRANKLINTON, La.**—Altho burning of the high school necessitated moving of classes to the fairgrounds, Washington

Parish Free Fair board voted to hold a 1938 fair. School board will suspend sessions in time to allow repair of buildings. Financial report shows cash reserve of \$1,913.

**MARSHALL, Tex.**—Executive committee of Central East Texas Fair Association voted to increase premiums to the old standard, abandoned since pre-depression days. President Knox Lee said that if the fair is as successful as in 1937 the association will expand the plant for 1939.

**ENTERPRISE, Ala.**—During the 1938 Coffee County Fair here the 19th anniversary of erection of the boll weevil monument will be observed, said Secretary A. E. Lee. Monument marked a shift in principal crop, cotton, which was being destroyed by the boll weevil, to peanuts, which have been found to be exceptionally profitable.

**DETROIT.**—Bert Pankratz, former baseball player and actor, is resuming production of Detroit Novelty Musical Baseball Company, which will present novelty teams for fairs and events.

Children's Day and given wide distribution.

Another good idea was that of the board of Lamar District Fair, Paris, Tex., which issued a special book with six general admission tickets worth 10 cents each; ticket to an orchestra dance, value \$1.50; ticket to Gainerville Community Circus, value 50 cents; ticket to a floor show, value 50 cents; ticket to Farm Follies, value 25 cents; ticket to *Chimbin' High*, Lorper Orlis with ensemble, value 25 cents; ticket to *Its Cheerio*, a musical, value 50 cents.

Total value of book was \$4.20 and they sold \$2,600 worth of books at \$1.50 each before the fair opened. Stunt was good rain insurance.

**INDEPENDENCE, Ia.**—For the third annual Spring Fair here B. B. Cleaney has been named manager to succeed Elmer E. Puls. A community event in the past, entire parish is joining in support this year.

### Special Tickets

From TAF News

Pioneer Day and Children's Day have been sponsored by Secretary Ed Burrill, Angelina County (Tex.) Fair for the past two years. In 1937 he gave out 3,000 passes to persons 65 years old and over in East Texas. On the passes was printed information relative to Angelina County Fair, and they were mailed to pioneers about 30 days before fair opening. Similar tickets were printed for

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A Column About Bingo in the  
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**THIS WEEK and EVERY WEEK**

# 41 Years of York Fair Coverage

By WADSWORTH M. GEORGE

IT WAS on a chill October day in 1876 when I first saw the York (Pa.) Fair. I was 7 years old and life was rich with novelty. The sights were wonderful to me as I trudged along with my parents. As attendance increased, snow, which had fallen during the night, was converted into slush which mingled with mud. I did not mind, as I wore new high boots with shining brass tips on the toes and red leather tops. I felt that I was a man if boots make men. Grounds were then on the southeastern edge of York, a boro of 11,000 with an area of 14 acres. Buildings were small and not numerous. Comparatively an infant fair, it had been launched 23 years before by enterprising citizens who met in 1853 in the county courthouse and organized York County Agricultural Society.

First two fairs were presented on the public common in 1854 and 1855, the common being a gift to the boro in 1856 by John Penn and John R. Coates, grantees of William Penn. Having purchased eight acres of level land the society showed on its own grounds in 1855. Inclosure was enlarged to 14 acres in 1870.



WADSWORTH M. GEORGE

It was no day for pink lemonade and ice cream. A French baker from Philadelphia had set up an oven, was selling hot rolls and coffee and getting all the business while lemonade and ice-cream

concessioners looked on. He got my tickets. I had an argument with myself whether to buy a red balloon and a squawker or eats. Hats won. I had been told by a boy that they had a "writing machine" at the fair. I didn't like school any too well and thought that if I had a "writing machine" I would not have to learn to write. I was not going to have much use for writing, as I had made up my mind that I was going to be a circus clown.

When I saw that "writing machine" all my ideas pertaining to labor saving and side-stepping of school studies went glimmering. It turned out to be a typewriter, the invention of B. P. Kohler, of Shrewsbury, Pa., who was a department manager of the society in 1881-1903. I have seen many "firsts" in the mechanical line at York Fair—first typewriter, first phonograph, first moving picture machine; first automobile, called a "horseless carriage"; first airplane and what not. York Fair always has been abreast of the times and often ahead in exhibits of mechanical invention. In the first week in October, 1888, the fair was held on its present site. A phonograph was exhibited then, brought from the capitol in Harrisburg. The winter before James Whitcomb Riley, Hoosier poet, and Bill Nye, humorist, on a joint lyeum tour, had visited the capitol and their voices were recorded on the phonograph. The records were at the fair, where I heard them. I recall one of Nye's gags: "Every poet has his lyre. I am Riley's liar." Robert Owen was first to exhibit an airplane at York Fair in 1910. I saw Lincoln Beachey with his quaint dirigible make flights at York Fair. He was a featured attraction at two consecutive fairs.

As a young man, wanderlust occasionally claimed me and I absented myself from York for long periods. From 1878 to 1896 I missed a number of the fairs. Since 1896 I have seen every York fair, covering them for newspapers. Just before the fair opened in October, 1896, a windstorm wrecked every building except a wooden grand stand. All there was to the fair were midway attractions and races. Most of those attending paid 25 cents admission to see the wrecked buildings. In 1904 I joined the staff of The York Dispatch to represent the morning edition. Because of my experience in covering fairs and other outdoor amusements I was assigned to York Fair. It has become a perpetual assignment over the 33 years I have been on The Dispatch. It has been a lot of fun, but it also has meant hard work, rush and grind, to say nothing of tired legs and occasional "headaches." In the 41 years I have praised the fair and damned it, but thru it all I have always maintained friendly relations with the management. Many of the managers have been my boyhood friends and school fellows.

In 1887 the original grounds were sold and 73½ acres of the present site were bought from Samuel Smyser, an uncle of Samuel S. Lewis, now president-general manager of York Interstate Fair. Mr. Lewis is named after that uncle who farmed the land where now a great exposition annually flourishes. As a boy of 15 the nephew drove stakes for a surveyor who laid out the land for a fair. Subsequent purchases have expanded grounds to 120 acres, all level as a floor. Physically and topographically, York fairs have always operated on the level, even when concessioners have not.

Before 1894 county fairs had no midways to speak of. The World's Columbian Exposition in Chicago in 1893 had a Midway Plaisance. Fairs all over the country were quick to imitate. With adoption of midways came some crooked games and salacious girl shows. That portie woman from somewhere back of Port Said billed as Little Egypt started the dancing show craze at fairs. I saw her muscle dance. It was art compared with the crude gyrations later to be foisted on fairs by numerous imitators. Little Egypt died in Chicago not so long ago and her regret is said to have been that she had started a flood of discreditable imitators of her dancing.

From 1894 to 1903 the midway of York Fair became more and more hectic. There was no check on strong games. Girl shows were often brazen. Clergy denounced from pulpits, but with not much effect. Then the local press took a hand that was more effective. While the fair was operating in 1903 I was assigned by The Dispatch to cut loose against the gambling and warn shows on the midway. I covered the assignment without reservations. For the first time the press of York criticized the fair, an institution to which the community had long pointed with pride. Opinion as to the propriety of the press attacks was divided. There were those who defended and those who denounced a wide-open midway.

The day after my roast was printed a new fair attendance record was set. Public curiosity had been aroused. People wanted to see the sinfulness for themselves quite naturally; human nature always reacts like that. People went who had not been there in years. Some were shocked, others were entertained. Not a few, thinking to outwit gamblers, lost their bank rolls. Over a period of several years the press continued to pan the midway. Pulpits thundered away. This influence brought change in public sentiment.

Wadsworth M. George was born in Marietta, Pa., on June 28, 1869, and attended schools in York, Pa.; Pittsburgh, Doyton, O., and Lawrenceburg, Ind. He had a rambling spirit and before the era of the automobile he had seen most of the United States and Canada, now admitting that he occasionally resorted to the side-door Pullman or "blind baggage." After working as a free lance in his teens he settled down to regular newspaper work in 1889. In his long experience he has interviewed nearly every prominent personage before the public in his day.

From 1890 to 1900 he was a prolific writer of jokes and humorous skits for comic weeklies and Sunday editions and he wrote gags for many public entertainers. He has been columnist and feature writer for The York Evening Press, The York Daily and The Dispatch. His hobby is collecting photographs, autographs, programs, play bills, posters and show souvenirs. His vast collection is in two large museums on Col. Mahlon N. Haines' ranch near York, Pa., open free to the public at all times, as he does not operate his museums for profit. Visiting troupers have highly praised the displays.

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The men who composed the board of managers were respected in the community, but a majority held to the belief that without a wide-open midway the fair would be a flop. The public wanted strong games and salacious girl shows, thought they. Soon was it seen that the society was losing its legitimate and best paying concessioners who were averse to having racketeers for competitors. Public relations, too, were being strained. People were changing in their attitude toward raw midways at fairs.

This was the situation when the board made its earliest attempt to clean the midway. First, local authorities were relied on to bring about the purge. They failed for more or less obvious reasons. The State constabulary was called in. Their ineffectiveness was due to lack of

expert knowledge to detect controlled gaming devices. They could close girl shows, but strong games baffled them. Brakes had been put on girl shows by the society so that they were no longer offensive. But the "lucky boys" were irrepressible.

It remained for Herbert D. Smyser to find effective means of putting the clamps on the midway. He was elected a life member in 1904, about the time the midway was considered at its worst. Elected a manager in 1908, he was placed in charge of grand stand and racing in 1910 and was made a member of the committee on concessions in 1912. Samuel S. Lewis, president; John L. Butter, secretary; W. O. Thompson, privilege manager; and Mr. Smyser had always frowned on the loose policy of operating the midway. Their time to bring about actual reform in that colorful department came in 1934. They framed iron-clad contracts for concessioners to sign. Mr. Smyser, who had developed into one of the best fair managers in the country, advocated employing a censor of concessions. The board stood back of his suggestion.

Mr. Smyser called on The Billboard to help him find one capable of functioning as censor and J. P. Murphy, of Piqua, O., was recommended, who was employed in 1934 by the management to apply the brakes to the midway. Now he has succeeded has become well-known history and has been commented upon widely by the press of the country. They can't fool Murphy, who has an eagle eye for off-color contrivances and a firm way of enforcement. J. P. Pickles is another who has had a part in tightening the lid. He has been lot superintendent since 1928. Concessioners have learned that his "yes" means "yes" and his "no" means "no." A hardy railway brakeman when not employed at the fair, Mr. Lewis describes him as a "diamond in the rough."

Mr. Lewis has a way of dealing with concessioners who violate or attempt to evade their contracts. A trained lawyer, he makes short shrift of all such. He refunds their space payments and shows them the nearest outlet gate. He never wastes time in argument. Mr. Smyser lived to know the gratification of seeing the big exposition he loved so well made clean. When he died on August 26, 1936, the society lost a great manager.

It has been a great experience to see York grow to a city of 65,000. It has been even a greater pleasure to see York Fair grow to its present magnitude, an interstate fair, operating in a 120-acre area, with a \$1,000,000 plant ever expanding, ever improving.

In the 61 years I have known it and in the 41 years I have covered it, as reporter, correspondent and editor, York's great fair has never stood still. It has always moved on and on and is moving this year with accustomed stride. Forty-one years of York Fair coverage has been an inspiration to me. It has helped to keep me young. It has been my fountain of youth. When it comes to this familiar fair I am as much the boy today as I was on that October day in 1876.

## LOGAN COUNTY FAIR

LINCOLN, ILL. — AUGUST 9-10-11-12.  
Independent Concessions now being booked.  
Only 25 miles Illinois State Fairgrounds.

## COMING PLYMOUTH FAIR

PLYMOUTH, N. H. — DAY AND NIGHT  
SEPTEMBER 11, 12, 13 and 15, 1938.  
SHOWS, RIDES AND GRIND STORES  
WANTED  
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FAIRS, EXPOSITIONS, CELEBRATIONS  
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Non-gambling Concessions and Shows.  
EMMET CO. FAIR  
AUGUST 23-27.  
HAROLD G. BELLERS, Secy., Potosi, Mich.

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FAIRS, CELEBRATIONS, ETC.  
A Price That's Right.  
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## OVER 5000 ACTS

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FAIRS - PARKS - CELEBRATIONS  
We Have It  
TOMMY SACCO  
Theatrical Mgr.  
102 N. State St., Chicago.



## Vickers Lauded by Louisianians

A Resolution—During the past 25 years development of agriculture and other resources in South Louisiana parishes, in which amazing progress has been realized thru use of modern methods of farming and kindred activities, has been stimulated and encouraged and assisted by South Louisiana State Fair Association, Donaldsonville.

Serving as secretary-manager during these 25 years was R. S. Vickers, whose unselfish devotion and effective efforts toward its steadily increasing accomplishments have been recognized by all citizens genuinely interested in the cause represented by fairs and expositions. Under Mr. Vickers' leadership South Louisiana State Fair has grown from a modest institution to one of importance, whose annual program is participated in by many thousands of men, women and children, including farmers, livestock breeders, poultry raisers, educators, home economic enthusiasts, 4-H Club members, Future Farmers of America, manufacturers, home makers and others who are engaged and interested in worthwhile efforts and activities, all of which contribute to progress of the State.

### Service a Big Factor

To Mr. Vickers' capable and energetic efforts above those of others is due the major credit for success of South Louisiana State Fair Association, which is assured a future of untold possibilities. Thruout the past quarter century he has been the outstanding factor connected with its increasingly important service. In addition to filling the position of secretary-manager of South Louisiana State Fair, Mr. Vickers for a number of years has also served as secretary-treasurer of Louisiana Association of Fairs, thereby contributing of his time, talent and interest to the fairs and exhibitions thruout the State, whose resources are constantly enjoying constructive attention and development because of lessons taught and inspiration caused by these enterprises.

Besides serving as an official of South Louisiana State Fair and Louisiana Association of Fairs, Mr. Vickers until two years ago taught school in New Orleans, which occupation caused his work with the fairs to reflect an unusually unselfish and sacrificial spirit.

### Resignations Regretted

Because of other duties and responsibilities requiring much of his thought and time, Mr. Vickers has recently resigned from his positions with South Louisiana State Fair and Louisiana Association of Fairs, regard for his health also being a factor prompting him to tender his resignation. If circumstances were such that he could have continued his work with the fair program, he would have done so, because no service has been closer to his heart than that in the interest of fairs, whose importance to the welfare of the public he appreciated. In view of Mr. Vickers' decision to withdraw from active official duties with fair and the association,

Be it resolved by Louisiana Association of Fairs, that sincere regret is entertained by this Association at Mr. Vickers' resignation and that Louisiana Association of Fairs extends thanks to Mr. Vickers for the invaluable service he has rendered South Louisiana State Fair and the Louisiana association and also extends

to him the heartiest good wishes for success in his every ambition and endeavor, and that copies of this resolution be sent to Mr. Vickers, given the press and spread on our minutes.

W. J. WILLOUGHBY  
E. O. GUILLOREY  
W. R. HIRSCH

## I. T. Helped Dodge Flood

MINNEAPOLIS, April 2.—Collector of internal revenue unwittingly saved Hiram and Miranda Birdseed (Mr. and Mrs. H. P. Bulmer), rube act, from being caught in the recent California floods. Called to Minneapolis to explain an income tax matter, Mr. and Mrs. Bulmer left Los Angeles on the last train east before the deluge. They were delayed two days in Tucson, Ariz., because of railroad tie-ups and were held up two days in Oklahoma due to duststorms.

## Badger Meetings Are Begun

MINERAL POINT, Wis., April 2.—First regional meeting of the year of Wisconsin Association of Fairs was held here on March 24, attended by about 75, reported Secretary James F. Malone, Beaver Dam. Other sectional meets will be held in Mauston on April 6, Rice Lake on April 27 and Port Washington on April 28.

## PUERTO RICO'S

(Continued from page 52)

business, Zosky returned to the States by airplane immediately after the fair.

Outstanding among free acts were Otto Hoffman Duo, German equilibrist, and Mance Troupe, teeterboard. On the midway Peter Peters' baby pinhead show took top money and Frank Smith's Chairplane among rides. Grandstand show by Cuban artists was in Spanish, as was a marionette midway attraction. Admission was 25 cents and because of its popularity probably will prevail in the future. Zosky on returning to Tampa, where he had left his family because of transportation difficulties, said he had been greatly impressed with prospects for future celebrations in San Juan.

"Business conditions in the islands are good and there seems to be an abundance of money," he said. "Of course, there are a great many poor people, but everyone appeared well pleased with results of this year's fair and money received. Illumination was elaborate, and displays and exhibits were exceptionally handled."

## "MAKE APPEAL"

(Continued from page 52)

drop a few extra dollars into the cash box."

"Have you developed properly the advance ticket sales for your fair?"

"Fairs should co-operate with the schools in every way."

"If an event is advertised to occur at a certain time, it should take place at that time. Run your fair on schedule. Be snappy (but not snippy)."

"Farmers, cattlemen, merchants, professional men, laborers, mechanics, housewives, business women, babies, boys and girls, men and women, should all be kept in mind when planning the fair program."

"All education and no fun becomes monotonous."

"Make your fair appeal to every class, keep it morally clean, show the people that it stands for better citizenship, more contentment and greater prosperity, and every man, woman and child in your community will be with you."

Some of these reminders are old, a few may be new to some of us. All may be summed up in two words: "Plan Carefully!"—The Market Bulletin of West Virginia Department of Agriculture.

DAYTON, O.—Consolidated Amusement Enterprises here has applied for State incorporation, contest board officials of Central States Racing Association having issued an annual blanket license covering sanctioned auto races to the organization. Incorporators are given as Dr. J. K. Bailey, Dayton; Foster Shultz, Greenville, O.; Frank Funk, Winchester, Ind.; Henry Miller, Pittsburgh; Norman White, Dayton.

GRANT, Neb.—Perkins County Fair board elected Phil Kenfield, president; M. B. Krutzinger, vice-president; Charles Marshall, secretary-treasurer.

## —ALWAYS IN THE NEWS HEADLINES—

The miracle thrill-day attraction of all time

CAPTAIN F. F.

# FRAKES

## Deliberate AIRPLANE CRASH

25,000 TO 50,000

IS A "FRAKES CROWD"

RETURNING TO FAIRS FOR THE SECOND AND THIRD REPEAT DATES. THERE STILL ARE A FEW OPEN DATES. CONTACT US FOR ALL PARTICULARS.

A Successful GRANDSTAND is a SUCCESSFUL FAIR.

ACTS — REVUES — BANDS — RODEOS  
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THEATRE MGR'S OUR "DE LUXE" COMPLETE STAGE UNITS  
WITH BANDS, STANDARD VAUDEVILLE ACTS,  
NAME ACTS AVAILABLE. WIRE, WRITE!

## CONCESSIONS WANTED

### SOUTHEASTERN INDIANA FAIR CIRCUIT

FRANKLIN, INDIANA—JULY 10 TO JULY 15  
NEIL R. GODWIN, SUPT. CONCESSIONS

COLUMBUS, INDIANA—JULY 17 TO JULY 22  
ED REDMAN, SUPT. CONCESSIONS

LAWRENCEBURG, INDIANA—JULY 24 TO JULY 30  
GEORGE KOETHEMYER, SUPT. CONCESSIONS

OSGOOD, INDIANA—JULY 31 TO AUGUST 5  
BERT STARKS, SUPT. CONCESSIONS

SHELBYVILLE, INDIANA—AUGUST 7 TO AUGUST 12  
OTTO HARRIS, SUPT. CONCESSIONS

CONNERSVILLE, INDIANA—AUGUST 14 TO AUGUST 19  
J. H. MOUNT, SUPT. CONCESSIONS

CORYDON, INDIANA—AUGUST 21 TO AUGUST 26  
DR. L. B. WOLFE, SUPT. CONCESSIONS

WASHINGTON, INDIANA—AUGUST 28 TO SEPTEMBER 2  
EARL KREMPF, SUPT. CONCESSIONS

OPERATORS OF LEGITIMATE CONCESSIONS, PLEASE CONTACT  
CONCESSION SUPERINTENDENTS FOR SPACE.

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MANAGERS AND SECRETARIES of  
FAIRS—CARNIVALS—FIELD DAYS  
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WORLD'S HIGHEST AERIAL ACT!

NOW BOOKING DATES

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PERMANENT ADDRESS  
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CINCINNATI, O.

## Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

News of the month was enactment of the Agricultural Adjustment Act of 1938. Organization plans for administration of the act are under way; referenda will be held this month to enable cotton and tobacco growers to vote upon marketing quotas for this year's crop. A two-thirds favorable vote of producers is required to put marketing quotas into operation.

Spring work is generally advanced over the South but, as a national average, farm labor employment is less than at this time last year because of recent declines in farm products prices and in farm income. Prices of farm products were indexed at 97 in mid-February, as compared with 127 in February, 1937, but prospects over the near term are for a period of relatively stable demand conditions for agricultural commodities. Enactment of the Agricultural Adjustment Act is expected to affect importantly farmers' acreage planting intentions this spring.

### DEMAND FAIRLY STABLE

A period of relatively stable demand conditions for agricultural commodities is in view, compared with the sharp decline during the last four months of 1937. This drop accompanied the marked decrease in industrial production, employment and payrolls.

During 1938 some irregular improvement is expected in industrial activity, but not enough to cause a material increase in demand for farm products. The main point of interest to farmers is that the big drop in demand seems to have been halted.

Examination of Federal budget figures and programs indicates some increase in the net contribution to purchasing power by the Government in coming months as contrasted with the immediate past when such contributions were at a low level in relation to preceding years. Recent legislation and other plans under discussion provide for Government co-operation designed to stimulate private spending.

United States exports of farm products recently have been the largest in more than two years, but this chiefly reflects changes in the supply situation here and abroad. Demand conditions have held up rather better in some foreign countries which buy American farm products, but recently some signs of weakness have appeared. The decline in world prices of raw materials during 1937 has aroused much concern as affecting the course of world recovery. Stocks of primary products were greatly

reduced from 1933 through the spring of 1937, but recently have been accumulating in some lines.

### FARM INCOME REDUCED

January farm income was \$63,000,000 less than in December and \$61,000,000 less than in January, 1937. The decrease during the last month of record was slightly more than seasonal since income from marketings of crops declined more than the usual amount. Income from livestock and livestock products decreased less than seasonally, since the heavier feeding of milk cows and increased hog slaughter caused a somewhat more than usual gain in income from these commodities.

Income from sales of all commodities except dairy products and cotton and cottonseed was less this January than last, the returns from cotton being supplemented materially by Government loans. About \$23,000,000 was loaned to farmers on 523,000 bales of cotton in January. Government payments to farmers under the agricultural conservation programs have been rather small in recent months, amounting to \$17,000,000 in January of this year, against \$43,000,000 in January 1937. Payments during the next few months are expected to be larger than a year earlier, and substantially larger, by about \$300,000,000, than during the past few months.

Cash income from farm markets is expected to be less in coming months than a year earlier when the seasonally adjusted index of income increased sharply through June. Cash income from sales of farm products during the first six months of 1938 may be about \$3,500,000,000 compared with \$3,300,000,000 during the first six months of 1937.

## Fair Elections

**NEW HOLLAND, Pa.**—Farmers' Day Association, operator of New Holland Fair, elected Christ M. Groff, H. E. Whitmore, M. M. Kling, P. W. George S. Good, C. B. Townsend and Chester H. Weaver, directors.

**PORTAGE, Wis.**—Columbia County Fair Association re-elected John Klaska, president; W. Horace Johnston, secretary; H. H. Niemeier, publicity director; Ernie Young's Revue, Snapp Greater Shows on the midway and a 4-H Club Exposition will be 1938 features.

**EL DORADO, Ark.**—Union County Fair Association reorganized for 1938 with 40 board members representing each township in the county, and Robert T. Hays was renamed president.

**FRANKLINTON, La.**—M. E. Cody was elected president of Washington Parish Free Fair Association, succeeding Col. D. T. Cushing, who completed his fourth term. W. L. Willoughby was renamed vice-president and fair manager; W. O. Burris, treasurer; L. R. Millis, secretary.

**NELSON, Neb.**—Antelope County Fair Association elected Frank Watkins, president; Will Schulte, vice-president; David Rice, secretary; Lyle Jackson, treasurer.

### CORRAL

(Continued from page 51)

features to intersperse the various contest events at the Cleveland Hockey Arena Rodeo this month will include Everett Bowman, Col. Cy Compton, Ros-

coe Armstrong's bucking Ford, Billy Keen's Roman auto jumping team; Ted Allen, World Champion horseshoe pitcher; Juan Valenques, champion roper; Chip Morris and his pony, Black Fox; Diamond Ted Lewis, sharpshooter; Gene and Don McLaughlin, juvenile ropers; Buddy, Virginia and Dixie Beger; Curley McCall and his auto jumping horse, Patches; Monte Reger and his long-horned steer, Bobby; Jacobs Villa Jr., bull fighter; Maude, high jumping mule; a special quartet from Western Reserve College and basket ball played on the horseback. Rube Roberts will captain the Texas team, while Jack Quait directs the Oklahoma quintet. Col. Jim Ekwe will furnish the stock and direct the arena. Harry Williams, Shorthy McCrory and George Ward will judge. Bob Matthews is arena secretary, and Monte Reger will handle the emcee and announcing chores.

**ROWDY UNDERSTANDS** that the Rodeo Association of America has, in reference to selecting judges for its contests decided that both managements and contestants may submit names of those they regard as qualified to judge contests. The names are to be published by the RAA in list form and managements are to select the judges they desire for their contests from this list. Any objection to any name on the list must be submitted in writing to the executives of the RAA who, after an investigation, will rule whether the party in question may officiate. There seems to be objections on the part of some as to active contestants competing at one contest and judging at another. While it is agreed that all judges should be qualified from experience under present day rules, it is felt that there are enough men so qualified that it should be unnecessary to go into the ranks of active contestants for them. Isn't it logical to presume that in fairness to all the men who don't compete are as good if not better judges than active contestants? Of course, the RAA is the body which it has been definitely decided will settle the matter and it is hoped that once a ruling has been made it will be strictly enforced at all RAA contests.

From Hollywood come three notes from E. P. (Buck) Moulton: Benny Corbett, president Hiding Actors' Association, very busy contacting officers of other groups preparatory to the Jr. Screen Actors' Guild election. Universal Pictures has started a serial that will use lots of cowboys and Indians. Col. Tim McCoy finishing up his last film and leaving for Springfield, Ill., to open his Wild West show. Ken Cooper working at Republic Studios, doing stunts. George Spencer in the General Hospital with a broken leg. Post Parks recovering from a broken leg received while doing a stunt in Warner Bros.' picture *Robin Hood*. Frank Cordell recovering from severe burns received while working on the Paramount picture *The Texan*. Many requests have appeared in *The Corral* as to my whereabouts and what I was doing. Well, I am still trying to keep beans in the pot out here in motion pictures. Unsettled conditions in the picture industry have caused production to drop and many of the boys are going on the road. Lots of Western picture stars are joining circuses. Latest is William (Bill) Desmond, who is contracted as concert feature with Wallace Bros.' Circus, Tex Ritter making personal appearances in the South and supported by Aule Gomez doing his roping and knife act. Number of the boys have already left, among them being Ed and Joe Phillips, Capt. Jack Moore and Silver Tip Baker, to join the McCoy show; Jack Wolf and wife to Cole Bros. and Johnny Agee to Tom Mix. Si Jinks cleaning out the mud from his new home in the San Fernando valley after the flood. Artie Ortega working at Warner Bros.—First National Studio. Yours truly just received a letter from Bill Dobson at Red Lodge, Mont. Says he is waiting for the tourist season to open. Also received a letter from Bill Binder at Tucson, Ariz. Saw Bobby Dyer out of the hospital and around after his serious accident on *Benefits Forgotten*, MOM picture.

**PAT STOCK SHOW** and rodeo held in the Coliseum, Oklahoma City, recently played to capacity houses the first five nights, but inclement weather took a heavy toll the last three engagements and attendance fell off about 90 per cent. Event, which was managed and produced by H. D. Hines and T. W. Kelley, attracted 149 contestants. Other officials included Dick Truitt, arena director; Monty Reger, announcer; Fred Alford, arena secretary; Hub Whitman and Claude Wallace, judges. Jimmie Nesbitt and John Lindsey clowning. Contracted

performers were Alice Adams, Violet Clemons, Margie Greenough, Rose Davis, Vaughn Kreis, Ted Luosa, Pauline Nesbitt, Lucille Richards, Vivian and Grace White, Lavine Williams, Chester Byers, Howard Doughty, Junior Ekwe, Billy Kelley, Don Wilcox, Ken Williams, Bobbie Kelley, Virginia, Bুদ্ধ and Monte Reger; Pat Clary, Don Stewart, Carol Doris Williams, Lonnie Rooney, Barton Carter, Bob Crosby, Herb Myers, Peggy Long and Pete Adams. Results: **CALF ROPING**—First day, Bুদ্ধ Wilson, Bob Crosby, Buck Goodspeed; Clyde Burke and Dick Truitt split fourth. Second day, Clyde Burke, Roy Mathews, Earl Moore, Barton Carter. Third day, Jess Good, Bুদ্ধ speed, E. Pardee, Herb Myers, Everett Shaw, Finals (total time on three calves), Clyde Burke, Jess Goodspeed, Roy Mathews, Bob Crosby. **COWBOYS' HORSE RIDING**—First day, Stub Bartlemay, Ward Watkins, Kid Fletcher, Leo Murray. Second day, Vic Swartz, Cliff Helm; Stub Bartlemay and Paul Carney split third and fourth. Third day, Bill Greenough, Vic Swartz, Stub Bartlemay; Chuck Williams and Paul Carney split fourth. Fourth day, Jack Sherman, Cliff Helm; Dick Schleppeert and Vic Swartz split third and fourth. Finals, Cliff Helm, Vic Swartz, Stub Bartlemay, Jack Sherman. **WILD COW MILKING**—First day, Dee Burke, Earl Moore, Irby Mundy, Dick Truitt. Second day, Bob Crosby, Homer Pettigrew, Everett Shaw, Jonas DeArman. Third day, Clyde Burke, Bob Crosby, Earl Moore, Barton Carter. Fourth day, Clyde Burke, Earl Moore, Everett Shaw, Barton Carter. Finals, Barton Carter, Jonas DeArman, Dee Burke, Clyde Burke. **STEER WRESTLING**—First day, Dick Truitt, Bill VanVactor; Tom Breeden, Tom Hogan and Mike Fisher split third and fourth. Second day, Joel Fleming, Howard McGrovey; Jonas DeArman and Gene Ross split third and fourth. Third day, Gene Ross, Jim Nesbitt, Homer Pettigrew, Mike Fisher. Fourth day, Finals, Dick Truitt, Homer Pettigrew, Gene Ross, Tom Hogan. **STEER RIDING**—First day, Jimmie Olsen; Hobert Flowers and Johnny Williams split second and third; Kid Fletcher and Smokey Snyder split fourth and fifth; Hoyt Hefner, Paul Carney and Dale Adams split sixth and seventh. Second day, Kennedy Kid; Hoyt Hefner and Dale Adams split second and third; Ken Hargis, Elmo Walls, Smokey Snyder, Rock Parker split fourth, fifth, sixth and seventh. Finals, Hoyt Hefner, Dale Adams and Smokey Snyder split first, second and third; Hobert Flowers, Ken Hargis.

**JEFFERSONVILLE, Ind., Pick-Ups**  
JEFFERSONVILLE, Ind., April 2—Richard DeCarlo, baritone soloist with Downie Bros.' Circus last year, will be with Smith's Superba band on Johnny J. Jones' Expo. Ed Palte and Lew Randall will play cornet and Frank Valley snare drummer with Smith's band. Morris Treppe will be with Newton Bros.' Circus, presenting aerial and ground act.  
Robert R. Baaky, clarinetist, formerly with Barnes and 101 Ranch shows, will be with Downie Bros. George Lawlor will play clarinet with Robbina Bros.' Circus.  
M. A. Edwards, in big show band with Fawcett Bill show some years ago, is in Jeffersonville in tile business.  
Ingessell Carney (Jingles), trombone player, formerly with Haag, sells-Photo and Cole shows, will be with Downie Bros.  
C. E. Doble, for more than 20 years with the best circuses, expects to be with one of the railroad shows.  
James D. Winne, with Ringling Bros.' Circus when George Ganweller was musical director, has been at home in Marion, Va., all winter. Expects to be with a white top.

### Officers of Local No. 67

WASHINGTON, April 2—Local No. 67 of Billers' Alliance elected following officers: Edward Teague, president; Joseph Ennis Sr., vice-president; Joseph P. Mack, secretary-treasurer; Harry Dawes, sergeant-at-arms. Brothers joining shows are Charles Tipka, brigade of Cole show; Ennis, No. 1 car Ringling-Barnum; Ralph Patterson, Downie Bros.; Dave Traugott, Johnny J. Jones. All show men are now signed with local and new contracts submitted.

**THREE MEMPHIS** musicians have signed with the McCoy show. They are Glen Wickliff, clarinetist; Lester Bruch Jr., trumpeter; P. R. Crofford, trombone. Stanley Czerwinaki, trombonist, also from Memphis, is with Ringling-Barnum.

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Independent Riders, Shows, Concessions and Attractions. LOGAN COUNTY FAIR & RODEO SEPTEMBER 4, 2, 3. Write J. L. BECKIUS, Supt., Nelso, Nebraska.

## THE GREATER CINCINNATI and CARTHAGE FAIR EXPOSITION

SEPTEMBER 13-17, INCLUSIVE, 1938  
Entirely NEW—improved grounds; 4 huge illuminating towers to turn night into day. This year's fair dedicated to the celebration of the Sesqui-Centennial of the Northwest Territory and the 150th Anniversary of the Founding of Cincinnati. Political and civic organizations co-operating to make it the greatest of them all. Estimated attendance well over 200,000. Foremost Outdoor Attractions. A multitude of Free Attractions, Displays and Exhibits.  
WANTED: LEGITIMATE CONCESSIONS and a few more Outdoor Acts.  
NATIONAL EXHIBITORS: Here is a Real Opportunity to Exhibit Your Products. Communicate with FAIR EXHIBIT DEPT., 501 Frederick Schmidt Bldg., Cincinnati, O.

## LOOKING FOR ACTS? JOE CODY ATTRACTIONS

— FAIR BOOKING ASSOCIATION —  
Has the very best in Novelty, Circus and Sensational Acts. Write, phone or wire us for descriptive literature. 431-35 No. Clark St., CHICAGO. Phone: DELAWARE 2064.

# Fair Publicity Could be Fairer

By LEONARD TRAUBE

IT IS doubtful if any other comparably large and community important activity takes less advantage of publicity opportunities than the average county fair or exhibition.

The fair is a type of public utility, a community development, with purposeful scope and far-reaching significance. Yet its public relations are so poorly managed, its routine announcements so colorless and its photo material so lifeless that any other industry with better handling would and does go out of business in no time at all.

That the average fair continues to remain operating and even improve despite these shortcomings is a testimony to the fundamental basis of fairdom, whose framework is both a tradition and a need, and not a matter for cheers and hosannas on the part of those who guide the annuals.

By way of saving my own neck and also to serve the purposes of this discussion better, it must be explained that

the object of your correspondent's periscope is the "average" fair and he also pleads his sincerity of purpose.

There are many fairs, both small and large, which maintain competent and even first-rate publicity machines, but they are the exceptions which do not enter into the picture being painted on canvas furnished by this publication. The palette does not have room for them here.

Let us first examine what the fair regards as primary in publicity importance, namely, the premium book or prize list. This is a strategic medium whose importance cannot be minimized, but it can be and often is overrated as a publicity medium.

The fact is that premium catalogs and all other publications, including special editions, produced by the fair, which exercises editorial and mechanical control over their destiny, cannot possibly carry equal weight or prestige with publications whose editorial and mechanical control are in the hands of impartial people, such as publishers of newspapers who do not have a direct or even indirect connection with the fair.

The average reader can invariably detect who and what are pulling the strings, and he is impressed by what he reads in inverse ratio to the partiality of the medium. To put it more simply, he is impressed, influenced and "sold" in direct ratio to the disinterestedness of the source from whence the material originates. That must be so because of human nature, because of the laws of industry and competition and because of our own instinct.

Radio found out long ago that commercial plugs made directly by representatives of the sponsor are not nearly as effective as plugs by so-called disinterested agencies, such as physicians, consumers and the like. For this reason the tendency in recent years has been to introduce outside advocates and endorsers, a practice first successfully developed in newspaper by newspapers, followed by billboard advertising, in which athletes, actors and others of the celebrity type sounded off to the inevitable advantage of the product being dispensed.

Say what you want about the outside commercial plug and the testimonial ad; some of us know how they are manufactured, solicited thru third parties and other types of pressure, paid and unpaid for, but the fact remains that they were and are effective and emanate from disinterested people.

Premium books are first-rate attention getters for the job they are supposed to do, namely, to throw the spotlight on departments and the prizes thereof.



LEONARD TRAUBE

## GRATIOT COUNTY FAIR

Ithaca, Michigan  
August 9-10-11-12-13

Can use a few more good Acts. Will book Auto Races. Want to hire a Party to promote Advance Season Ticket Sale, one that is reliable and can produce; for such we have a good offer to make. We want to put out 10,000 season tickets at \$1.00 each; over 5,000 sold last year. \$5,000 in new improvements to the grounds and buildings this year; \$8,000 spent last year. Will book all kinds of legitimate Concessions. Joyland Show will be on the Midway. Write or wire

GEO. B. WINGET, Sec'y  
Gratiot County Agricultural Society,  
P. O. Box 27, Ithaca, Mich.  
In the Heart of Michigan.



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One hundred and twenty acres chock-full of bang-up Fair Features—the sort that packs them in. It's right on the Lincoln Highway, with lots of parking space, fine buildings, fully paved Midway, walks and driveways. It's a proven all-weather Fair, with profits for Concessioners, rain or shine.

The Outstanding Fair of the Eastern United States

SPACE GOING FAST—WRITE NOW

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6 DAYS & NIGHTS

100TH CORTLAND COUNTY FAIR  
CORTLAND, N. Y.  
AUG. 22-27

6 DAYS & NIGHTS

(Week Preceding State Fair)  
AGRICULTURAL AND INDUSTRIAL EXPOSITION  
—OLD HOME WEEK—

Chambers of Commerce and All Organizations Co-Operating  
Largest Fair in This Section

If you have ANYTHING that will make it bigger and better, communicate with us at once. Excellent opportunities for Concessions.

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Presented by

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## SUICIDE CLUB

America's Champion Daredevils

More Versatile, Original and Sensational Stunts Than Any Other Similar Program

### NOT A ONE-PERFORMER SHOW

5 Automobiles—12 Motorcycles

Have a Few Fair Dates Open on Flat Rate or Percentage—Wire or Write  
5800 Wooddale Ave., Minneapolis, Minn., or  
Barnes-Carruthers Booking Assn., Chicago.

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FOR  
AMUSEMENT PARKS, FAIRS and CARNIVALS

## IDA E. COHEN

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but when it comes to narrating and exploiting other phases of operation, such as amusements, other media are far more effective and psychologically apt. I know I am risking persecution and verbal mayhem by making this statement, but that is my sincere personal opinion.

Since the prophet is seldom or never honored in his own country, probably the more so in the smaller cities, it often is easier to get publicity on outsiders, such as performers, horsemen, exhibitors and the like; yet fairs do not take advantage of the opportunities which are theirs for the asking—and the taking.

Why this is so is hard to say, but the average fair may feel that exploitation of outsiders destroys or tends to destroy local interest and the fair's local character. To coin a phrase, nothing could be further from the truth.

Some fairs commence their campaigns prematurely—sometimes in April or May for a September or October event. By the time fair time approaches, especially if the fairs have kept up a more or less steady outpouring of publicity, they are left with nothing for the pre-fair big push.

Other fairs go to the other extreme—waking up a week or so before their opening day. The ineptness of both methods cannot be stressed too greatly. Under normal circumstances a six or eight weeks' campaign is sufficient. Billing matter, incidentally, should never be hung more than three to four weeks in advance. In the first place, transient trade can be caught in that period; secondly, regular patronage tires of seeing the same pictorials and, perhaps more important than both these reasons, rain, stain and the elements work havoc with billing paper however good.

Radio is an excellent medium and improving with time (no pun intended), but money is frequently wasted on this

agency because (1) the wrong time is selected, (2) the radio stations prefer to select the time "available" rather than the other way round, (3) the continuity is poorly written or presented (where there is continuity or production), (4) the wrong people are selected to represent the fair (after all, it's the voice that counts, not the title of the official), (5) the station does not have the proper distribution, when it is an independent small station, that is.

Radio is effective a few days before the fair and all during the fair, and personalities among horsemen, exhibitors, the carnival, grand-stand show and the like are always good to put on with the right kind of introduction, comment, etc.

I realize I have said very little that is worth while, that I have skipped around rather incoherently and that I have not even scratched the surface of publicity relating to the public prints.

The most important thing I have to present and one which gives me personal pleasure are comments made by publishers, press representatives, editors and the like, all interested in and touching outdoor amusements, especially fairs and amusement parks, in some way. These comments are culled from articles in a publicity survey by Fair Times, George A. Hamid, Inc., house organ, and speak for themselves.

They have been lined up in parallel columns so that the reader may judge them for himself. Neither the order in which the statements appear nor the order in which the writers are listed has any bearing on their relative importance. (Blank spaces mean quotable material lacking.)

I trust this "chart at a glance" will mean more ultimately to the destiny of fairs in terms of public relations than a running story of three times as many words.

The fate of your fair is now in your own hands. Good hands need not worry.

W. A. BRENNAN  
(Dunkirk, N. Y.)

The unimaginative bar who enterprises into lackluster superlatives never gets anywhere.

FLOYD L. BELL  
(Boston)

The motion picture people have never found anyone with such a perfect as almost, gigantic, breathtaking.

FRED H. PHILLIPS  
(Frederickton, N. B.)

I am opposed to comparative adjectives. The day of plainness, levelheadedness is gone.

R. M. GLOVER  
(Peterborough, Ont.)

All the publicity of every kind that you pour out will not make a success of a poor article.

C. A. UPCHURCH JR.  
(Raleigh, N. C.)

This (ability to write) does not mean the capacity for stringing grandiose adjectives together.

PAUL C. MORRIS  
(Rye, N. Y.)

Newsman are a swell lot. I never try to hide the facts or give them the impression that I'm trying to pull a fast one.

G. F. KERN  
(Lewisport, Pa.)

Prepared material must have a good, factual base and controlled imagination.

K. A. WALKER  
(Welland, Ont.)

As a general rule the newspaper seems to be appreciative & surprised when it is supplied with material which can legitimately be used.

Put a false face on the industry by labeling it on a pure event.

Newspaper men grant favors. If your publicity is not news, then it's not good publicity.

(Newspapers require) news while it is news, written in brief news style.

If copy should have news value. One theme (newsman) news articles.

Most press agents consistently overstate. A long piece is doomed to the trash.

No matter what the publicity, it must be news.

Both of these stories filled up with news made page one because of their human-interest angle.

A good headline and four inches of copy are better than a small headline on a solid column.

The short item may not look so impressive as the "short," but has a much better chance of survival. Publishers most think in headlines.

If the copy has sufficient reader interest and is not too long, it will get a good heading and good position.

A press agent should start his copy to meet the newspaper's style.

The courier controlled by an editor deserves your courtesy in some measure in the advertising office. The editor must call!

Prepared material must be written in true good English.

Keep copy clean and double-check. Write in newspaper style.

Free publicity should be accompanied by a fair amount of paid display advertising.

(He must understand) the problems facing a newsroom hit down by the business office.

The editor told us that they will print any interesting story or any interesting picture, but that the business office takes care of all advertising matter.

The day of the swapper issue agent, packed with clips, passes and so-called ad scrap-books is over.

The flashy fellow with the diamond ring, horse-hair hat and lousy air is giving way to the quiet, earnest level-headed press agent who is stamped as a newspaper man.

The flashy fellow with the diamond ring, horse-hair hat and lousy air is giving way to the quiet, earnest level-headed press agent who is stamped as a newspaper man.

Hardly now does a publicist come around with a big book of clippings showing what he got in Buffalo, Baltimore, Brighton and Birmingham.

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**BRENNAN:** Associate editor Dunkirk (N. Y.) Evening Observer; publicity director Chautauque County Fair, Dunkirk; movie extra 20 years ago; Wharton Studies, Dunkirk, N. Y.; toured France as interpreter of soldier show; sponsored in amateur production; promoter of Better Home shows, pageants, etc.

**BELL:** Veteran newspaper man; has worked on The St. Louis Post-Dispatch, The Chicago Journal, The Minneapolis Tribune and other papers; from 1924 to 1928 five seasons on publicity for Ringling Bros. and Barnum & Bailey Circus and road show; chief Press Lines railway; nearly five years publicity head Metropolitan Theater, Boston; currently handling press for Suffolk Downs track in Boston; has press agented Brockton (Mass.) Fair, fraternal groups, sportsman's shows and other events.

**PHILLIPS:** Assistant director New Brunswick (Can.) Bureau of Information and Tourist Travel, which he represents at sportsman's shows and other big events; special publicity for Fredericton (N. B.) Exhibition; freelance writer for newspapers and magazines, with circus chief trips, but also leans to horse-racing lore.

**GLOVER:** For many years, until 1936, publisher of The Peterborough (Ont.) Examiner and publicity chairman of Peterborough Exhibition, and therefore "can see the matter of publicity from both sides." Recently returned to office of alderman by overwhelming majority; is chairman of attractions of the exhibition.

**UPCHURCH:** Feature writer for The Raleigh (N. C.) News and Observer; has press agented fairs and other amusement enterprises; edited campus newspaper at college; Wake Forest, and worked for Tarheel politicians, including gubernatorial campaign.

**MORRIS:** Advertising and special promotion manager Playland, Rye, N. Y.; early years spent around parks, road shows and music business; became newspaper reporter, photographer and cartoonist; enlisted in others' training camp during war, following which he promoted air courses, auto racing; once owned Foreworks company and has managed amusement parks, promoted indoor circuses and industrial shows.

**KERN:** Press chief Merion County Fair, Lewisport, Pa., 1936; "D" has worked on several dailies and weeklies and reported grand-stand attractions, auto races, etc.; is adviser to numerous political, religious, civic and charitable organizations; son of a literary agent and Minnesota Park & Amusement, was reared and tutored in New England and received education in public and private institutions in New York, Indiana and Pennsylvania.

**WALKER:** Life underwriter and chairman of entertainment and special attractions of Welland (Ont.) Exhibition; his first connection with show business dates from his 12th year; active in nearly everything of an amusement nature in Welland; headed a Welland committee which celebrated the coronation of King George VI.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

THE VANQUARD arrived early for the National amateur roller skating speed championship meet in Sefferino's Roller-Drome, Cincinnati, on April 2 and 3 and for the first annual convention of the Roller Skating Rink Operators' Association of the United States on April 4. Due to an early press deadline, results of the meetings were not couched in time for this issue of The Billboard and full reports will appear next week.

It was noted that the first to arrive came the longest distance. C. W. E. (Pat) Pattison, who recently won the Redondo (Wash.) Rink Meet, arrived with Manager W. J. Betts on March 27 and had first opportunity to try out the track with Cincinnati speedsters. Next to appear were T. L. Keller and family, Salem, Ore., who arrived on March 29, coming from Detroit, where his two versatile daughters, Orvi and Irna, had won bronze bars in a figure-skating contest in Arena Gardens Rink. While in Chicago visiting White City Rink, their costumes and other wearing apparel were stolen from their parked automobile.

Next to report was Perry Rowan, a member of the dance step committee. He visited England last summer in the interest of the rink operators' association to get first-hand inspection of the many roller dance steps popular over there and came to Cincinnati from New York to act in selection of best numbers for future contest work and use in American rinks. He also demonstrated several English numbers. Being greatly impressed with the skating of the Keller sisters, he selected them as his first couple. Jesse (Pop) Curry, well-known former champion, arrived with Mrs. Curry from Philadelphia on March 31, reporting that rink business is excellent in that part of the East. He was mildly kidded or being new owner of a yacht and admitted that he expected to have much pleasure from the craft.

Mark Skating Club, Cincinnati, with three entries in the meet, appeared with new blue silk leotards, purchased especially for the occasion, and headed by Manager Dix Courtland restaurant, who was former of a gold-plated cup displayed among a score of cups and other trophies awarded winners.

An indefinite engagement is being played in Carktown Tavern, Detroit, by the Royal Rollers, using Mickey, their wire-haired terrier, in a comedy bit.

MAURET NAWROT CO. troupe of two skating acts, six people, with Buddy Peterson Co. and Red Austin and Belle, played Minneapolis and St. Paul Shrine Circuses, are booked for Omaha Shrine Circus and report that they will open with Cole Bros. Circus in the Chicago Stadium.

AL WISER's Playland Roller Rink, South Bend, Ind., doing big business, has added midnight sessions to take care of private parties, reports Manager Harry Hanley. Club recently elected Jeanne Kennard, president; Mary Ann Tool, vice-president; Harry Hanley, secretary, and Al Wisch, chairman. Dorothy Brewster, Michawaka, did belton-twirling on skates at a skating party on February 14. Moore and Chd. Lutz, courtesy of Club Lido, South Bend, recently presented a comedy skit at the rink. Mr. and Mrs. Olson, White City Roller Rink, Chicago, were recent visitors.

ARENA GARDENS, Detroit, was given a full page of pictures in The Detroit Times following the Michigan Championship Meet there. Photos were devoted to figure-skating and were mostly taken during presentation of the Arena's own skating ballet of 40. Team of Glenn Norton and Larry Sullivan and comedy turn of Anne Maxson, who did individual acts during the revue, were featured.

MORE than 180 skaters from Fernwood Roller Rink, Peoria, Ill., in charge of Bob Walters, club president, and accompanied by Owner Oscar Jelso, visited Fred Leber's Army Roller Rink, Chicago, on March 24, reports Bill Henning. Two hockey games were won by Fernwood girl teams and Ray Milechowski and Virginia Welas, of Fernwood, gave an exhibition. Earl Jack and Betty were recent visitors in Army Rink.

AL WISER South Bend (Ind.) Playland Roller Rink received a nice write-up in the March 29 edition of The South Bend News-Times. Articles emphasized the business boom the rink has enjoyed



VIEW OF DIENER BEACH ROLLER RINK, New Castle, Del., which Manager Frederick J. Von Decker was the first large rink in the State, there having been smaller ones that came and went. Rink management caters to organization parties, with special bid for schools, and rules for department try considered most there.

and the wholesome amusement it affords children and adults.

NEW SOUTH MAIN Roller Rink, New Orleans, has been opened without waiting for completion of interior decorating. As soon as the floor was done Oscar Lettie Bruce opened doors to capacity crowds for the premiere. New floor is considerably larger than in Bruce's old spot on DeLaure and Main. Night sessions only continue for 19 more days when day hours will be added. Rink is air-conditioned.

ABOUT 60,000 New Yorkers witnessed the four performances of the fourth annual ice-skating carnival which closed in Madison Square Garden there on March 28. Presided by the Skating Club of New York, nearly 200 amateur skaters, including some of the world's leading experts of figure work, offered one of the most elaborate rink spectacles seen in that city. Proceeds, as usual,

went to charities, for the most part, local. Mrs. Chester Procter was again responsible for production. Ensembles were wardrobe by Maline, and Erno Ragan directed music. Skaters appearing included Louise Bertram and Stewart Return, Toronto; Caley Sisters, Granite Club Six, Ottawa; Twiss, Felix Kasper, new world's champion; Audrey Poppe, runner-up in recent American title contest; Robin Lee, American men's champ, and Eric Watt, who was one of the hits with comedy routines.

NELSON DALLAS, East Liverpool, O., became the first local skater to qualify for finals of tri-state roller skate speed championships by winning the third heat in an action-packed race in Winfield Auditorium on March 27. Five more heats will be run on Saturdays, each qualifying the winner for participation in May 8 finals. Don Perry, Youngstown, O., and Bobby Cochran, Canton, O., won first and second heats.

Here is the NEW ultra modern style leader

The simplest, sturdiest, lightest and most scientifically constructed skate ever produced.

For Professionals or Private Use.

FRED NALL TWIN FLITE SKATE CO.  
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Established 1884.  
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The Best Skate Today

LADIES' \$3.00  
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White, Black and Black.

Size 2 to 8, Ladies' 8 to 12 and 9 1/2.

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Also 1 1/2 sizes

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ATTENTION!

Professional and Amateur "Roller Skaters" Profitable—Both—By—Mable Hartwood—Skating Main Chicago. Mable has your needs in her own, immaculate parlors. Write us your special requirements.

THE G. L. MORRIS CORP.  
1780 East 12th St., CLEVELAND, O.  
(Manufacturers)

RINK LOCATION OPEN

Excellent Six Month's Rent for Large Portable Skating Rink. Write

VALHALLA RESORT  
SLAYTON, MINN.

WANTED

BY ROLLER RINK OPERATOR

ARCHBERRY FARM, HALL CO. FAYETTEVILLE, MISSISSIPPI, has for sale all equipment—skates, skates, etc. Write

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Weather Band Skates, No. 125, 40 Ect. Good for Rink or Home Use—Best. Excellent condition. Size men, women, children and roller skates included. All for \$100. ARTHUR KARLACE, 1122 Park St., Lincoln Park, Mich.

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ATTENTION RINK OPERATORS!

KILN DRIED HARD MAPLE WHEELS

With new rollers new-hatched steel bearings, with curing oven layer, interchangeable on Chicago or Richmond Skates. Complete set of 8 wheels, 110, SEVENAL—Four all 2-cm. bearings from Flower Maple Wheels mounted for 50c per set. Single set with new bearings will prepay for \$1.00. Skate Guard, equipped with 1 1/2" Stone Metal, complete \$15.00.

OMAHA FIBRE PRODUCTS CO., M. E. Smith Bldg., Omaha, Nebr.

RINK MANAGERS!!

If you have not received our NEW SPRING CATALOG of distinctive Roller Rink Specialties, including Emblems, Pennants, Jackets, Caps, Stickers, Arm Bands, Reflectors, write now.

VELVA-SHEEN MFG. CO.  
1816 Central Parkway, Cincinnati, Ohio.

The (new, improved) Myriad Reflector, World's Most Novel Lighting Effect FOR DANCE PAVILIONS, PARKS, SKATING RINKS, NIGHT CLUBS AND HOTELS

The Myriad Reflector is a spectacular lighting system that will instantly transform your ball into a glittering palace of exquisite beauty and the effect of entirely modernizing your ball. The cost is so reasonable that you simply cannot afford to miss this opportunity to add to the charm and individuality of your place.

WRITE FOR FULL PARTICULARS. DEFERRED PAYMENT PLANS ARE NOW AVAILABLE.

MYRIAD REFLECTOR CO.  
270-18 POST SQUARE, CINCINNATI, OHIO.

# INTEREST BIG IN RISK DRIVE

## NAAPPB Heads Push Campaign

Unprecedented round-up on from secretary's office—expect another dividend

CHICAGO, April 2.—The public liability insurance campaign for the 1938 operating season is in full swing, questionnaires pouring in from all over the country and executive offices of Secretary A. H. Hodge, National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here showing great activity. Secretary Hodge, who was recently visited by a group of park and pool men and who displayed a number of letters from policy-holders under the plan in 1936-37 said:

"After the many troublesome years battling with the public liability insurance problem, it is most gratifying to realize what the association has done to so materially lessen the financial burden of providing coverage and giving all operators the satisfaction of knowing that their public liability insurance problem is definitely settled under the association's plan."

Harry C. Baker, New York, president of the association, reported a net saving of about 26 per cent on his broad-spread operations, while Leonard B. Schloes, vice-president and general manager of Glen Echo (Md.) Park, reported a saving of about 32.42 per cent. Both figures cover 1936 operation and did not take into consideration dividends received to date and those to follow. It is

(See INTEREST BIG on page 70)

## Hamid Acts in at Celeron

NEW YORK, April 2.—Free attractions, booked thru George A. Hamid, Inc., office, will appear for the first time in Celeron Park, Jamestown, N. Y., which, under direction of J. S. Campbell, local realtor, will undergo several marked changes before the season opens. Several additions to the amusement set-up are scheduled as well as a far-reaching beautification program. Park was taken over by Campbell firm middle of last season, and Mr. Campbell, personally, has been managing it since that time.

## Littlejohn Will Open Spot

TROY, Ala., April 2.—Jolly Time Park is the name given to the amusement area in the fair grounds here by Thomas P. Littlejohn, who has moved in his rides and other attractions. More than \$5,000 have been spent on the plant and special features will be developed during the summer season, including a Fourth of July celebration.



GEORGE A. HAMID

PROMINENT FIGURES IN AMUSEMENT INDUSTRY, George A. Hamid, New York, and Samuel W. Gumpertz, Sarasota, Fla., who have leased Young's Million-Dollar Pier, Atlantic City, for 14 years with purchase option thereafter. Deal was made thru the Albert Greenfield realty office, Philadelphia, which has controlled the pier since retirement of the late Capt. John L. Young. It is said that about \$150,000 in improvements are planned before season's opening on June 25, with week-end operation to begin on Easter. It will be known as Hamid's Million-Dollar Pier and Mr. Gumpertz will be active general manager.



SAMUEL W. GUMPERTZ

## Little Salvage Seen in Beach Demolition Plan

ROCKAWAY BEACH, L. I. N. Y., April 2.—When work begins on demolition of amusement equipment in a mile and one-half stretch of territory here on June 1 to make room for a road and parkway on the beach, dozens of rides, games and other types of concessions will be turned into splinters and scrap iron.

It has been found that many of the amusement enterprises cannot be so salvaged.

(See LITTLE SALVAGE on page 71)

## School Days Set in Idora

YOUNGSTOWN, O., April 2.—Idora Park here will have School Days, sponsored by Parent-Teacher Association, on June 16 and 17, with elaborate programs. Excuses of large crowds expected, programs on one day will be for the northern half of the city and the other for the southern section. There will be athletic, free parking, free dancing, free milk and reduced rates at rides and concessions. Workmen started this week readying for season's opening late in May, said Charles Diebel, managing director.

## Fort Worth Offers 10-Year Lease for Operation of Casino

FORT WORTH, Tex., April 2.—City council granted operators of Casino Park on Lake Worth a new 10-year lease, provided the park operators take steps to lift the federal bankruptcy in which the corporation is involved. Contract becomes effective only if the bankruptcy is dissolved by May 1.

George T. Smith, manager, and P. W. Skiles are trustees. Lease agreement, covering all property, (See FORT WORTH on page 111)

## Geiser in Tuscora Again

NEW PHILADELPHIA, O., April 2.—Ed Geiser, several years manager of Tuscora Park here, will continue in the post this season. Improvements are planned, including modernization of dance pavilion, already under way for park opening on Decoration Day.

## Jacobs Take Concessions

DETROIT, April 2.—Jacobs Bros. Organization, Inc., will operate concessions at Jefferson Beach this summer, said Charles Jacobs, head of the company, and also will operate concession in the ball park and at the race track, Detroit.

## Added Space To Rosenthals

N. J. park men to personally operate 50% of concessions—big year seen

NEW YORK, April 2.—Jack and Irving Rosenthal, operators of Palisades (N. J.) Amusement Park, announced this week that they would personally operate 50 per cent of the concessions when the big playground opens its season on May 14. Heretofore management has restricted its control of concession space to about 25 per cent. Confidence in success of the coming season, it is understood, prompted the action.

Irving Rosenthal, speaking for the management, said that rentals on park concessions were increased this year and (See ADDED SPACE on page 111)

## Rides as Feature Of Casino Arcade

WILDWOOD, N. J., April 2.—S. B. Ramagosa, operator of Casino Arcade, on the boardwalk here, is spending over \$40,000 to convert it into an amusement spot to be known as Casino Arcade Park.

Most of the construction work will go in dismantling the Douglas Restaurant building, formerly housing endurance shows and last season a roller-skating rink, to replace with a boat ride. Concession stands were formerly mainstay of the arcade, which henceforth will depend upon rides for a draw.

He is also adding 2,500 feet of neon lighting for the summer season, set to open on Decoration Day.

## Broad Ripple Plans Told By Head to Banquet Guests

INDIANAPOLIS, April 2.—When factory personnel, directors and other officials, newspaper and radio representatives from here and several surrounding industrial centers were guests of W. A. McCurry, new head of Broad Ripple Amusement Park, at a banquet in Columbus Club here on March 25 he briefly discussed his program now under way for rebuilding the 63-acre site, which when completed will represent an investment of more than \$250,000.

Among guests were the park company's board of directors, made up of one of the city's capitalists and other prominent business men. A variety entertainment program was presented.

Work planned will include rebuilding midway structures, remodeling swimming pool and other attractions and clearing the park of undesirable rides and buildings for the opening on Decoration Day week-end.

## "New York World's Fair"

Blending Successfully the Dreamer and the Doer

By GEORGE P. SMITH JR.

Speaker from department of exhibits and concessions, New York World's Fair of 1939, addresses 10th annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel, Boston, on March 15.

The New York World's Fair will celebrate the 150th anniversary of the inauguration of George Washington as the first President of the United States. That constitutes its historical theme, but its main theme and purpose is "Building the World of Tomorrow." Other fairs have been the sum total of what has been accomplished in the world up to their time, a sort of patting oneself on the back and saying, "Look how far we've come. We've done rather well, don't you think?" That was the theme of A Century of Progress in Chicago. The New York World's Fair is going to suggest how much further we can go. It has an element of prophecy as well as international accord and understanding which certainly is desirable at this time.

The New York World's Fair is twice as big as the Chicago fair, not only in theme but in actual area, being 1,216 acres, three and one-half miles long and one mile across its widest point. Since New York is a great population center and has great attraction value in itself, with that additional value the fair will attract twice as many people as A Century of Progress. New York, being the artistic and cultural center of America, will expect more from the fair than Chicago and we will raise the standard fair conception and treatment. The New York World's Fair has the largest foreign participation of any fair in the history of the world. To date 55 nations have officially signed to participate. In the United States the individual State governments are, of course, giving the fair whole-hearted support.

Such a fair is the result of efforts of two entirely distinctive types—the dreamer, who creates and brings in many advanced and sometimes fantastic ideas. (See NEW YORK on page 70)



GEORGE T. SMITH, Jr., manager and one of trustees of Casino Park, Fort Worth, Tex., operators of which have been granted a new 10-year lease of the city-owned property, pending dissolving of bankruptcy proceedings. Under terms of the proposed lease, operators are to spend \$15,000 for rides and other new attractions in next three years.

## Don't Miss

This Feature:  
**On Buying Bands for Summer Ballrooms**

By HARRY MOSS

in the

MUSIC DEPARTMENT

of

This Issue

**STREAMLINED**

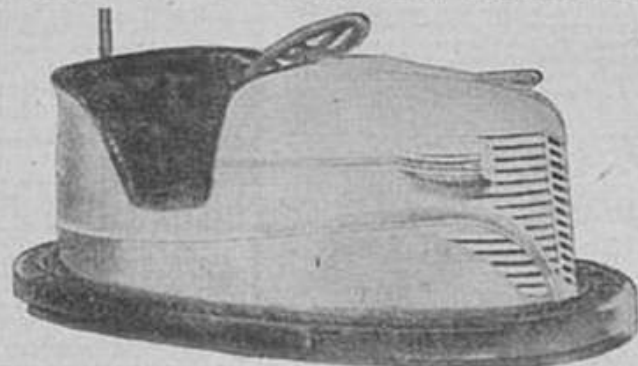
**BLUE RIBBON**

**THE 1938 LUXURIOUS AUTO SKOOTER WATER**

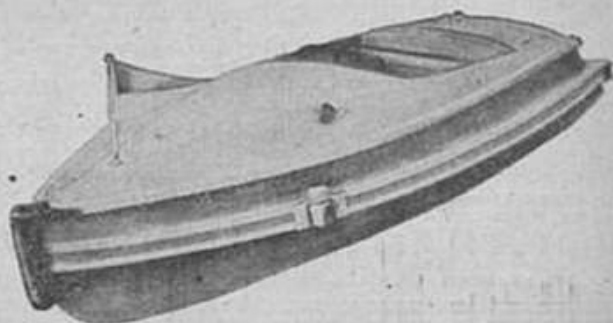
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**COMPLETE ENGINEERING  
PERFECT OPERATION**

**STREAMLINED BEAUTY  
MINIMUM UPKEEP**



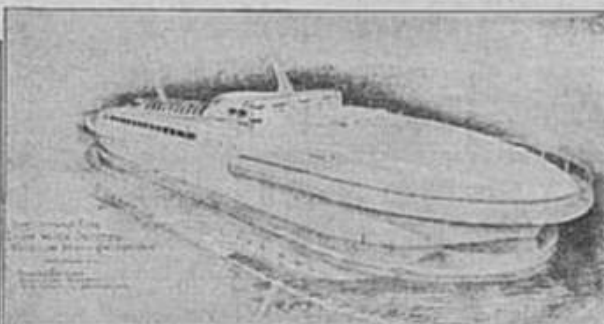
1938 AUTO SKOOTER CAR



1938 WATER SKOOTER BOAT

**AUTO SKOOTER**

1. ULTRA STREAMLINED BODY THROUGHOUT
2. LUXURIOUSLY UPHOLSTERED
3. AUTOMOTIVELY TRIMMED
4. MECHANICALLY WORLD RENOWNED
5. SUPERB EXCLUSIVE FEATURES
6. CHOICE COLOR COMBINATIONS
7. GREATEST EARNING POSSIBILITIES
8. GILT EDGE LUSSE GUARANTEE
9. A LONG LIFE ATTRACTION YEARS AHEAD IN DESIGN



**LUSSE WATER SKOOTER**

Woodside Park, Philadelphia, Pa.

**HUNDREDS OF DELIGHTED LUSSE SKOOTER**

**OWNERS AND OPERATORS  
HAVE PROVED WITH  
"LUSSE DESIGN"  
WHAT**

**"LUSSE PRECISION MEANS"**

**"We Salute the 1938 OSLO, NORWAY, FAIR and SKOOTER"**

**WATER SKOOTER**

1. FLASHY, RACY, SPEED BOAT APPEARANCE
2. SEATING 2 ADULTS OR 3 CHILDREN
3. BEAUTIFULLY PAINTED, 2 TONE
4. PHENOMENAL PERFORMANCE
5. ENGINEERED BY ENGINEERS
6. AUTOMATIC BAILER POSITIVE STEERING—OPTIONAL, DOUBLE RUDDER RUBBER ROLLERS, FRONT AND REAR DRIP PANS—ARE BUT A FEW OF THE EXCLUSIVE FEATURES
7. ABSOLUTE SAFETY IN BOTH DEEP AND SHALLOW BODIES OF WATER

**DON'T FAIL TO WIRE OR WRITE IMMEDIATELY FOR FULL DETAILS  
"SUMMER TIME IS SKOOTER TIME"**

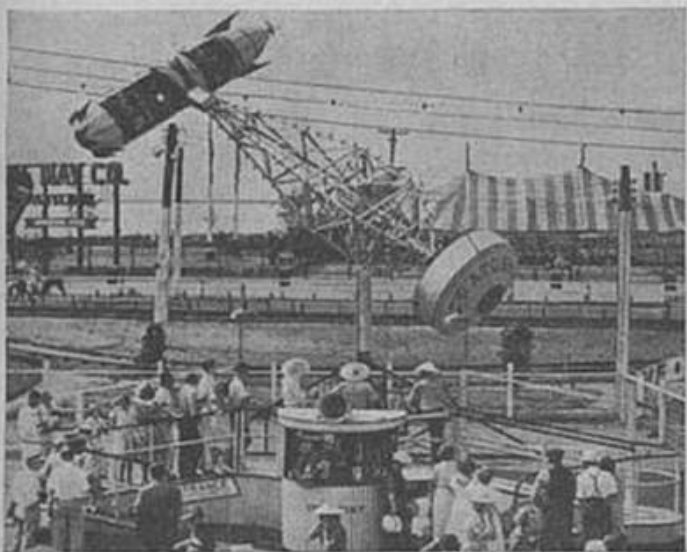
**LUSSE BROS., INC.-2809 N. Fairhill St., Philadelphia, Penna.  
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Permanent

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Portable



## THE ORIGINAL TURN-OVER CAR

THAT HAS SET THE PACE FOR A THRILLING, SAFE AIRPLANE STUNTING RIDE.

The one stop, one load, quick getaway makes possible forty to forty-five full loads per hour. No second stops to load and unload before the ride "gets going." Crossed over \$350.00 in one day at Indianapolis. Capacity? We'll say so. We offer you a perfected ride, trouble-free and ready to go to work for you, proven by a year's satisfactory operation in Parks and Carnival Midways. Moderately priced. Low operating cost.

**R. E. CHAMBERS CO. Inc.** BEAVER FALLS, PENNA.  
Builders of Laff-In-The Dark and "Speed Car" Auto.

## DESIRABLE LOCATION

For Two Rides, also Concession Booths for Skill Games and Wheels.

### OLYMPIC PARK

Irvington, N. J. Largest Amusement Park and Pool in New Jersey.

# LUNA PARK

CONEY ISLAND—NEW YORK

Opens Saturday, May 28—Season 16 Weeks

CHOICE SPACE AVAILABLE FOR

## RIDES and SHOWS

Building for Walk-Thru. Theater Seating 250—On Percentage.

WANTED CONCESSIONS OF ALL KINDS

Stands and Booths To Let

LUNA PARK, CONEY ISLAND, N. Y.



"ONE RIDE OR A COMPLETE PARK"  
Largest exporters of AMUSEMENT RIDES AND EQUIPMENT.

**A MAJOR NEW RIDE**  
that will put your park over in 1938 and then do more than three smaller rides to keep it on the top.

### SCOOTA-BOATS

Send you free newspaper publicity. Get and keep patrons talking of your place. Appeal to all—young and old. Obtain that big hard to get thing, THE RECEIPTS OF A BIG COASTER AT A MERE FRACTION OF COASTER COSTS. Each installation to date (five years) HAS INCREASED ITS RECEIPTS EACH YEAR OVER THE PRECEDING YEAR—EVERY YEAR.

**R. S. UZZELL CORP.**  
130 West 42nd St., New York City.  
The Leader in Used Rides.

This does the trick

## DANCE HALLS!

### PROTECT YOUR PROFITS

Our Patented Dance Check fits through button-hole. Cannot be removed and passed in another without destroying. Guards your profits. Priced low, \$10.00 & Thousands. Avoid sales, without printing. Samples on request. Order today. Made in U. S. A.

Dance at MARLOW'S PARK

LEATHERY NON-TRANSFERABLE DANCE CHECK  
WESTERN BADGE & NOVELTY CO., 422 N. Paulsen St., ST. PAUL, MINN.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Won't Be Long Now!

From early reports about increase in advance-season locker hits all over the country, it appears that pool men are in for a good season. There is no reason why they shouldn't be, if proper management is employed by operators. A recession scare should not hurt the aquatic industry because summer swimming has become a necessity rather than a luxury in many parts of the country. But the public should be continually reminded that it is such.

Of course, in some sections, especially in environs of Greater New York, a great deal of opposition will be felt from municipalities. But if commercial pool owners keep one step ahead of city fathers in swimming facilities, these obstacles can be surmounted. More than ever, pool men should tie up with holidays and other celebrations, dates which always prove good reasons for some swell showmanship. Remember to watch the calendar and stage as many gala swim parties as possible. Just opening the box office and hoping for patronage is starting off on the wrong foot. Rally the whole neighborhood and see to it that the entire neighborhood knows that the tank has opened for the 1938 season. Follow up the opening with a big-bang Decoration Day festivity to let swimmers know that you mean business and that you want it. One sure-fire stunt in connection with Father's Day is a fathers' and sons' swimming race. Such an attraction will not only entice adult and kid trade but will also net a great deal of free press publicity. Tie-up with National Swim-for-Health Week, conducted annually in June, is certainly worth consideration now in planning summer's activities.

As to the Fourth of July, one would imagine that every pool man would celebrate this, but there are many who just sit back and let the day come and go. Independence Day lends itself to any number of special events. Too many operators feel that the day itself, with men and women getting a day off, is reason enough for their going to nautariums. Many pool men think that because it is a holiday the plunge will attract by itself without any special promotion. They forget that in this day of automobiles, beaches, boardwalks and mountains are only a few hours away. Tanks must offer something that swimmers can't get elsewhere. Granted that days like May 30 and July 4 are swell days for swimming and granted that people are aquatic-conscious on those two days, that is no reason why any swimmer has to go to a pool unless of course he is offered something in the way of special celebration that he can't get by means of his car. There are a great many more days in July and August that can be converted into extra-special swimming days with the proper touch.

### Postman Rings One

Harry Froboess, known as "The Swinging Marvel," writes from Moultrie, Ga.: "Your column recently discussed pools afloat and I think I've got something of interest. There is something wrong about the whole thing and, to my mind, these aquadromes are nothing but white elephants. During 22 ocean trips to different countries I found out that these wonderfully advertised pools and gymnasiums on steamers are on many boats only for first-class passengers and the other classes have to be satisfied with just a look at them during a sight-seeing tour around the boat. Many trips, especially out of season, have very few first-class passengers and it is proven that the other classes make the steamship companies go. If it weren't for an occasional movie star who wants to reduce on the electric horse or a champion boxer, who really means it when he goes into a gymnasium, the entire pool and gym situation on boats would be a joke.

Majority of first-class passengers seem more interested in the lounge and bar. I must mention that I, as a tourist-class passenger, succeeded many times after application and red tape, in getting permission to use the pool and gymnasium. I remember two trips where I was the only passenger who ever went into the pool. And on both occasions there were only two first-class passengers who went into the gymnasium to use apparatus. What a pleasure it

## 3 NEW DEVICES

### LUCKY KICK

THE DONKEY BALL GAME

(PAT. APPLIED FOR)

Sensation of

The Chicago Convention

### U-RIDE-EM

Galloping Mechanical  
CYCLE HORSES

PATENTED

Operation during 1937 establishes  
The Public Went Cycle Horses

### DEATH VALLEY

The Walk-Thru Fun House  
with the Modern Front  
Humorous, Mysterious Stalls  
The Tilted Room  
The Camel Back Conveyor

Write for Details to

PHILADELPHIA TOBOGGAN CO.

Manufacturers and Builders

AMUSEMENT DEVICES

130 E. Duval St. Germantown, Phila., Pa.

## CASINO ARCADE PARK

ON THE BOARDWALK

Want to Book on Percentage TILT-A-WHIRE, OCTOPUS or BOOMERANG. Over 100,000 daily attendance. Write

S. B. Ramagosa, Wildwood, N. J.

## WANTED

NEW FUN HOUSE, WHIP, TILT-A-WHIRE OR BOOMERANG  
On Percentage Basis.

FOR SALE: 10-CAR LEAPING LENA,  
Good Condition — \$500.00 Cash

Edwards Falls Amusement Co., Inc.  
SUBURBAN PARK, MANLIUS, N. Y.

## WANTED

FOR PARK, NORTHERN MICHIGAN  
Portable Skate Rink, Low Gravity, Clean, Grab Joint, Legitimate Concessions, Kibitz Stand, Merry Go-Round. Man to operate Photo Machine. Liberal terms. TOWNSEND, Escanaba, Mich.

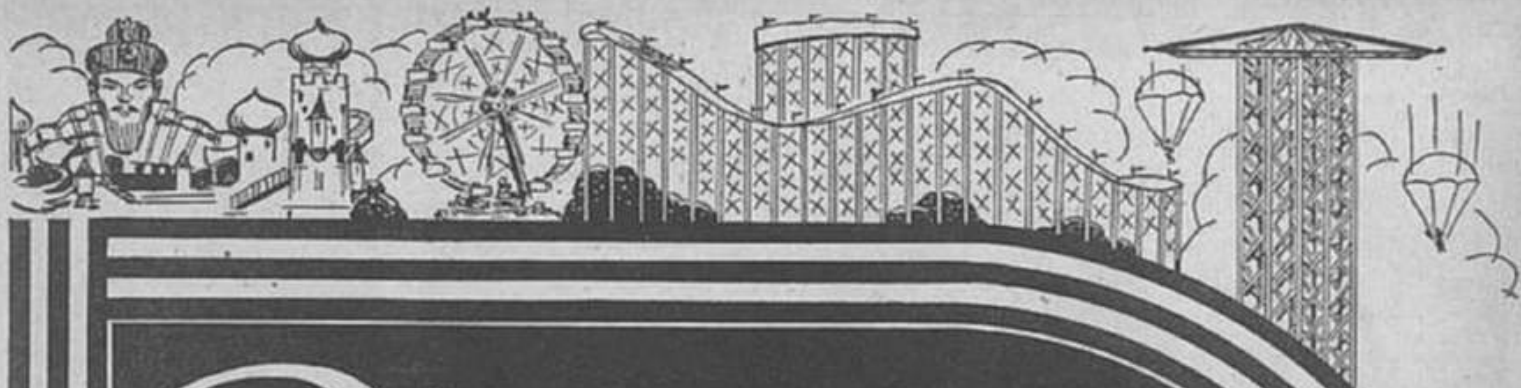
would be if arrangements could be so made that each class on different hours could make use of these wonderful aquatic facilities. They have small canvas tanks on deck for lower classes on some boats but only during very hot days. There are many boats where the pool and gymnasium serve the same purpose as the mooring mast on the Empire State building and swim instructors in these aquadromes are the most lonesome people I ever met.

"So here is hope that the sports world of medium rank may soon have some benefit about it, too. More power for the folks who really want earnest-to-goodness exercise (and pay for it, too). Too many ship companies fool the public by not mentioning the fact that the pool is for first-class passengers and say those nice things about the tank for 'bait'."

### Dots and Dashes

Arcola (N. J.) open-air pool planning many special attractions this summer. . . . Alterations and painting haven't been started on many Coney Island (N. Y.) pools and bath houses and one wonders what these pool users are waiting for—Meet in Rutgers indoor tanks, New Brunswick, N. J., last week monopolized most of the swim news, as it should have, because it was the collegiate champs.





# Riverview

AMERICA'S GREATEST AMUSEMENT PARK

OPENS

WEDNESDAY MAY 18<sup>TH</sup>

LIVE WIRE  
CONCESSIONAIRES WITH  
LEGITIMATE ATTRACTIONS  
ARE ALWAYS  
WELCOME



*For Full Information Communicate With*

**EDWARD F. HILL**, Director of Concessions  
RIVERVIEW PARK, ROSCOE & WESTERN AVENUES, CHICAGO, ILLINOIS

EVERYWHERE light is proving as vital to advertising and selling as daylight is to normal activities. Stores and theaters are capitalizing on profits that better interior and exterior lighting has brought them. Amusement parks, too, have grown up with modern light source, the Mazda lamp, but today they are more than ever appreciating the need for a new dress, more modern,



FRANCIS M. FALGE. The numerous expositions that have

more in keeping with the streamlined age in which we are living. What was good enough for the horse-car can hardly keep up its head with such things as stainless steel, glass block and especially with the striking progress of lamps themselves.

FRANCIS M. FALGE shortly after graduation from United States Naval Academy in 1924 joined the engineering department of General Electric's Incandescent lamp department, Nela Park, Cleveland. His work in luminous advertising, theater lighting, modernized luminous store fronts and related lighting applications has reflected a refreshing and constructive attitude toward use of new materials, methods and ideas.

In 1928 he became chief lighting engineer of Paramount-Public Corp., but in 1931 he returned to General Electric. With the trend toward electrical advertising, Mr. Falge has turned his experience toward the modern store front, developing methods of effectively using many new elements, such as corrugated reflectors, luminous glass panels, new reflector surfaces and individual treatment of lamps in electrical signs. His contribution to the field of amusement park lighting has consisted of co-operation with individual parks, noticeably Riverview Park, Coney Island, Cincinnati, and Olentangy Park, Columbus. The results of this co-operation tied in with his extensive studies of new developments and materials were demonstrated at the convention of the National Association of Amusement Parks, Pools and Beaches in Chicago last December, at which time he received the Harry C. Baker trophy for the best presentation.

Besides his developmental duties, Mr. Falge has contributed many articles to the trade and technical press and given numerous lectures throughout the country.

# Lighting the Modern Park

By FRANCIS M. FALGE



BEAUTY of water spectacles, illuminated in mobile color, forms a major attraction.

become a part of the modern scene, perhaps to the dismay of a park here and there, have, nevertheless, guided us to an appreciation of what Mr. and Mrs. America and their children want in outdoor amusement. They have brought to us a bold use of color, hitherto undreamed of, and a simplicity that is a pleasant relief from the far more expensive, over-decorative styles. They have taught us the use of new

yet inexpensive materials. They have provided us with water spectacles of grace and charm. And everywhere that lighting is used it is well planned to produce a striking over-all night spectacle, with a new quality born of a union of architecture with light, to direct traffic here, to foster the spirit of merriment there, and to attract and sell attractions and concessions to best advantage. Most exposition rides and concessions differ from those of amusement parks in that the latter's success is based on selling a ride, whereas in the former it is allowed to exist, its success being subject to the whims and fancies of a fickle public, who are at the same time being beguiled in numberless clever ways, to buy something else. This has been proved in a number of amusement parks where "dressing up" with a modern front and special lighting has resulted in a substantial increase in revenue that far outdistanced the added cost and operation of the new dress.

Lighting of amusement parks can be divided roughly into four classifications:

1. Lighting of the park as seen by passers-by who might thus be influenced to visit the park then or later.
2. Lighting of the grounds.
  - a. For utilitarian purposes, such as parking lots.
  - b. For beauty and attractiveness.
  - c. For liveliness and festivity.
  - d. For greater appreciation of rides.
3. Lighting of entrances to rides, con-



LUMINOUS PYLONS provide light for traffic arteries as well as an interesting decorative effect. Here conical shapes are lit by colored lamps concealed in base.

cessions and ticket booths to create interest and to "sell" them.

4. Lighting of interiors for greater effectiveness and beauty.

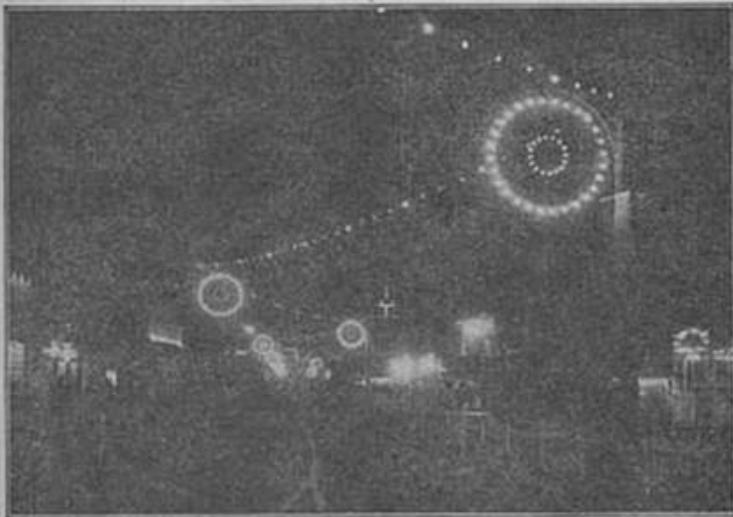
It is not within the scope of this article to discuss all of these important phases of lighting. Let us, therefore, concern ourselves primarily with classification 2, lighting of the grounds, inasmuch as the first, third and fourth classifications are extremely variable in their solution, influenced as they are by architectural treatment.

The view of the park from outside is of great importance. It is entirely conceivable that fun and excitement of couples in a Roller Coaster might insure passers-by to try their luck as well if the interesting turns were not screened from thoroughfares by trees, ugly fences or the blackness of night. A gay view, some colorful flags here and there or some interesting lighting will also add to the urge to "come in and have some fun." Then, too, it is poor business to hide the entrance and the name of the park. There are many ways of brightening it up, with floodlighting, lamp outlining or festooning, numerous kinds of lamp-lighted letters providing unique or colored effects, yet accomplished inexpensively. Certainly an interesting, striking "come-hither" dress will bring in many new customers, to be charmed by the new lighting vistas within.

Once inside the grounds light proves



A NOVEL LIGHTING EFFECT FOR WALKWAYS is produced by these indirect pylons. Reflecting surfaces are lit by floodlights concealed in base. An additional effect is produced by exposed sources.



EXPOSED LAMP FESTOONING PLAYS A PROMINENT part in many amusement parks. A more pleasing effect is had by careful organization of colors and by use of special shapes. Circular shapes are made with festoons of lamps supported by wire forms.



FLOODLIGHTING OF FOLIAGE AND FLOWERS reveals them at night in all their beauty, a plus value that amusement seekers never fail to appreciate. Rustic bridge is lit by bells, perforated to reveal their form.

# THE BIDE-AWHILE -- Colorful Tent or Canopy of 1000 uses

This world's largest umbrella can be raised and lowered by one person through novel toggle principle. Chinese red with royal blue stripes. Sturdy steel construction, 18 feet in diameter.

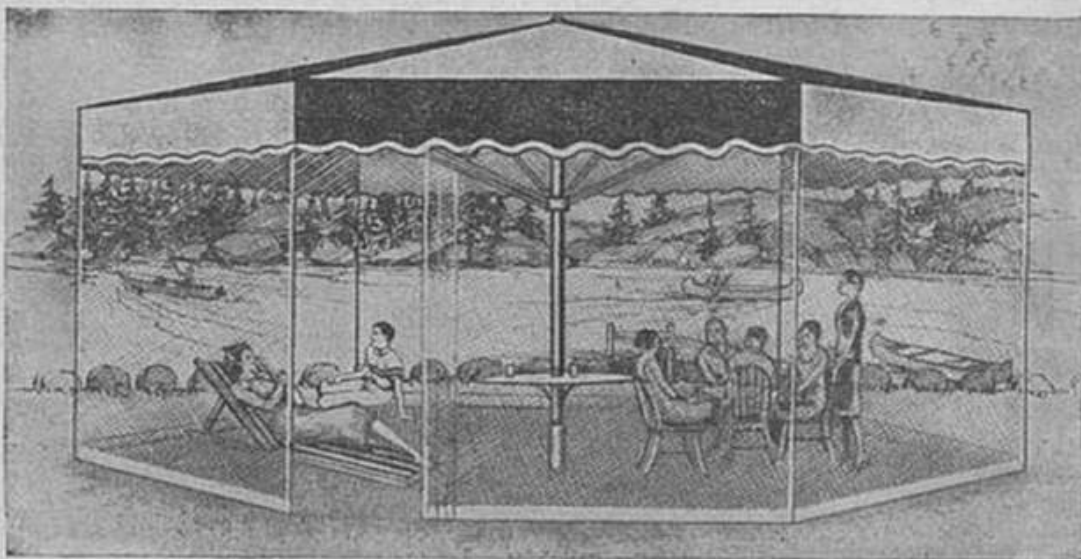
40 people can be comfortably seated under the Bide-Awhile. Road stands have 56 feet counter space and private compartment. 255 square feet under cover. Can be securely anchored against storms and wind in 15 to 30 minutes.

## YOU CAN USE A BIDE-AWHILE

Among the 1,000 uses: canopy for beaches, pools, country clubs, hotel lawns, parks, private estates, road stands, concessionaires, tourist camps. Use as a tent by tourists, Boy Scouts, camp meetings, lecturers, shows, political meetings.

Finest weather-proof dyes. Side and compartment curtains of khaki.

When folded is approximately 9 feet long by 18 inches lower diameter, weighs 300 pounds. Each of 8 sections equipped for guy ropes. Side curtain over 6 feet from ground to outer edge of canopy. Convenient circular tables available for center post.



The Bide-Awhile as Equipped With Insect Screen

## HARRY C. RITTER, Inc.

Write for circular and prices of canopy and various attachments. WILLIAMSPORT, PA.



again an ever-useful business promoter. First, it aids in safe parking of automobiles, then provides lighting arteries to the points of sale. It can at the same time charm and please if given the opportunity of beautifying walkways and grounds with color and shadow in passing. A higher brightness at entrances and concessions attracts attention of the passers-by, interests them and accentuates the feeling of merriment and fun. Again, an interesting, attractive luminous treatment of the building entrance also adds its appeal. Light provides, too, for interesting spectacles, lighted gardens, fountains or vistas that entertain and enchant, providing a source of aesthetic enjoyment not usually to be found in any other quarter.

To provide the amount of illumination needed for these functions, experience has shown the following requirements to be desirable minima:

WATTS PER SQUARE FOOT FOR AMUSEMENT PARK AREAS

	Direct	Refr. Direct	Indirect	Exposed Sources
Principal Streets	0.4	0.6	0.8	0.6
Secondary Streets	0.2	0.3	0.4	0.4
Service Roads	0.05	0.1	—	0.2
Parking Lots	0.2	0.3	—	—

Parking lots are most simply and effectively lighted by floodlights. Floodlights may be placed on high poles, a number symmetrically located throughout the parking area or concentrated on one or two large towers; in the latter case the tower can often be used to good advantage for a lighting treatment to advertise as well. In the former case the poles should be spaced so that floodlights are about as far apart as their

distance from the ground. Open-type floodlights are satisfactory; the enclosed type, however, have the advantage of protecting the lamp and reflecting surface, assuring a better overall performance. For the open type the new 1,000-watt bi-post tubular lamp is less likely to break due to contact with water or bugs. The tubular-type mercury lamps, available in 250 and 400-watt sizes, have the advantage of providing two to three times as much light for a given energy cost, as well as the benefit of a unique color. For walkways we often find exposed unshielded lamps suspended overhead, providing light for seeing, it is true, but even then rather wastefully because as much light goes up as comes to a walkway to be used. A simple reflector placed above the bulb will redirect the light to give almost twice as much lights on the walks; addition of a colored decorative touch, such as from a translucent colored band, would add to the atmosphere. In other cases it is possible to organize lamps in lines or bands of interesting color, keeping a definite color organization rather than a haphazard use. It is well to bear in mind that lighter colors and tints provide much more light than deeper blues, reds and greens. A plan composed largely of yellow and orange and white would be efficient; color contrast and accent might be provided by green.

The foregoing method is the most universal, therefore the suggestions are a first step in providing something more interesting and attractive. Still more interest can be had by use of specially built pylons or luminous elements of various kinds. These may be simple geometrical forms, circles, stars, etc., made from wire and arranged to carry lamp strings, now a standard product, with lamps available on any desired center. Symbolical shapes, indirectly lighted, may be suspended at the sides or over the center of walkways. These may at the same time carry lighting in the

top; for example, mercury lamps to light the foliage of trees in an interesting fashion. Decorative standards can also be used to carry floodlights, high enough to minimize glare yet so set as to floodlight therefore.

Perhaps the greatest diversity lies in the use of pylons, which permit an almost limitless variety of decoration and lighting effects. Expositions have been quick to grasp the advantages of this method in providing useful light, as well as simple decorative treatments, in keeping with the spirit of the occasion. Pylons may take any period for their styling, from modern to picturesque Chinese or Indian. They may make use of almost unlimited lighting treatments, using any of the many kinds of glasses, with indirect and silhouette effects, or use a sparkle effect, such as is obtained with corrugated metal and exposed lamps. To beautify the rest of the grounds, light can be used to great advantage. Flowers and foliage, beautiful by day, can be given a fairyland-like appearance at night by skillful application of light. Floodlighting equipment is available in wide variety; in addition there are available for flowers and gardens, garden lighting equipment, shields, indirect reflectors and other specific pieces, allowing the source of light to be placed close to the lighted features, thus enhancing the intrinsic beauty of the lighted object.

Water, too, is made more enchanting by night than by day. Reflecting pools are useful to double the effectiveness of attractively lighted buildings. Lighted lily pads are available to add interest to garden pools. And fountains are limited in their beauty only by the imagination. They are of never-failing interest when brought out in ever-changing mobile color.

## BLACKPOOL goes DU-PLEX

At Blackpool Pleasure Palace, England, a Du-Plex No. 16 BRL (and will be one of the feature attractions for the 1938 season. A single No. 16 was installed at 1926 and proved to be well patronized at this popular English pleasure resort. Write for No. 16 BRL for YOUR Park!



ELI BRIDGE COMPANY  
Builders of Dependable Products.  
800 Case Avenue, JACKSONVILLE, ILL.

AMERICA'S FINEST HIGH WIRE ACT

Real fast and agile. An Act with class has drawing power. Don't overlook this opportunity in booking this Attraction for Your Park, or in front of Your Grand Stand. Wire or write

**CALVERT**  
164 AVERILL AVE., ROCHESTER, N. Y.

GOING PARK and RECREATION GROUNDS

FOR SALE OR LEASE—Whole or part of 17 acres, 1,000 feet front on beautiful Mt. Hope Hill in New England, the summer playground of America. In city of 140,000 population and within 20 miles of four other large cities. Ideal location with grove of odd size trees. Unusual opportunity. Address

L. O. DUBOIS, Needham, Mass.

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

# Billy Butlin Britain's Barnum

By HARRY E. TUDOR

THE awarding of exclusive rights to operate the amusement zone of the British Empire Exhibition at Glasgow to Butlin's, Ltd., was accorded the unanimous approval of the British public in general and that of the Second City of the Empire in particular. The name and fame of Billy Butlin, head of the firm, is by no means unknown in Glasgow, where for several years he provided the zoo sections and amusement devices at Christmas-New Year carnivals directed by the city's municipal authorities.



HARRY E. TUDOR

The "Empire's" powers that be, hard-headed, clear-thinking and Scots all, had given deliberate consideration to the importance of the provision of wholesome, entertaining and thrilling amusement and decided upon a practical application of the old saw, "Every man to his trade." In determining the disposition of that section of the exhibition's feature attractions. Composed of the best brains of Scottish arts, sciences and industries to, respectively, be represented, the committees are united in a whole-hearted enthusiasm and grim determination to establish an all-time record of achievement and success for an undertaking worthy of the best traditions of their country—the British Empire Exhibition of 1938.

Hence the appointing of William Edmund (Billy) Butlin, managing director of Butlin's, Ltd., to provide, organize and direct the one section of the exhibition that, above all others, must leave nothing to be desired by Glasgow's coming millions of visitors who will regard the amusement zone as essential to their greater enjoyment of the classical, educational and more serious features.

Irrespective of his reputation as Britain's most progressive, enterprising and extensive caterer of outdoor recreation and entertainment, as represented by the best type of amusement parks and zoos of some 16 British shore resorts and unique "Luxury Holiday Camps," Billy Butlin is held in the highest esteem by concessioners fortunate in their association with his enterprises.

His remarkable success in acquiring and maintaining the confidence of civic authorities and his public has been founded upon a will to succeed and, psychologically, reasoning out the ways and wherefores of and the ways and means to meet the individual and universal demand of the British public for mediums of distraction from the present-day conditions of life within the United Kingdom. True, the United States has its full share of the world unrest, but so far, at least, "black-out" rehearsals for air-raid protection, distribution of gas masks, provision of underground bombproof "funk holes" and forecast shortage of food in the event of war have no place in America's scheme of things.

And with it all, is Glasgow down-hearted? By no means perceptibly. The allotting of a million dollars in British sterling currency as his company's preliminary investment in the exhibition's amusement zone is Billy's answer to the croaking prophets of an impending slump and a national financial crashing.

Within a few days from this writing the sale of 250,000 exhibition season tickets will have been recorded. It may be a mere coincidence that the demand for them has had a pronounced impetus since the announcing of the amusement zone arrangements. Not unlikely that

by the time of the exhibition's opening on May 3 there will have been 500,000 "seasons" sold.

To recount the vicissitudes of fortune that Billy Butlin experienced in attaining success is far from possible within the limited space of this article. He will tell you that "dumb luck" accounts for it. Under pressure he will admit that he has worked hard at times but that Dame Fortune, has been most lavish with her smiles. His life story, however, suggests that he is well worthy of that elusive dame's favors and that he has had more than a fair share of her frowns.

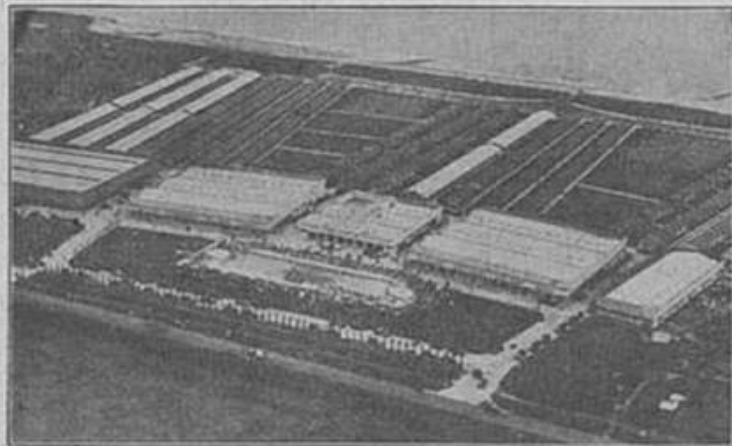
Born in South Africa in 1900, he was taken by his parents to Toronto, Can., in his infancy. By handling the truth a little carefully as to his age he enlisted in a Canadian volunteer regiment and on his 18th birthday was in France as the youngest member of the Canadian section of the British Expeditionary Forces and served on various of the battle fronts. Demobbed when 19 years of age, he returned to Toronto and, in employment in the advertising department of a dry goods store of that city, found himself with a decided thirst for change of climate. Two years and, to apply an Irishism, he had had an "illigant sufficiency" of awaiting opportunities that did not come his way.

Securing a dart-game concession at a local exhibition, Billy discovered that

ment purchasable for \$45 and its owner willing to accept a down payment of \$10. The balance of his financial resources was judiciously expended in "swag" (English for game prizes), and William Edmund Butlin was "open for business." Relationship with his mother's people, well and favorably known as fairground operators in the western section of England, gave him the eser-



WILLIAM EDMUND (BILLY) BUTLIN, first-elected chairman, Association of Amusement Park Proprietors (of Great Britain).



BUTLIN'S LUXURY HOLIDAY CAMP, Shegness, now being further extended and duplicated at Clacton-on-Sea. (Where British folk do not take their pleasure sadly.)

even that modest medium of appeal had merit and determined his seeking a wider field for ideas he found himself accumulating as vehicles of attracting patronage. Deciding that England, his mother's country, had better possibilities in that direction, he handed his mother all his monetary funds and looked around for the least expensive form of transportation across the Atlantic.

Came an opportunity for a free trip to Liverpool, but with a reciprocal quid pro quo that he should valet a sizable number of cattle en voyage, and as an additional inducement he would receive the customary payment of \$25 for the due and proper execution of his employment's duties. And ergo he landed at the port of the city of Liverpool with the British equivalent of his wage as a cattle-boat hand.

Rail travel to Bristol, the home of his mother's folks, absorbed 20 per cent of his capital. At a local hiring fair he discovered a hoop-la stall and equip-

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"tight little island" are numerous delightful summer-time beauty spots. England has her Coney Island in Blackpool on the west coast; Atlantic City in Brighton on the south and Asbury Park in Scarborough on the east. There are other shore resorts, but those named are fairly representative, by comparison, of America's more popular Eastern ones. The coming of the motoring age, accessibility for road transportation and the awakening of railroad companies to the need of competitive enterprise and effort meant an opening up of possibilities for an "opportunist" seeking virgin territory for putting ideals into strenuous practice.

Billy Butlin's selection of Skegness, on the coastline Lincolnshire, well served for his preliminary plans to revolutionize the stereotype amenities provided for the physical and mental amusement and recreation of summer-time vacationists and holiday makers. Noting the haphazard locating and character of devices and stalls permitted by the town council, he approached that body with plans to install a modernly equipped amusement park and so, segregating other than the town's nature-provided attractions, incalculably improve the municipality. Before the summer was well on its way the council members and townsfolk alike were complimenting themselves and each other on the former's having "entertained an angel unaware."

The amusement park proved highly acceptable to the town's visitors and the personal and business qualities of its founder and director of incalculable value in exploiting Skegness on modern and hitherto undreamt-of progressive principles. The resort as a result rapidly became one of the foremost in the British Isles. One season's operation of the park brought requests from municipal officials of other of the lesser known shore resorts for Billy Butlin's

favorable consideration of proffers of property for park purposes. Bognor, Southsea, Felixstowe, Mablethorpe, Hayling Island, Littlehampton, Clacton and other installations came about in quick succession. Billy had "arrived" and established a sphere of enterprise and activity he has made his own.

"Hurrah! It's Butlin's!" was all-sufficient as a slogan.

He found interest in observing the time-worn boarding-house facilities and increasing popularity of holiday camps, and, above all, a growing tendency on the part of British holiday makers to be less conservative and "mix" with their pleasure-seeking fellows. There is an old adage as to "Britishers taking their pleasures sadly"—and times are changing. Billy thought a time had arrived for testing out the precise strength of a "community spirit" likely to be demonstrated with the founding of a holiday camp providing every conceivable reason and vehicle for the visitors "getting together." And with him to think was to act. He visioned himself as host to, in the course of a Skegness summer season, some 10,000 campers as "paying guests." He acquired an option on a vast acreage of seashore property on the outskirts of Skegness and decided that around \$200,000 would about foot the bill.

He engaged a veritable army of men to put the ground into the necessary shape, install bathing pools, build "chalets" by the hundreds and generally prepare to house and feed and amuse an unknown number of vacationists at any one time. The preparatory period was marked by one of Britain's records of long-sustained rainfall, as if defying any headway being made. Billy, undismayed, announced the opening of "Butlin's Luxury Holiday Camp" for the spring of 1937 and launched a nation-wide advertising and publicity campaign.

In adding to the acreage and original plans generally it became apparent that the allotted \$200,000 would need to be doubled to complete, furnish and equip a veritable township of chalets that the camp had begun to assume. His business-men friends urged Billy that he had achieved a reputation upon which a \$500,000 company could be promoted—and Butlin's, Ltd., came into being. The sale of stock was announced and a demand for more than double the amount was recorded—all bought and paid for within an hour after being placed on sale.

The publicity campaign resulted in the booking of more than 10,000 long and short-term visitors months before the camp was ready for habitation. Every advertised promise had been fulfilled. The terms included "everything"—and meant just that.

Notwithstanding the terrific cost of installing and equipping the camp and an enormous salaried staff, the stockholders of Butlin's, Ltd., received the acceptable "divvy" of 15 per cent as a result of 1937's operations. To permit expansion of operations on an even larger scale and the installing of a huge "luxury camp" at Clacton-on-Sea (to be opened in June), it was decided to increase capitalization of the company to nearly \$2,000,000—and again so large an amount of stock was insufficient to meet the demands for it.

And all just because Billy Butlin thought he could improve upon a dart game in public entertaining; invade the British Isles with a financial capital represented by his wage as a cattle-boat hand and exercise the gift of showmanship he was assuredly born with. Shade of Horatio Alger!

Unanimously elected chairman (president in the U. S.) of the recently organized Association of Amusement Park Proprietors (of Great Britain), William Edmund (Billy) Butlin will be expected to more than fill the duties of his honored position. The writer anticipates most happy relations between the AAPP and America's National Association of Amusement Parks, Pools and Beaches in the direction of benefiting the interests they serve in both countries.

SEE INSIDE FRONT COVER

THE  
STRATOSPHERE  
MAN

WORLD'S HIGHEST  
AERIAL ACT!

NOW BOOKING DATES

FAIRS — PARKS  
CELEBRATIONS

PERMANENT ADDRESS  
CARE OF THE BILLBOARD,  
CINCINNATI, O.

## PARK OF LONG STANDING

WANTS Rides and Attractions of all kinds for permanent park or short periods. Buildings available for stands, restaurants, dancing, bathing, circus, etc. Write now. Only one of a kind booked.

L. O. DUBOIS  
Needham, Mass.

## PARK FOR RENT

For a Long or Short Period. The Park is in an industrial and Mining Section with a population of 250,000. For further information write BOX D-125, The Billboard, Cincinnati, O.

## Frozen Custard Outfit

COMPLETE WITH COMPRESSOR, NEON SIGN. For Sale: CIRCLE SWING. Cars complete with or without good location Atlantic Highlands, California. Write for Booklet. T. GANIB, 903 FIFTH AVE., New York City.

# PIESEN'S 8 SPOT



At the N.A.A.P.P.B. Show we introduced something new in playing thrill which we styled "Magnetic Action." "8 Spot" received instant acclaim to prove that our 20 years of experience in developing 5kee Ball and other games means something to game operators.

**8 SPOT**  
is built to give real value and service. Numbered spots are optional.

**8 SPOT**  
will not conflict with any other game.

**8 SPOT**  
is easily portable.

Trade Mark Reg. Pat. Pend.

**SPECIFICATIONS**  
Length, 8' 6".  
Height, 6".  
Width, 22".  
Weight, 250 Lbs.

The balls are suspended in midair and light the scoring panel when rolled to touch a white spot.

**BASIC PATENTS ARE PENDING ★ WRITE FOR CIRCULAR**

**PIESEN MANUFACTURING CO., Inc.**  
2757 STILLWELL AVENUE  
CONEY ISLAND, N. Y.



## The New EZE-WAY - All Electric FROZEN CUSTARD MACHINES

Just stop wasting your money on salt and ice and labor on the old ice job. No worries about the ice man and no worries about freeze-ups and other disagreeable things when you are using an electric job. Just turn on the switch and run ALL DAY and ALL NIGHT. Nothing else to do. This yet for early spring deliveries. We sell 8oz-Ball Machines. Also have used ice jobs. Limited number of 7oz-Way priced right. Write

**GENERAL EQUIPMENT CO.**  
423 W. South St. Indianapolis, Ind.

# WANTED

Experienced Man to handle Cash Bingo. (Seating 5,000 or more in one room. This can be handled on a percentage proposition.)  
Dance Hall and also Refreshment Stand on percentage basis.  
High Striker on percentage basis. Jewelry Stand to rent on a flat basis.  
We would also like to hear from a good Picnic Bookie and Promoter.

BOX D-123, Care The Billboard, Cincinnati, O.

WE MUST VACATE WAREHOUSE BY MAY 1

## 200 ARCADE MACHINES for \$2,000

Chance of a lifetime. Come and get them.  
DETROIT AUTOMATIC, 70 Monroe, Detroit, Mich.

## BUBBLE BOUNCE—SOME RIDE !!

BARGAINS IN USED RIDES . . . NEW GAMES. ETC.  
EXPORTER — DISTRIBUTOR

260 FIFTH AVENUE  
**FRED FANSHER, NEW YORK CITY**  
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THE LAST "WORD" IN YOUR LETTER TO  
ADVERTISERS, "BILLBOARD"

**ATTENTION MANAGERS!!**

**NOW BOOKING  
SUMMER — FALL — WINTER  
INDOOR LOCATIONS ONLY**

Including Parks, Large Department Stores, Conventions,  
Trade Shows, Big Charity Events, etc., etc., etc

**FRANK BUCK'S JUNGLE CAMP**

THE MOST NOVEL, SPECTACULAR, AMUSING,  
RECORD-BREAKING FEATURE OF THE YEAR.

CROWDS STOOD IN LINE TO PURCHASE TICKETS  
AT THE NEWARK, N. J., SHOWING

OVER 225,000 PEOPLE PAID ADMISSION  
TO THE CHICAGO SHOWING.  
OVER 16,000 PAID ADMISSIONS IN 1 DAY.

THE FIRST NEW DEPARTMENTURE IN THE SHOWING OF  
WILD ANIMALS SINCE THE DAYS OF BARNUM.

ONLY INTERESTED WHERE AN EXCEPTIONAL  
FEATURE AND HIGH GRADE ATTRACTION IS  
CUSTOMARY AND GUARANTEE CAN BE  
FURNISHED.

**FRANK BUCK — T. A. LOVELAND, Mgr.**  
1775 Broadway, New York City.

Nights, Holidays and Sundays — Phone Massapequa 1116, Long Island.

that he or she has a right to create more trouble than regular paid passengers is beyond comprehension. Coupled with this is the logical desire to stay and have a party, all for nothing, while cash customers wait. This is not a new perplexity. Back in the gay '90s the railroads went through the accumulated griefs of passes. Often on a Pullman car most of the passengers were dead-headers. A check-up on one coach from Denver to Salt Lake City showed 22 passengers, only three of whom were paying their fares. The railroads were all delighted when interstate passes were abolished.

**To Overhaul Policy**

One park in a highly competitive district worked overtime to get a Shriner's picnic and spent time, effort and money, aside from cutting the rate to a ridiculous minimum. They did all the hard work of handling about 30,000 people on the day of the picnic, a long, arduous day with employees worked to the very limit of fatigue. When it was all over and the audit turned in it showed a loss of \$800 for the day with a dark-brown taste and a headache. So far as the writer knows, this is the limit of absurdity to which cut rates and passes have gone. What galled the manager more than anything else were the passes for the remainder of the season that each member of that Shrine picnic committee had. Is it not in the interest of business welfare to say that that proprietor ultimately lost his park?

Now that picnic solicitation is turning on the current, should not the whole policy be overhauled? Playland, Rye, N. Y., has a fixed rate for picnics below which it will not go. It saves the reputation of the park and time and expense in its solicitors of outings. Remember also, a policy once established is difficult to change. Once a low rate is established, it cannot be raised and hold old well-established outings. Your author has been importuned by several leading park men to write this dissertation, but a promise was exacted not to mention them at all. Like insurance, this subject is old, but ever new, so we beg your indulgence once more.

**INTEREST BIG**

(Continued from page 62)

natural to assume that these operators made the same savings on 1937 operation, it was said.

**Savings Goal Is Set**

"It is recognized that inspection and claim service of any carrier are most important," said Secretary Hodge, "and if some carriers have been truthful in their statements of losses sustained year after year on our business, then there apparently is something radically wrong with their inspection and claim service. For the past two years, thru our co-operative plan, operators were enabled to obtain a 10 per cent reduction from manual rates with the same experience credits allowed.

"In addition, the usual 25 per cent increased cost for contingent liability is waived, and now, thru efficient management and claim adjustment, all policy holders will receive dividends based on the profits. Last September the 1930 policy holders received a 5 per cent dividend on 1936 business, and an additional and probable final dividend is expected momentarily. Just as soon as settlements have been made on several outstanding claims for 1937 it is hoped that similar dividends will be paid all policyholders. Our ultimate goal is to save all members from 25 to 30 per cent on their straight \$5,000 to \$10,000 limits coverage and give those who have the contingent liabilities problem to face the benefit of the 25 per cent saving referred to.

"Association members under the plan last year piled up a gross premium of about \$125,000, which, it is conceded, was a great showing for such a brief history. Insurance committee, headed by N. S. Alexander, Woodside Park, Philadelphia; President Baker and the secretary are determined that this will be increased at least 50 per cent during the 1938 season, and if inquiries received to date are any indications to the outcome, we will realize our ambitions.

**Calls for Questionnaires**

"All operators, however, are urged to send in questionnaires promptly, as the carrier insists upon a very painstaking job of inspection in the interest of the policyholders participating in net profits. Any operator, therefore, who has not as yet heard from the secretary's office with full particulars of the plan is urged to write at once, and those who have received questionnaires have neglected to send them in are requested to do so without further delay. Mailing of the

questionnaires involves no obligation but will enable operators to ascertain just what savings can be enjoyed thru participation in this plan. Address Secretary A. H. Hodge, Suite 295, Hotel Sherman, Chicago. No operation is too big or too small to come under this plan."

Ferroun of the public liability insurance committee is N. S. Alexander, Woodside Park, Philadelphia; Leonard B. Schloss, Glen Echo Park, Glen Echo, Md.; Richard P. Lusse, Lusse Bros. Inc., Philadelphia; A. B. McSwigan, Kennywood Park, Pittsburgh; Herbert P. O'Malley, Playground, Rye, N. Y.; Fred W. Pearson, Fred W. Pearce & Co., Detroit; H. P. Schneck, Philadelphia Toboggan Co., Philadelphia, and Edward L. Schott, Coney Island, Cincinnati. Association's insurance representatives are John Logan Campbell, 613 Munsey building, Baltimore; George H. Lauerman, 175 W. Jackson boulevard, Chicago; Fred B. James & Company, 175 W. Jackson boulevard, Chicago, and Cleveland Insurance Agency, Guardian Building, Cleveland. This insurance is available in every part of the United States at the reduced rates except where minimum rates are fixed by State laws.

**NEW YORK**

(Continued from page 62)

and the deer, who makes these ideas practical. In the beginning things may seem so chaotic that it appears impossible to develop a workable plan, but somehow one day there comes a magic moment and the situation clarifies and a concrete plan develops. The amusement area of the New York World's Fair of 1939 is no exception to this. It will be the largest amusement project ever developed. Children's area alone is as large as the average amusement park. In planning the amusement area of a world's fair there are naturally many differences from an amusement park development. Usually the amusement area is looked upon as a necessary evil rather than a component unit. It is a step-child. It has given little thought as to means of approach and desirability of location. Of course, it suffers a lesser income because of this. Then, too, there is a difference in the psychological attitude of its patrons. They come to the fair to see as much as possible in a crowded day. Their minds are crowded; their feet are tired. They expect the unusual and they have seen many excellent free attractions in the exhibit area. The park management can count on many repeat visitors; the fair on few.

Problems of mass circulation and accommodation of an average crowd of 200,000 with required sanitation and sustenance all require careful planning. Proper zoning of various attractions in relation to each other so that the maximum amount of contrast or harmony, when either of these two qualities are desired, are brought into the picture.

**To Improve Showmanship**

Naturally we gained a great deal of knowledge thru past experience and we are thankful for that, but we want to make some strides forward, some departures and improvements from conventional midway treatment without hurting commercial potentialities of amusement area. To develop a successful amusement area attractions must be controlled and carefully selected. The second year of a Century of Progress clearly indicated what drastic effects lack of control can have. This shall not happen at the New York World's Fair.

If we, who are engaged in the development and operation of the amusement section of the New York World's Fair, are to contribute anything of lasting importance to further the development of fair amusement areas it will be thru our efforts to improve the showmanship and design standards of this section. We are bringing into the picture an element of showmen and designers who formerly would have looked down upon exposition amusement sections as being merely carnival operations, and thru the medium of this new blood we sincerely believe that the level of amusement sections, not only for this fair but for any future expositions this country may have, will be vastly improved both commercially and artistically.

We are going to blend successfully the dreamer and the doer, for we cannot subsist on dreamers alone, and in this way we shall develop a successful amusement area and thus make the fair a commercial success by paying off the fair investments and a showman's success by having the finest amusement area in fair history.

NEW 1938 MODEL  
**Auto Speedway  
Motor Cars**

Equipped with Gasoline Motors. Cars are the last word in Auto Speedway Equipment. Our Cars were featured at Coney Island and Rockaway the past summer.

ALL TYPES OF  
**KIDDIE RIDES**  
PINTO BROS. CONEY ISLAND,  
NEW YORK.

**U-DRIVE-EM  
MIDGET AUTOS**

"EVERYBODY RIDES 'EM"  
EASY TO OPERATE. LOW  
LEO L. M. & KENZIE BODY WORKS

**SPOTLIGHTS**

Colored Lighting for Ballrooms, Nite Clubs, Cabarets, Grand Stand Flashers, Concessions and Free Aids.

FINEST EQUIPMENT — LOWEST PRICES  
**NEWTON**  
253 W. 14 St., New York, N. Y.

**World's Champion Log Rollers**  
**SWANSON BROS.**

Holders of the World's Championship  
Glasgow, Scotland.  
**AT LIBERTY**  
For Parks, Fairs and Celebrations.  
Write for particulars to BRINNON, WABE.

*American Recreational  
Equipment Association*

By R. S. UZZELL

Many men who made some money in amusement park business wandered away into other fields and lost it. They were lured away by what they thought was an easier way to make money and, they said, "A much more dignified business." Now they are returning to start over again, but expect our manufacturers to bank-roll them. Needless to say, those days of easy going have departed, perhaps for all time, in America.

A look at the Old World reveals the fact that taxes, once allowed to mount, seldom are repealed. Income and social security taxes in some form are sure to remain, with others added. This, with regulation of hours and wages, can not fail to create rising costs of production. Our only remedy is in mass production, which, in our industry, is impossible of accomplishment. Automobiles, safety razors and can openers, because of universal demand, can maintain stamping machines and an assembly line.

With our highly specialized products and limited demand to a very narrow field, we can not put millions of dollars into stamping machines and assembly-line tools and equipment to produce a low-unit cost. Ford spent \$75,000,000 to retool and equip his plant for the new model when he abandoned the old Model T.

**Those Picnic Rates**

We are not unmindful of park managers' and concessioners' problems where a combination or picnic rate has lowered ticket rates to a few cents for the combination of several very old rides and a few good ones. To put in a major new ride at present costs to operate on that same basis means that the ride would never last long enough to pay out. The only remedy, if the low picnic rate or combination is to continue, is to allow the new major ride to stand alone at a higher rate, say, 10 or 15 cents straight until paid for and place a limit on passes to it, as everyone who can possibly do it will get a pass on the new ride. And why a "pass" gets the idea

**THE 4 AERIAL MONARCHS**

110 Ft. High  
AVAILABLE FOR PARKS  
**SIDNEY BELMONT**  
Fullerton Bldg., ST. LOUIS, MO.

**PARK MEN! ATTENTION!**

**DON'T BUY ELECTRIC BULBS - CABLES - SOCKETS - ETC.**  
Until you see our new 1938 Price List. Send for your List NOW!  
Prices Guaranteed to be the Lowest on the Market.  
Catering to Showmen Since 1910.  
**BRIGHTON LAMP CO., INC.**  
13 HUDSON ST., NEW YORK CITY.

*Long Island*

By ALFRED FRIEDMAN

50,000,000 Visitors

This summer at least 50,000,000 individual visits will be made to Long Island shore points, principally the Rockaways, Long Beach, Jones Beach and Hia Park. These folks will be lured from all regions.

Stop to figure that, aside from car-fares, tolls, etc., each visitor will leave on an average of a dollar a visit, and the grand total spent by 50,000,000 makes a lot of currency. So catering to the masses at beaches must be classed as something of a major industry, so far as Long Island is concerned.

This year the Island's statistical minds will be working overtime, because of municipal, town and State operation of beaches. These types of operators appear to have more concern for figures than the private operator. So by the time summer is over, there should be a lot of numbers to reveal.

**LITTLE SALVAGE**

(Continued from page 62)

vaged as to permit use at some other location. Several big rides which cost thousands of dollars will be junked with little if any money realized.

City of New York will pay for all properties taken, and, according to word circulated now, condemnation awards will exceed actual value by 25 percent, to compensate owners for inconvenience caused.

Thunderbolt Coaster and Scenic Railway are among parcels slated for wreckers' hammers. Three swimming pools are in the path, as are three kid parks and about a third of Rockaway Playland. Appraisers are drawing up values of properties preparatory to taking title thru condemnation on May 12.



Streamline Miniature Railways for Parks and Places of Amusement.  
**WADEN & SON, Plainfield, Ill., U. S. A.**

LARGEST MANUFACTURERS OF MECHANICAL  
**SHOOTING GALLERIES**  
FOR PARKS-RESORTS SPORTLANDS-CARNIVALS  
CATALOGUE FREE  
**W. F. MAHOELS CO., CONEY ISLAND, N.Y.**

**WANTED**

All kinds of rides and concessions on a percentage basis. For details write  
**MILAN DIKLICH**  
P. O. Box 977, JOHNSTOWN, PA.

**SUMMER FESTIVAL**

Can Use 4 Rides; Also Couple Side Shows.  
June 25th and 26th.  
Big Crowds Each Day.  
**LONDON COMMUNITY PARK**  
LONDON, WISCONSIN.

**WANTED**

Ferris Wheel and Tynor Arcade. Permanent location.  
**Lake Quassapaug Amusement Park**  
M. J. LEON, Mgr., MIDDLEBURY, CONN.

**DARK RIDES**

Use STROBLITE Luminous Color Effects. Sensational—Mystifying—Thrilling.  
**STROBLITE CO.**  
Dist. B-4, 35 W. 52 St., New York

**WANTED**

FOR 1938-1939 SEASONS.  
Rides of all descriptions. Also London and Trent Rides of all types. For Ferris Arcades we have a large building, definitely a money getter. All Midway Concession Rides are rented. Call today.  
**DEEMER BEACH AMUSEMENT PARK,**  
New Castle, Del.

**CARROUSEL ORGANS**

Make Rides for Artisan (North Texas) and Incessant. Carboard Music for All Makes. Tuning and Restoring. Organizes in Newly Examined Organs.  
**B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY**

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

**CAROUSELS**

2-3 ROW ELABORATE GALLOPING HORSE CAROUSELS  
1 CATERPILLAR RIDE  
1 OVER-THE-FALLS OR MAGIC CARPET RIDE  
Prices Right. Terms. Immediate Delivery.

**M. C. ILLIONS, 39 ORIENTAL BOULEVARD, MANHATTAN BEACH, N. Y.**

**BATHER'S KEY BANDS**



Featuring the new guaranteed band — extra thick elastic — heaviest rustless brass clasp and hook — lowest price. Wrist or neck size available in all colors.

Clearcut checks in all styles and at a new low cost.

Wrist Bands and Checks

SEND FOR ILLUSTRATED CIRCULAR WITH SPECIAL QUANTITY PRICES

**S. GRIFEL** 649 East 5th St., Dept. B, NEW YORK, N. Y. Phone Orchard 4-8402.

**DETROIT STOCK COMPANY**

of 16 clever people. Wants Summer Location Park or Beach. Carry complete stage equipment  
**JEAN DES JARDINES,**  
2023 Woodward Ave., Detroit, Mich.

**BEACHLAND AMUSEMENT PARK**

RACINE, WISCONSIN  
WANT RIDES, CONCESSIONS, ETC.  
REG FREEMAN.

**MUTOSCOPE IS READY**

WITH THE GREATEST COLLECTION OF COIN OPERATED MONEY-MAKING MACHINES EVER ASSEMBLED FOR THE ARCADE AND PARK OWNERS!!



PUNCH-A-3AG LOVE TELLER OPEN DOORS PHOTOMATIC

*Also 14 other HONEYES . . .*

- CHEST-O-GRAPH
- SHOULDER GRAPH
- GRIP-O-GRAPH
- THIGH-O-GRAPH
- LIFT-O-GRAPH
- MUTO-MOVIE
- MAGIC FINGER
- OLD MILL
- POKERING
- BOWL-A-GAME
- HURDLE HOP
- ROTOMATIC
- SHOOT-O-MATIC
- TRAVELING CRANE



HOCKEY

Also Complete Line of Arcade Supplies

**IT'S YOUR MOVE . . . . . Write us today for Descriptive Circulars, Prices and Complete Details!!**

**INTERNATIONAL MUSTOSCOPE REEL CO., Inc.**

"Penny Arcade Headquarters"

518 W. 34th Street - New York, N. Y.

**FOR SALE**

**LARGE \* MODERN-UP-TO-DATE AMUSEMENT PARK**

Located in Western Metropolitan City of 250,000 population, with drawing population of 1,000,000 people. Street car and bus service to gate and ample parking grounds. Park contains large, modern Swimming Pool, Ballroom, year round Skating Rink with modern Heating Plant (this Rink equipped with 500 pair Skates and new Hammond Electric Organ), Stadium, three Fun Houses, fifteen Rides, ten Refreshment Stands equipped, fifteen Concessions equipped and Penny Arcade. Park is situated on 25 acres with all modern facilities. This Park must be seen to be appreciated.  
Write BOX D-124, Care of The Billboard, Cincinnati, O.

**SENSATIONAL "DERBY RACES"**

GREATEST GROUP GAME ON THE MARKET!

Thoroughly proven the biggest money maker of all Concession Games. Order at once for early delivery—All information upon request.

**PACIFIC ELECTRO PRODUCTS CO.**

1609 7th Avenue, LOS ANGELES, CALIF.

**CASINO-ON-LAKE AMUSEMENT PARK**

PORT STANLEY, ONTARIO, CANADA.  
WANT—BINGO. ALWAYS ROOM FOR FLASHY CONCESSIONS.  
HOOP-LA, FRENCH FRIED POTATOES, POP CORN.  
WANTED—FERRIS WHEEL AND NEW RIDE.  
Park Help Apply P. O. Box 713, London, Ont.

**GILBOE & FIELDING—SEEBURG DISTRIBUTOR FOR CANADA**

**SEASIDE HEIGHTS POOL and CASINO EXHIBITION**

ON THE BOARDWALK  
NEW PIER UNDER CONSTRUCTION

Can use three or four Rides; also Legitimate Concessions and Attractions. Big crowds every day. Over 11,000,000 to draw from. Largest and finest POOL on Jersey Coast. Write or wire  
**C. M. HEFELFINGER, Mgr., SEASIDE HEIGHTS, N. J.**

**YOUR OPPORTUNITY**

SEASON 1938 AND '39 WORLD'S FAIR  
1 1/2 Hour From New York City or Newark, N. J. — By Bus — Train — Bus.  
**SANDY BATHING BEACH**  
We Sell ALL or HALF INTEREST. Can Use a Few Games, Rides.  
**ATLANTIC BEACH AMUSEMENT CO.**  
ATLANTIC HIGHLANDS, NEW JERSEY.

# OVER 300 CARNIVALS NOW!

## Considerable Increase in Number Over '37; Many New Titles Listed

Much building done in quarters—motorized carnivals lead in method of transportation—new-style wagon fronts appear—more "flesh" employed than ever before

CINCINNATI, April 2.—Following its annual custom at this season, *The Billboard* has again made a survey of the carnival industry and finds that even more carnivals than last season will tour during 1938 and that the number far exceeds 300. Noticeable in the review of the situation is the fact that there are more new titles in the field this season than last and that full motorization is far in excess of the other forms of transportation, which are railroad and baggage car-trucks. In the railroad classification several of the major shows have added more cars, including both flats and sleepers. This increase ranges from 5 to 10 cars, some of which are of the latest type, while other similar equipment has been rebuilt along modern railroad requirements for this class of rolling stock.

As to wagons for railroad carnivals it is found that more have been built and rebuilt the past winter than in any previous year on record.

In the motorized classification more trucks, tractors, semi-trailers and living trailers have been purchased and added to the motorized carnivals than ever before since the inception of automotive equipment as transportation.

Several major carnivals have adopted new styles of wagon fronts on broad innovations in style, length and height. Some have reversed the old styles of wagon fronts so that they can be classed as being entirely distinctive in architectural completeness and attractiveness.

Illumination of fronts, rides and midway finds that neon and light towers (See OVER 300 CARNIVALS on page 111)

## Blue Ribbon Opens Big

Ideal weather prevailed—big crowds attended—excellent business recorded

COLUMBUS, Ga., April 2.—Located in Edwood Park, auspices of Loyal Order of Odd Fellows, the Blue Ribbon Shows opened its season here Saturday, March 26. Ideal summerlike weather prevailed and an enormous crowd was on hand and gave the attractions excellent patronage. The show band played *Happy Days Are Here Again* as the lights were flashed on and Mr. and Mrs. L. E. Roth received both verbal and written expressions complimenting them on their 1938 offering to the carnival world.

General Agent Edward K. Johnson made a long trip to be on hand, altho he previously sent in a telegram, not thinking he could make opening in time. Visitors were numerous, among them were Mr. and Mrs. Glen Porter, of snake (See BLUE RIBBON on page 111)

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Wild Life Sanctuary, Fla., Week Ended March 26, 1938.

Dear Red Onion:

Back in U. S. A. and on Florida soil, Show train was picked up at Miami and started on its way north. This date, last to be played in Citrus State (providing date is above expectations). Agent Lem Trucklow met train here on its arrival with contract in hand and ready for management to verify. After hum-hawing loudly for benefit of show's personnel bosses decided to verify same, due to show having no other spot booked.

Our committee who billed event as Beast and Bird Protective Week and Feed and Fodder Fund, called for wild-life attractions in human, beast and fowl form, or replicas of same. The contract further read "Deep sea or marine features are also to be presented alive." Wild human life attractions were easy to furnish and included three wild girl geek shows, pygmy village and Paris after midnight. Koo-Koo, "Bird Girl" opened event by broadcasting from a bird tower.

Concession row consisted of a line-up of bird wheels, bird pick out, monkey dodgers, mouse game, turtle races and animated games such as rabbit racer, beehive, fish ponds and race tracks.

Unusual garden of rides presented here gave show world-wide publicity and more than filled contract. Riding ponies, Merry-Go-Round, Caterpillar, Dragon and Kiddie Swan ride were passed on and okayed by committee. But whip was barred, due to name sounding a bit



E. LAWRENCE PHILLIPS, owner Johnny J. Jones Exposition.

## Wasserman Enlarges His Jobbing House

OMAHA, Neb., April 2.—Max Wasserman, owner and general manager of Excel Merchandise and Novelty Co. here, has added considerable floor space to his already spacious jobbing house. He handles a complete line of concession supplies and has the latest items. During the past two years this house has become very popular with concessioners. Wasserman is a member of the Heart of America Showmen's Club of Kansas City and made several visits to the club-rooms while in the city last week.

## Carnival Workers Seriously Burned

SAN ANTONIO, Tex., April 2.—Three carnival workers were seriously burned when a gas tank exploded in a baggage car in which all were sleeping. Injured men, all of whom are in a critical condition at a county hospital, are Gerald Wolfson, 24, Dallas; Charles Caldwell, 28, McAlester, Okla., and Vernon Eshelman, 29, Tonawanda, N. Y.

## Max Gruberg Opens in Ala.

No records broken but good attendance—attractions best of his career

MONTGOMERY, Ala., April 2.—World's Exposition Shows opened season here Friday, March 25, auspices Veterans of Foreign Wars, on lot used last year for fair.

Altho not record-breaking crowd, visitors first night numbered 5,000, with a like number Saturday and more Sunday afternoon and night. Nice Children's Matinee helped out Saturday. Weather was fine and warm, newspapers very liberal and broadcasting station advertised event for four weeks. Billed for 20 miles around, there was good influx from rural districts and business on whole was good.

Shows after having been rebuilt. (See MAX GRUBERG on page 111)

## Burgdorf Joins DeLuxe Shows on Promotions

LANCASTER, S. C., April 2.—Samuel Burgdorf, the well-known agent and promoter, has been signed by Samuel E. Prell to take charge of advance activities of the DeLuxe Shows of America, it was announced here this week by Mrs. Chuck Simmons, press agent back with the show.

Burgdorf will arrive next week from his winter home in Cocoa, Fla., to start his season's work. He will have charge of all promotions, such as baby parades, public weddings and will also direct newspaper publicity and advertising for the Prell organization, Mrs. Simmons further stated.

## Frank E. Pilbeam Joins Christ United Shows

DETROIT, April 2.—Frank E. Pilbeam, veteran Michigan carnival operator, goes out with Christ United Shows as general representative, opening in Ohio. Pilbeam is recognized as first carnival operator in Michigan, starting with a show in 1903, with his brother, Harry Pilbeam, who is now with Detroit Board of Education, in charge of fencing and playground maintenance.

Going out with Christ reverses roles for Frank E. Pilbeam, who had David Christ and son, Fred, on his show 20 years ago.

## Barfield Has Best Opening in Many Years

GRIFFIN, Ga., April 2.—Barfield's Cosmopolitan Shows opened the season here Saturday, March 26. Weather was ideal, large crowds attended and business proved very satisfactory to all shows, rides and concessions. Manager Barfield stated to a reporter for *The Billboard*.

In speaking of the engagement, C. E. Barfield said: "Have opened the season here three years in succession. This one was the best opening date for my shows in many years. I now am inclined to think that Griffin is my lucky opening spot."

a period of 10 minutes to regain his lost vitality. MAJOR PRIVILEGE

P. S.—Contradict rumor that we used live tumble bugs to roll our patrons around. We used our mechanical Bug and hauled passengers. M. P.

## Read First News Page!

On page 3, the first news page of this edition, will be found the consensus of a number of the leaders in the carnival amusement industry as to how they view the outlook for season 1938. Read and profit thereby!



FELIX BLEY, general representative F. E. Gooding Amusement Co.



# SPILLMAN RIDES INSURE PROFITS

## HI-DE-HO

THE FUNHOUSE AND RIDE  
WITH FOUR STARTLING NEW FEATURES

Revolving Barrel—Magic Chamber—a Patented Conveyor Belt—  
With a New Surprise Idea.

A Sign of Individual Letters That Stand Out on a Background  
of Indirect Light.

—Front Banners That Actually Revolve and Get the Crowds—

Has Already Grossed \$1,350.00 Weekly  
Unlimited Capacity.



## RIDEE-O RIDES

12 CARS

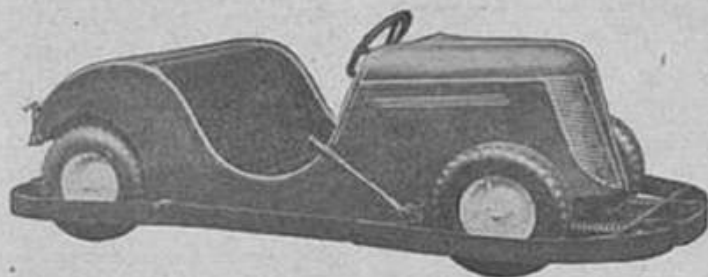
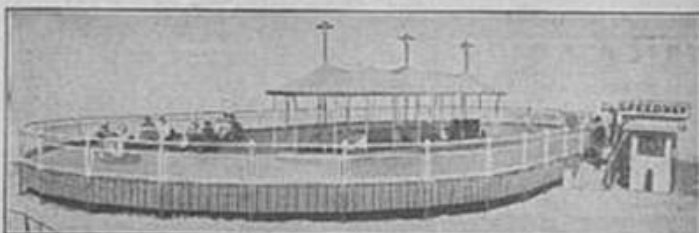
18 CARS

The Ride That Pays Consistent Dividends. Canada, Europe and United States Acclaim This Unsurpassed Feature. Scores Have Been Sold—None Have Ever Been Resold—Smart and Distinctive Indirect Lighting—Modernistic Design of Enclosure and Ticket Office—Owners Claim Gross Receipts Exceed All Other Rides Regardless of Cost.

### AN ACTUAL RECORD OF MAGNIFICENT PROFITS FROM SPILLMAN AUTO SPEEDWAY

Week ending Sept. 4, 1937	944.50
" " " 11 "	771.70
" " " 18 "	958.45
" " " 25 "	290.55
Week ending Oct. 2, 1937	1,359.25
" " " 9 "	704.20
" " " 16 "	1,180.50

825.74 Weekly Average—14 Consecutive Weeks



### PLAYLAND

Westchester Co. Park System, Rye, N. Y.

November 13, 1937.

Mr. George H. Cramer, President,  
Spillman Engineering Corp.,  
North Tonawanda, N. Y.  
Dear Mr. Cramer:

The Speedway cars which we purchased from you early this year have given us excellent service. They are attractive in design and appeal to patrons of all ages. The sturdiness of construction was evidenced by complete freedom from mechanical difficulty and after a full season of operation, they seem to be as good as when new.

You now have our order for additional cars and we are working on a new track which will quadruple the capacity of this ride. This is the best recommendation that can be given to both your product and the attraction.

With my regards and best wishes,

Very truly yours,  
H. F. O'MALLEY, Director.

SPILLMAN FAMOUS JUMPING HORSE CAROUSSELLES  
FLYING TURNS LAKE PLACID BOBSLED RIDES HEY-DEY RIDES  
**SPILLMAN ENGINEERING CORP.** NORTH TONAWANDA,  
NEW YORK

World's Largest Manufacturer of Amusement Rides

"THE FIRST COST IS THE LAST"-

### Gooding Announces Staff and Booking For the '38 Season

COLUMBUS, O., April 2.—Following a staff meeting of the Gooding Amusement Co. here this week, F. E. Gooding, director, announced following staff: fairs and celebrations booked to date for season 1938. Personnel, Gooding Enterprises: Gooding Greater Shows—E. C. Drumm, general manager, J. P. Murphy, business manager; Mrs. E. C. Drumm, secretary; Felix Bley, general agent and publicity, American Exposition Shows—Wm. J. Goutermost, general manager; R. L. Overstreet, assistant manager; Mrs. Wm. J. Goutermost, secretary; E. W. Weaver, general agent and publicity, Ride Units—No. 1, George Pence, manager; Mrs. Irene Pence, secretary, No. 2, Elaine Gooding, general manager, No. 3, George Bouie, manager, Mrs. George Bouie, secretary; J. P. Enright, agent and publicity, F. E. Gooding, director; Mrs. P. E. Gooding, assistant.

Fairs and Celebrations booked. Ohio: Columbus, Ohio State Fair; Greater Cincinnati-Carriage Fair and Exposition; Dayton, Hamilton, Greenville, Urbana, Xenia, Troy, Wooster, Loudonville, Free Street Fair; Coshocton, Georgetown, Montpelier, Tiffin, London, Mt. Vernon, Norwalk, Myria, Cadiz, Lebanon, Easton, Marysville, Delphos, Free Street Fair; Bellevue, Free Street Fair; Carrollton, Fremont, Oak Harbor, Free Fair; Canton, Marietta, Merchants and Manufacturers Exposition, streets, Defiance; Western Reserve Historical Celebration, Warren; Nelsonville, Centennial Celebration on streets, Newonville; Spring Festival, on streets, Greenfield; Grotto Merchants and Manufacturers Exposition, on the streets, Zanesville; Spring Festival, Biverton; Firemen's Festival, Loveland; Farmers and Merchants Spring Festival, Harrison; Chillicothe, Community 4th of July Celebration; Circleville, Pumpkin Show; Piqua, Fall Festival.

Indiana: East Tenth Street Mardi Gras, Indianapolis; Connersville, Free Fair; Lawrenceburg, Brownstown, Free Street Fair; Franklin, Free Fair; Kendallville, Bluffton, Free Street Fair; Decatur, Free Street Fair; Shelbyville, Free Fair; Rushville, Free Fair; Columbus, Rockville, Free Fair; Corydon, Crown Point, Hartford City, Free Street Fair; West Baden, American Legion 4th of July Celebration; Portland, New Bethel, Free Fair; Auburn, Free Street Fair; Co-

### See General Outdoor News

Owing to the size of this edition the carnival department had to be closed two days earlier than regular issues. Additional carnival news will be found in the outdoor section!

- Iumbia City, Quincy, Parker, Mooresville, Picnic.
- Michigan: Jackson, Adrian, Centreville, Hartford, Hastings, Caro, Ann Arbor, Hillsdale.
- Pennsylvania: Vandergriff, 4th of July Celebration; Edwood City, Town Fair; Scottsdale, Firemen's Celebration.



## Heart of America Showmen's Club

Reid Hotel

### Ladies' Auxiliary

KANSAS CITY, Mo., April 2.—Strawberry shortcake with whipped cream was high spot of last Friday's social evening of Ladies' Auxiliary of Heart of America Showmen's Club. Twenty-one present. Luncheon and bridge were played with table prizes of hand-blocked towels. Won by Luella Hemingway, Lucille Hansen, Mrs. Earl Ingersoll. Lettie White won evening award.

Hattie Howk's chief assistant of evening was Loretta Ryan, who made shortcakes and covered them with strawberries. Coffee was served also. With just a few more meetings left this spring, many plans were heard about different members leaving. Elizabeth Yearout was leaving next day for St. Louis to join Greater Exposition Shows and as she would not be in the city asked to have someone to take her place as secretary. Myrtle Duncan, president, appointed Hattie Howk. Reported by Helen Brainard Smith.

### Reeb's Open Supply House

BUFFALO, April 2.—After many years of tramping, Harry and Mary Reeb have left the road and opened a new supply house in their three-story building at 237 Sycamore street, here. They will carry a complete line of carnival supplies. They also have a reading room with a big supply of old copies of *The Billboard* on file for showfolk to read.

## IAS To Sponsor Big Show for Showmen's League

ST. LOUIS, April 2.—A big benefit show, proceeds of which will go to Old Age Home Fund of Showmen's League of America, will be held in this city in May. The performance will be held in one of the big tops on Beckmann & Grety Shows, on a night the first week in May to be designated later, when the show will be playing in this city. At that time Beckmann & Grety, Hennies Bros. and Dodson's World's Fair shows will all be playing St. Louis. Several smaller outfits will also be playing here at that time, while about a half dozen other carnivals will be playing in Southern Illinois within a radius of 90 miles from Mound City.

J. C. McCaffery, president of Showmen's League of America, and Joe Streblich, secretary, will be in St. Louis next week to confer with committee appointed by International Association of Showmen concerning this gala benefit. The committee who will handle order with McCaffery and Streblich consists of Tom W. Allen, chairman; Mel O. Dodson, C. Guy Dodson, Charles T. Goos, J. C. Gordon, Harry Beach, Francis Deane, Tommy Cannon, Dee Lang, Elmer Brown and Frank B. Joering.

At regular business meeting held by IAS Thursday members all pledged their ardent support for this show, and it is expected that a large amount will be turned over to Showmen's League of America for its Old Age Home Fund.

### Bley Announces Openings For Gooding Units

COLUMBUS, O., April 2.—Felix Bley, general representative of F. E. Gooding Amusement Co., arrived here for a conference with President F. E. Gooding and announced that Gooding Greater Shows will start season at Springfield, O., this month for a 9-day engagement under auspices of the Disabled American Veterans. The unit will be under management of El C. Drumm.

General Agent Bley also stated that second season of Gooding's American Exposition Shows will commence at Huntington, W. Va., also in April for eight days under auspices of Fraternal Order of Police. This event will be followed by a week's engagement at Charleston under auspices of American Legion. This unit will be under management of William J. Goutermost.

## Michigan Showmen's Association

DETROIT, April 2.—Regular meeting March 28 conducted by President Margolies. Seated at table were Vice-President Edgar McMillen, Treasurer Roonthal, Secretary Brown and Past President Leo Lipka.

Bingo games discontinued for summer months. Plans under way to sponsor a series of 20 mammoth bingo games, starting in September.

All shows in vicinity will be open by end of next week.

Visitors to rooms past week were numerous. Among them were Herman Hudick and Rubie Brothers.

Brother Sam Levy in from California with a fine report of happenings in Los Angeles.

Brothers Bennie Herman, Leo Sennet and Jack Maxwell in to join their organizations.

Chairman Harry Ross, of ways and means committee reports a big plan of action for summer months and assembly pledges their whole-hearted support.

Chairman Hymie Stone of house committee back from Chicago, pleased with way things were handled in his absence.

New members accepted past week: J. M. Bregstone and William Perrot, credited to Marshall Ferguson; Joe V. Palmer, credited to Hymie Stone, and Larry Cole, credited to Harry Wash.

Custodian Tommie Moore doing a fine job keeping rooms in order and greeting new arrivals.

Brothers Sam J. Rose, Irving Barker, Frank Hamilton, O. A. Baker, Frank Wagner, Herbert Sobel, Sam Wilson, Lou and Harry Wash, George Harris, Milton Bennet and Ben Gold disbanded their bridge tournament until leaves begin to fall.

Brothers Joe Bennet and Sammy Burd continue their daily lobby session.

President Margolies, out of city for a few days in interest of his carnival.

Vice-President Harry Stahl out of city on business.

Treasurer Rosenthal back from business trip to Chicago.

Brother Charles Westerman back from his vacation and reports a pleasant trip. Do not forget your dues. Reported by George H. Brown, secretary.

## Missouri Show Women's Club

ST. LOUIS, April 2.—President Norma Lang presided at card social March 24. Grace Goss and Nell Allen took care of refreshments. New members received were Jessie Byers and Beatrice Giuliani. Mrs. Jack Myers, of Cresco, Ia., Fair Association, a guest of Mrs. Dee Lang over week-end, was a welcomed addition to bridge players. Table prizes were won by Jerry Williams, Mrs. Myers, Katie Dodson and Florence Parker. The new bronze name on door, gift of Mrs. Judith Holsman, was praised. After refreshments a hand-embroidered guest towel, donated by Rely Castle, was raffled, with Elma Obermark winner. Others present besides those already named were Millie Navarro, Gertrude Labe, Ruth Waughn, Lillian Murray Shepard, Ella Dodson, Clela Jacobson, Norma Lang and writer, Kathleen Hiebe.

### Ralph Miller Shows Find Berry Town Not So Good

PONTCHATOLA, La., April 2.—Playing at old spot near post office, Ralph Miller Shows find strawberry belt crowd a bit slow in patronage this week. Farmers have a fair-sized crop this year, but price has been low and credit a bit hard as yet. The earliness of berry crop finds Northern markets a little cold to buying, but when warmer weather prevails at selling locations money should pour in to make this section yet good for carnivals.

### Kortes Museum

DULUTH, Minn., April 2.—Pete Kortes' Traveling Museum opened here March 25 and is having satisfactory business. It is big museum to be here in several years. Museum will close here April 17 and return to Beckmann & Grety Shows for summer. AH will be glad to get out under canvas again. Reported by Tony Harris.

### AFRICAN DIP GETS TOP MONEY

FAIRS—PARKS—CARNIVALS  
Win the Big Money Class at Century of Progress.  
Available—Easy to Put Up and Take Down.  
\$125.00 complete with sails. \$150.00 without.  
Wm. F. O. S. Chicago. \$25.00 deposit.  
A. M. COOLEY  
1424 W. Adams St., Chicago, Ill.

## Line o' Two of News

COLUMBUS, O., April 2.—F. E. Gooding, president Gooding Amusement Co., announced here this week that James P. Murphy will again be business manager of Gooding Greater Shows.

WINDBER, Pa., April 2.—Merle A. Beam announced here this week that Sarah and Agnes Heiser, twin fat women, will go with one of the big carnivals this season. They will present their act on a stage in a tent theater. Their act is now being rehearsed by Otto Francon Weiss and show will be under management of Beam, he further stated.

EAST LIVERPOOL, O., April 2.—Two

carnivals that have been booked to appear here this summer will be requested to bar all Japanese goods. This action was decided in a general boycott meeting held here recently. One carnival is booked under American Legion auspices and the other will appear for Street and Electric Railways Employees organization. City officials have declared that only two carnivals will show here this year.

ROCK FALLS, Ill., April 2.—Ether L. Speroni, of P. J. Speroni Shows, announced here Wednesday that Hufburd Bros., a one-ring circus presentation, have been booked for season as a feature show on that midway.

KOKOMO, Ind., April 2.—W. Fryback announced here this week that he booked his Dancing Follies and Nudist Colony shows with Harris Carnival for season.

COLUMBUS, O., April 2.—Eddie Madigan, one of leading carnival cookhouse operators, has contracted to be with one of F. E. Gooding units for this season.

ERIE, Pa., April 2.—E. B. Willis, owner of a circus lot here, announced Wednesday that he declined to rent lot to Johnny J. Jones Exposition for a week in June coincident with appearance of Ringling-Barnum circus. Contracting agent for Jones organization declined offer of an earlier or later date. It is stated by Willis.

CAPE GIRARDEAU, Mo., March 26.—West Bros. Shows will open the season here next week. J. W. Laughlin, general manager, announced the booking of R. Ricardo, professionally known as the Great Ricardo, awaying pole act, as free attraction. Ricardo recently played for Shrine Circus, Kansas City.

# CUSTER

ANNOUNCES DELIVERIES ON THE NEW

## 32 PASSENGER BUBBLE BOUNCE

After continuous operation at the Tampa and Orlando Fairs we present the BUBBLE BOUNCE in both Gasoline and Electric Drives.

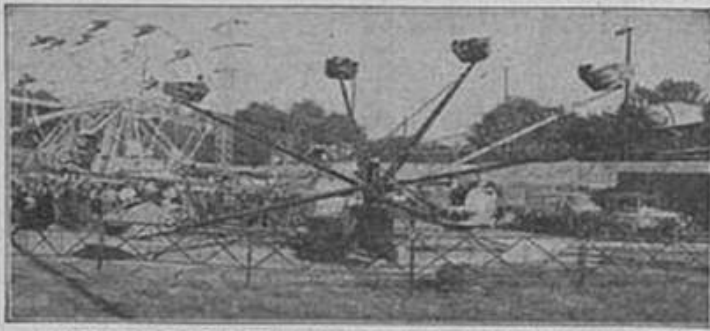
STATIONARY MODEL \$4500.00. PORTABLE MODEL (Complete with Truck) \$7500.00

THRILLING, SENSATIONAL—LOTS OF BALLYHOO. IT RIDES ON AIR.  
Only a limited number this year. Get your order in now.

THE CUSTER SPECIALTY COMPANY, DAYTON, OHIO

# THE OCTOPUS

BRINGS BIG PROFITS THE LEADER FOR 1938



"WORLD'S NEWEST RIDE SENSATION"



OF SEASON  
1937  
75 UNITS SOLD  
FIRST YEAR

Unequaled in Amusement History!



## NEW IMPROVED MODEL!



LOADS ON ONE SEMI-TRAILER

is Hit of the Year-

The new 1938 CAR is a beauty—the last word in modern treatment—brilliantly styled to get the business—scientifically constructed to create new thrills with absolute safety—easy to handle.

**NOTE THE SAFETY BAR**

Place Your Order For Spring Delivery-**NOW!**

ADDRESS ALL COMMUNICATIONS TO

**EYERLY AIRCRAFT COMPANY,**

**Salem, Oregon**

ABNER K. KLINE, Sales Mgr.

LUSSE BROS., Ltd. (European Suppliers) BLACKPOOL, ENGLAND

## Zimdars Gets Rain To Open

Show has abundance of light, color and formidable line-up of attractions

JACKSON, Tenn., April 2.—Zimdars Greater Shows, motorized, opened season here Saturday, March 19, in glow of lights and sparkle of fresh paint. Twin Big Eli Wheels tower over a midway that is brilliant in colors and thousands of lights. New canvas has been purchased for shows and Ten-in-One is set behind an imposing array of new pictorial banners. Concessions are attractive, having been newly stocked and with some new canvas. Tiger Mack built a new corn game of latest design. Evidently weatherman took no heed of all this as it rained for two days.

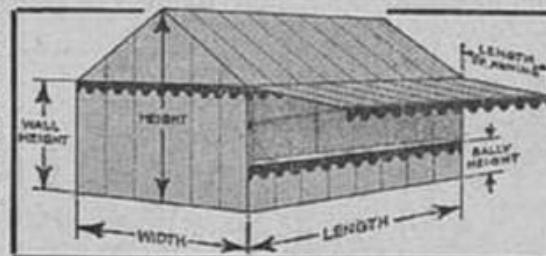
### Concessions

Cookhouse, Mr. and Mrs. Frank Waldron, owners; Clyde and Marvin Owens, waiters; Le Verne Zimdars, waitress; James Thompson, griddle man; Edward Semnick, Leroy Tereles, kitchen; A. I. Edwards, chef; Carl Miller, cashier; Joseph Sweeney, grab joint; Bingo Game, Tiger Mack, owner-manager; B. E. Sumner and James Carley, agents; Osa Daniels, Big Tom Ball Game; True Daniels, Cork Shooting Gallery; Pete Oestreicher, Glothespins; Frank Oestreicher, Percentage; Fred Walker, Darts; Fred Hood, Paddle Wheel; Lamp and Clock concession, P. B. Brouhard, manager; Charles Griggs, Billy Baldwin and Stanley Keys, agents; Kokomo Jimmy, two ham and bacon concessions; Les Claude, agent; Lamp concession, Hoop-la; Jack Smith, manager; Don O'Brien and Hawshaw Mtnnow, agents; Watchee and Jewely, Slim Chambers, manager; Art Doggett, agent; Dog Wheel, Eddie Ryan, agent; Blankets, Joe Schwartz, manager, and Jack Nails, agent; Ham and Bacon,

Bill Bailey; W. J. Hunter and Whitey Runge, agents; Diggers, Mr. and Mrs. Harry C. Cohen; John Shinko, agent; Pop Corn, Edward Harrigan, owner; Jack Duncan, agent; Mentalist Booth, G. Mitchell; Watch-la, E. P. Thorner and Tommy Engels, Short-Range Lead Gallery; R. Tucker, owner-manager; Doc Hoy, agent; Two Ball Games, R. Tucker, owner-manager; Mrs. Evelyn Calder, Mrs. Ollie Polk, Mrs. Doc Hoy, Mrs. Ruby Tucker, agents; Photo Gallery, Max Sanders, owner; Frozen Custard, George Cavanaugh.

### Shows

Shows: Ten-in-One, Sailor Harris, manager; Pearl Harris, secretary-treasurer and inside lecturer; Tex Hobson, front man; Harry Larson and Blackie Wilson, fiekets. Attractions, Sailor Harris, knife thrower and tattoo artist; Cecil LaBevard, iron tongue; Hiko, fire-eater; Wanda LaBevard, sword mystery; Ben All, mentalist; Bette Belle Muse, slack wire-walker, acrobatics and contortionist; Naughty Marietta Girl Revue, Gene Padgett, manager and talker; Lattier Sisters, song and dance; Maurice Lattier, dancer; Rosaline, dancer; Billie Greenleaf, acrobatic dancer; Terry Gonzales, comedian; Mrs. H. C. Lattier, piano; Roe Beebe, drums; Frank Booker, tickets; Daisy Deadrow, Mae Rene, Dorothy Brown, Sally Bldron, chorus, Parisian Models, H. C. Lattier, talker; Carl Deering, tickets; Frances Talley, Greta Drury, Myrtle Itee, models. Sensation of the Age, Fred Mines, the "Mighty Mite," assisted by Mrs. Mine; H. C. Lattier, talker-manager; Bright Spots on Broadway, Clyde Curran, talker-manager; James Smith, tickets; Frieda Curran, Edith Crowe, Mae Jackson, dancers; Sally, Max Wilson, talker-manager; Decoethy Wilson as Sally; Eve Kelly, strip-tease; Wanda Lee, Hawaiian dancer. Animal, Chief Deerfoot, manager-lecturer; William Tremch and David Ward, tickets; Ray Kline, opening; Paul Clear, head animal man; Non Cow, Chief Deerfoot, manager; Anderson Pippkin, lecturer; Clifford Collins, tickets. Minatrel, O. Rutherford, stage manager; chorus girls, Carrie Greene, Billie Mason, Mary Davis, Marjorie Scott, Peggie Moore; band, Charles Greene, leader; Mike Wordlow, Tex Parker, Morris Adams, George Sheaffer, Clyde Martin; comedians, George Sheaffer, Porkchop Martin, Ath-



## Concession TENTS

Give Measurements as Indicated BUY from Factory SAVE Money POWERS & CO., INC. 26th and Reed Sts., Phila., Pa.

WE ARE THE INVENTORS OF THIS TYPE MACHINE

## ELECTRO-FREEZE FROZEN CUSTARD

AIR COOLED COMPRESSOR  
NO ICE—NO SALT—NO WATER

(Saves the Cost of the Machine in One Season.)  
Cleaned and Sterilized in 5 Minutes.  
Capacity 30 Gallons per Hour—50 to 60% Overrun.  
100 machines now in operation. We are far past the experimental stage. Place your order now for early delivery.

**PORT MORRIS MACHINE & TOOL WORKS**  
712 East 120th Street, NEW YORK CITY.

letic, Jack Sampson, manager; Mrs. Jack Sampson, tickets; Harry Frost, Willie Jackson, fighters.

### Rides

Twin Big Eli Wheels, Calvin Landrum, foreman; Alfred Crowe, second; Frank Reynolds, third. Merry-Go-Round, Carl Scott, foreman; A. C. Dunford, second. Tilt-a-Whirl, William X. Salo, foreman; Jack Marrs, second; Carl Lee, third. Twister, Peewee Wethe, foreman; Clyde Eyster, second. Kiddie Rides, Jim Watson, foreman; Albert Jackson, second. Octopus, Bud Munn, owner; Robert Carter, foreman. Midget Autos, Henry Wethe, owner; Emmett Robinson, second. Loop-o-Plane, Frank Waldron, Arthur Zimdars, co-owners; Lou Jackson, second. Ponies, Eugene DeLoryea, manager; Mrs.

DeLoryea, tickets; Billposter, B. Kelly, The Billboard agent, Charles Seip.

Staff of incorporation: Harry Zimdars, president; Arthur Zimdars, vice-president; Mrs. H. Zimdars, secretary-treasurer; Buddy Braden, legal adjuster; Charles S. Reed, advance agent; Slim Davis, special agent; Buddy Munn, agent.

### Free Acts

Free act is The Valentin; George Valentino, manager; Lorraine Valentino and Jerry Pello, girl flyers. Don Dober-smith has charge of front gate, assisted by Jack Daley and Tom Carver. On opening date entire show presented Mr. and Mrs. Zimdars a huge basket of assorted flowers, wishing them luck for new season. Reported by Buddy Munn.

# Broadcasting the Carnival

By WALTER K. SIBLEY

YESTERDAY, poor old yesterday. He has gone over the brink into vast abyss with millions of other yesterdays. Poor old defunct yesterday, on his entering this great sphere of action, brought along a great bag of new tricks, new ideas, new inventions and methods. Some of them were good, others bad and still others indifferent.

When the dear old man passed into the great beyond he left behind many new-fangled ideas that were accepted and used—some of them improvised upon and still in use in new forms, many of them outmoded by the crushing today, which tomorrow will be yesterday. Mostly all successful business men, whether they are industrialists or whatnots, keep their eyes on the ever-changing parade of today and take advantage of the NOW ideas before they become obsolete as the thoughts of yesterday.



WALTER K. SIBLEY

This brings me to the title of this article, *Broadcasting the Carnival*. There is no question that P. T. Barnum was the great showman of his day. That his methods of those days brought him

great fame and wealth—made him an immortal of the show world. I don't know where the phrase "billed like a circus" originated, but I'll venture to say that it came from the Barnum billing.

Great flaming posters screamed from the walls and billboards in giant letters spelling adjectives telling that the "Big Show" was coming. But that was yesterday.

If P. T. were alive today and tried the same methods he would find that they did not work so well. He would find that most all of the desirable locations for billing had been either gobbled up by "big business" on a yearly contract, or on account of the great speed of automobiles, that his billing could not be read, because one has to keep his eyes on the road at 60 or more miles an hour.

He would find that the average store-keeper would not kill the display of his stock, arranged tastefully in windows coating sometimes thousands of dollars to build, by cluttering them up with gaudy show paper for a couple of lithograph passes.

He would find that in many cities and towns ordinances had been enacted prohibiting the distribution of heralds.

He would soon learn that tacking of cards, banners, etc., on the main highways was taboo.

By this time he would realize that mostly all of his old advertising channels were closed to him—that he had something great to sell but must find a way to let people know it.

He would know that Mr. Average Man and Mrs. Average Woman were a great deal smarter than they used to be—that there was no such person as a "lick" any more. They were all more or less wise—they were show wise. The country girl looked and spoke Broadway or Hollywood. The boy that lived in the small town was dressed like Adolphe Menjou or Clark Gable and also was smart enough to be able to select the show he should see.

Yesterday you could bill this guy—today you had to sell him.

What would this most astute great Connecticut showman do?

Well, he'd very soon find out there were approximately 20,000,000 radios (open telephones without any call numbers) in American homes, listened to by 125,000,000 people. That every town in which he was to play was covered by a local broadcasting station. That many women turn on their radio when they arise in the morning and keep it going all day.

He would remember there is a certain glamour about the show business and people connected with it that applies to no other business.

He would know that he had many interesting personalities with his show as performers upon whom he could call for extra work on the air. He had at his beck and call the very same class of people that were paid hundreds of thousands of dollars annually by radio advertisers, not necessarily quite so classy but nevertheless appealing to Mr. Average Man.

He would by this time have found out that mostly all of the smaller radio broadcasting stations were either owned or operated by local newspapers which were extremely glad to co-operate with him.

He would have found that time was comparatively cheap and not hard to secure.

He would know that he had a number of men with his show who were capable of talking over the air—who could use good English and diction.

He would know that he had a number of men who could write good copy. So what did he do? Well, not being a guy who lived in the yesterdays, he went on the air and kept on the air and did good business ever after.

While I have used the name of the great P. T. Barnum for this whatever-you-are-pleased-to-call-it, I might just as well have used the names of Frank Gaskill, Frank C. Bostock or Col. Francis Perari. In fact, I think they would have been more suitable for the illustration, as they were real advertising carnival owners who knew what "made it spin."

Personally I have had considerable experience in broadcasting a carnival, having been delegated to do this job for a 28-car show with which I was connected the last season.

I naturally felt quite some pride in being selected to do this work and had visions of becoming a Graham McNamee or at least a great continuity writer, as I had to write all of my own stuff.

Our first broadcast was at the opening stand of the season. It was a sort of an impromptu affair, absolutely extemporaneous. We had 15 minutes of time, most of which was used in interviewing two internationally famous characters with the show. I was built up by the local announcer as one of the men who had been selected to broadcast A Century of Progress in Chicago to Little America at the South Pole to Mr. Byrd. It was also included that I was an internationally known showman and, naturally, an authority on show business. The other two men on the program were extremely unusual, well read and good talkers, and both had been cartooned by Robert L. Ripley, so made

good subjects and were very interesting without any cost to the show.

We heard many favorable comments on this broadcast and no doubt it helped to call attention to our showing there; I know our billing didn't help much.

I have already said that this broadcast was impromptu. If we had purchased a good-sized space in the local dailies advising that this broadcast was to have taken place we would have had many more listeners.

Advertising a broadcast that is to come is a prime necessity. Not with an ordinary \$3 ad in among the other amusement advertisements, but one that stands out like a sore thumb—a one-punch wallop that makes the reader feel, "well, here's something to hear." If the broadcast is worth arranging and paying for it is most certainly worth the added expense of letting the people know about it. Don't worry—they'll listen to it if you let them know. They are rather tired of "by transcription." They hear the transcriptions unhearingly, but the natural voices of show people with an interesting show never want for an audience if properly advertised.

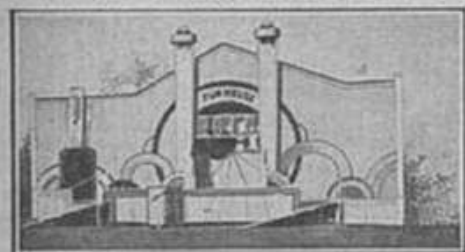
We had many broadcasts of this type from stations during the season and with quite simple check-ups we found that they were profitable.

We also had several broadcasts by remote control; that is, the broadcasting company sent its technicians to the lot with all necessary equipment for a complete broadcast of the show while in operation. The multifarious sounds of the carnival were picked up, such as talkers spelling, music playing, girls singing, the noises of the crowd, the roar of the rides, the screams of the happy riders, and, of course, a general description of all the attractions by yours truly.

Illustrating the various sound pickups, when we got to the dog and pony

## New Ride-Funhouse "RO-LO"

THE OUTSTANDING CHOICE OF SHOWMEN AND PUBLIC  
Made an Envidable Record at the Recent Tampa Fair



STREAMLINED CARROUSELS and KIDDIE AUTO RIDES

The Perfect Device for every Midway, Park, Water, Show or City Show. Features replicas with two people riding rush periods. Loads on one large wagon or trailer. Seats with four men in four rows—down in half the time. Without question has the strongest public appeal and most beautiful front of any Fun House yet produced—big repairs—certain to remain popular for years. Latest innovation—all new included features.

ALLAN HERSCHELL  
CO., Inc.  
North Tonawanda, N. Y.

## CONTINUED POPULARITY ON ALL MIDWAYS

The Time-Tested

### TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.



## NEW 8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamlined Cars. A persistent money-getting ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

## UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

## "POP" BAKER



Games of Every Description.

Friends Way Below Others. Write for New Catalog . . . Skilles, Spin-dix, Coupon Ball - Downs, Everything for the Midway.

5161 Trumbull, Detroit.

SHO-KANVAS  
**TENTS**  
By MILFORD H. SMITH,  
CAMPBELL TENT & AWN. CO.  
Milwaukee 41, Wis. Springfield, Ill.

## "MAC" McNALLY

Formerly Allentown, Pa.,  
New With CHUCK BAUTER, Selling  
CHEVROLETS.  
SOUTHLAND MOTORS, Inc.  
Miami, Florida.

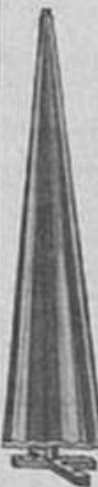
SHOW and TRAILER CANOPIES  
**TENTS**  
Fulton Bag & Cotton Mills  
Manufacturers Since 1820  
ATLANTA, GA. ST. LOUIS, MO. MILWAUKEE, WIS. NEW YORK, N.Y. NEW BRUNSWICK, N.J. PHOENIX, ARIZ.

**TRUCKS**  
AUTOMOBILES — MOTORIZED YOUR SHOW  
White

CHARLIE T. GOSS  
With STANDARD CHEVROLET CO.,  
EAST ST. LOUIS, ILL.

# Ritter's PONY-CYCLE Can Earn You \$8.00 an Hour

—and More With Extra Seats



This merry-go-round makes a big hit with the kiddies. Put it where the crowds are thick and you will make a good living for yourself. Easily portable for carnivals and fairs. Can be set up in an hour and is only 13½ ft. in diameter. Kids propel it like a bicycle, or run it by motor.

This Pony-Cycle holds trophy as most meritorious new device at the latest convention of National Assn. of Amusement Parks, Pools and Beaches. Cash in on this while it is new. Plan to travel with one this summer. Well built, snappy colors, durable canopy.



Plaque awarded by Amusement Assn. for 1938

Cash in on judgment of Amusement leaders

## This New Device Attracts Children as Soon as Set Up

**Model "A" With Motor, \$685**—8 seats, top and side curtains, f. o. b. factory. 8 additional basket seats for \$25 more. One child can move machine, free wheeling device when motor-operated. All-weather paint, red, black, aluminum.

**Model "B" Same as "A" But No Motor or Canopy. Only \$400.**  
Approx. weights: Frame 750 lbs., track 110 lbs., curtains and frame 350 lbs., motor 50 lbs. Total 1260 lbs. Without canopy 860 lbs.

**HARRY C. RITTER, Inc., Trust Building, Williamsport, Pa.**

**HELLO AGAIN!**  
This is the **FRANK ORGAN and CALLIOPE SHOP**  
4948 Waukegan Av., CHICAGO, ILL.  
Penn. 2613

show the barks of the dogs were plainly heard. In fact, at one of these broadcasts a couple of the dogs ad libbed and put on a fine fight right in front of the mikes.

This type of broadcast was always very effective and usually was carried on for three or four days, a certain part of the show being described each day, with new performers for every broadcast.

Many of the broadcasting station managers complimented us on the entertainment value of these broadcasts as well as the showmanship displayed in their arranging. They also told us that they had many inquiries as to when the next one was to take place, which proves my assertion that if they are worth paying for they most certainly are well worth letting the people know that you are going to put them on.

The sound truck just comes to my mind. Mostly every carnival has one. Many managers have great faith in their value as advertising mediums. Personally I think they have been overdone. They are prohibited in many major cities. They may have some value in some of the small carnival feeders, but more people will be reached in the small towns by the broadcast.

Summing up: Yesterday is dead. Today is here with all of her new proven ways to do things better and more effectively. And one of the greatest improvements in use today is radio advertising for anything and everything, backed up, of course, with announcements that you are to broadcast. If you have something to sell tell the world and one of the best ways to tell the world is over the airwaves.

If you have access to the air and know how to present the proper programs and let the people know that you are going to broadcast them, you can do all of the business your product entitles you to. What's that? Where's my show if I'm so smart? Well, there's lots of guys around the White House who tell the President what to do and some of them get very small salaries, too. Thanks for listeners'.

**CANDIES FANCY FLASH BOXES**  
BOXES IN SIZES WANTED AND BETTER CANDIES IN BOXES CHOCOLATE COATED OR NON CHOCOLATE COATED (SUMMER)  
**NEW LOWER PRICES** State your requirements fully, as all inquiries by personal letter stating lowest current prices. WRITE TODAY. BETTER CANDIES FOR BETTER SALES AND Lower Cost Prices for Your Bigger Profits.  
**WM. C. JOHNSON CANDY CO. (Since 1912) CINCINNATI, OHIO**

**HERBERT H. LEVASS**  
Certified Public Accountant  
207 Fourth Ave., N. Y. C.  
Gramercy 5-0966.  
AUDITOR FOR **NATIONAL SHOWMEN'S ASSN.**

**CARROUSEL RINGS**  
Brightly Polished Steel, Also Brass Rings.  
Manufactured for 30 Years by  
**INTERNATIONAL CHAIN & MFG. CO. YORK, PENNA.**  
WRITE FOR PRICES

THRILLS — ATTENTION — THRILLS  
**CARNIVAL OWNERS**  
Give your crowds the best and most exciting free all you can buy for your sidewalk free ad.  
**FLORESQUE**  
The Earth's Number One Aerialist.  
Write now! Give The Billboard, New York, THRILLS

**THE ORIGINAL CANDY PULLER**  
← DISPLAY FULLERS  
Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles. All replacement parts in stock for immediate delivery. WRITE OR WIRE FOR DESCRIPTION AND PRICES.  
**HILDRETH PULLING MACHINE CO.**  
151 CROSS ST. NEW YORK CITY

**FOR SALE CANDY KITCHEN**  
Practically new, with Neon Signs, SACRIFICIAL Call or write  
**WILLIAM MINISH**  
873 E. 165th St., New York, N. Y. Tel. 0-3272.

**MEMPHIS COTTON CARNIVAL**  
MAY 10 to 15  
Novelty men, make your spring bankroll. 5 big days and nights on main streets. Parades every day and night. We have exclusive rights on streets and parks. Get in touch with us at once.  
**SPEAR'S DIXIE NOVELTY CO. 85 Union Ave., Memphis, Tenn.**

**FOR SALE**  
Loop-a-Plane; single, complete.  
**AL HATT**  
165 N. High Street, Columbus, Ohio.

**COLUMBIA TICKETS ARE ACCURATE UNION PRINTED**

STOCK	Size	SPECIAL PRINTED	NO C.O.D. ORDERS PROMPT SERVICE
1 Roll—\$ .50	1x2"	10,000—\$ 6.95	
5 Rolls— 2.00	"	50,000— 12.75	
10 Rolls— 3.50	"	100,000— 20.00	
50 Rolls— 15.00	2000	300,000— 78.00	
100 Rolls— 29.00	Each	1,000,000— 150.50	

DOUBLE COUPONS—DOUBLE PRICE  
**COLUMBIA PRINTING CO. 1636 N. HALSTED ST. CHICAGO 4, ILLINOIS**

**MINER MODEL SHOWS**  
19th Annual Tour—89th Season Opens Saturday, April 30th, two Saturdays, Pottstown, Pa. Show will be on the 1st Monday, April 29th. Following Concessions open: Spring Game, Knife Rack, Phones, Snow Whistles, Fish Ponds, Scales, Cotton Candy, Candy Spinners, Lead Dolly, Devil's Alley, High Stakes, One more show, with or without. Have for sale Two-Armed Merry without Organ, \$400 each (also 2). Address: H. H. MINER, 161 Chambers St., Philadelphia, N. J.  
End your correspondence to advertisers by mentioning The Billboard.

# RUBIN & CHERRY EXPOSITION, INC.

"The Aristocrat of the Tented World"

Announcing:

Opening Engagement 1938 Season  
Richmond, Ind., April 16

Auspices Knights of Pythias No. 8

Featuring:

The Famous Hugo & Mario "Zacchini  
and Their Double Cannon Act"

(Greatest Free Attraction Known)

and

The New Rubin & Cherry Midway  
with Stars of Stage, Screen and Radio  
in Modernistic Tent Productions and  
latest in Thrill Rides. Midway New  
from "Stem to Stern."

GENERAL CALL:

All people engaged for various departments report  
Atlanta. Show train leaves Atlanta April 12.

All others report Richmond, Ind., April 16.

# RUBIN & CHERRY EXPOSITION, INC.

Suite 1410-11, Robert Fulton Hotel, Atlanta, Ga.

# International Showmen's Ball Goes Over With Bang

ST. LOUIS, April 2.—First annual ball given by International Association of Showmen was attended by over 700 people. Gala event was held Saturday night, March 26, in Grand Ballroom of DeSoto Hotel, this city. The event was held in night club style with tables located all around ballroom, ample room on spacious dance floor, while orchestra and acts were on stage. As a result of successful dance treasury of club is enhanced with a net of over \$500 profit.

A world of credit is due executive dance committee, comprised of Tom W. Allen, chairman; Charles T. Goss, George Jacobson, Arthur Sands and Leo Lang.

Subcommittees were: reception, Charles T. Goss, chairman; Dee Lang, Crawford Francis, Carl Byers, James Laughlin, Mel Dodson Sr., Warren Wright, Roy Calvin, Sam Solomon, Charles DeKreko, Dick Wayne Barlow and Harry Beach.

Floor: Tom W. Allen, chairman; Matt Dawson, Mickey Farrell, Barney Williams and P. E. Waughn.

Entertainment: George Jacobson, chairman; John Sweeney, Elmer Brown, J. C. Gordon, Publicity, Frank B. Joerling, chairman; Dave Carroll and Vernon F. Korhn, Music, Arthur Sands, chairman; C. D. Todd, Harold Barlow, Frank J. Hatus and William Lubb.

Refreshment, Euby Cobb, Emil Schoenberger, Dannie Boughs, Ralph Boughs, Edwin Deal and Bruce Barham, Prize, E. O. Goodwin, Mike Shapiro, Phil Becker, Arthur Gulliani and W. M. Dobson.

Decoration, Alois P. Rauer, John N. Hoffman, J. W. Winters, A. G. Wilson and William H. Baker.

Diverting, Pleasing Program

A 32-page souvenir program was issued and one was laid at every chair at different tables.

Activities started at 8:30 p.m., when Ernie Venuto's Orchestra blared forth their first dance tunes. At 11:30 Sonny Bernet, of Globe Poster Corp., made his appearance as emcee and introduced acts. Acts were Gish Sisters, Jerry Dubots, Harriott and Spanellous, Ollie Sandell, Harry Harden, Irene Stanley and Harry Pink. Dancing continued until 3 a.m., after which many of guests continued in ballroom for another hour and then adjourned to rooms occupied by many of those present.

Baker-Lockwood, thru their representative, Jimmy Morrissey, presented club with a beautiful valance and an equally beautiful banner, both of which had club insignia in center in many colors. Valance was suspended over center of stage while banner was over entrance to ballroom. Both of these will adorn clubrooms in Maryland Hotel henceforth.

Notables Present

Due to immense crowd, most of whom

were "on the go" almost continually, it was a human impossibility to get the names of all of those present. However, among those noticed and in limelight during the evening were Lee A. Sullivan and Ben Hoodhouse, Eli Bridge Co.; Mr. and Mrs. H. L. Mellor and Mr. and Mrs. Jimmy Morrissey, Baker-Lockwood; Mr. and Mrs. J. W. Laughlin and Bruce Barham, West Bros. Shows; Louis Liser, Liser Shows; L. S. Hogan, Rubin & Cherry Exposition; L. Clifton Kelley, Goodman Wonder Show; Mr. and Mrs. Dee Lang; Mr. and Mrs. Leo Lang, Mr. and Mrs. Heary Waughn, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Barney Williams, John Sweeney, Charles DeKreko, Lois Tinch, Dee Lang Shows; Mr. and Mrs. Mr. and Mrs. John Francis, Mr. and Mrs. J. Crawford Francis, Mrs. Peggy Smith, Mr. and Mrs. Harold Griffin, Margaret Mattox, Mrs. Elizabeth Yearout, Emil Schoenberger, Greater Exposition Shows; Mr. and Mrs. Alton Pierson, Mrs. Mabel Pierson, Mr. and Mrs. Doc Wilson, Gof's Liberty Shows; Bob Laughlin Jr., Harold Murphy, J. R. Lee and Mr. and Mrs. Ted Cope, West Bros. Shows; James C. Gordon, Gordon Radio Co.; Bernie Mendelson, O. Henry Tent and Awning Co.; Mel G. Dodson, Vernon Korhn, Mr. and Mrs. Bert Miner, Dave Carroll, Florine Cochran, Mose Keenan, Dodson World's Fair Shows; Mrs. Anna Jane Pearson, Lora Potter and Powell Leonard, Pearson Shows; Mr. and Mrs. Carl W. Byers, Mr. and Mrs. Harry Beach and Dorothy

(See INTERNATIONAL on page 104)



JACK RUBACK, general manager, Western States Shows.

## CALL — M. R. Weer Shows — CALL

SHOW OPENS MILES, MICH., SATURDAY, APRIL 30.

With Best Spots in State to Follow. Six Fairs at Present and Numerous Street Celebrations Also—All Known Money Spots.

Want a few Legitimate Concessions, Virgin Territory for High Striker. Can place Frozen Custard, Root Beer and a few others. What have you?

Want Grinder and Penny Arcade Man. Write to J. J. Fredricks, 2432 Smith Ave., Detroit, Mich.

Want Man who understands Operation of Photo Gallery. Write Edgar McComb, Cassopolis, Mich.

Fair Secretaries

Celebration Committees

We have about three weeks open. If you want the Cleanest and Best 7 Rides and 7 Shows

Contact **MRS. M. R. WEER**  
CASSOPOLIS, MICH.

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ROXY AMUSEMENT REC'D.

### WANTS HIGH AERIAL ATTRACTION

Grand Opening, Montreal, May 27-June 18, Joliette, Que., June 24-July 9. Back in Montreal July 15-30. All Church benefits. Always in the heart of cities played. Can use good, honest, serious people only. Let us know what you have. Opening with 25 Concessions. One Exposition Top 60x100, one Grand New Mechanical Skill 20x100.

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MONTREAL, QUE., CANADA.

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### GREAT SUPERIOR SHOWS

WANT FOR BALANCE OF SEASON

Week of April 4th, Gallatin, Tenn. Eight Weeks Booked in Kentucky and West Virginia Coal Fields. All Mines Working Full Time, With Sixteen Weeks of Fairs and Celebrations. Long Season South.

WANT CONCESSIONS: Diggers, Cotton Candy, Long Range Gallery, Frozen Custard. All Concessions open except Cookhouse, Photo Gallery and Corn Game. All other Concessions come on. Will place you.

RIDES: Loop-a-Plane, Chair Plane, Caterpillar, Tilt. Will place one Flat Ride, Pony Ride, Auto Kiddie Ride.

WANT SHOWS: Athletic Show. Have complete frame-up. Want Men to take charge that will take care of Show. Will furnish complete frame-up to reliable Showmen. Can use Frocks and Circus Acts for one of the best framed Slide Shows on the road. ADDRESS AS PER ROUTE, THIS WEEK GALLATIN, TENN.

## ALL AMERICAN EXPOSITION SHOWS

OPENING SATURDAY, APRIL 23RD, WASHINGTON, IOWA.

LONG SEASON OF FAIRS AND CELEBRATIONS.

Can place three more Side Shows with or without outfits. Can place a few more Legitimate Merchandise Concessions. No racket tolerated.

Frocks and Acts for Big Side Show write JACK STARLING, Care Shows.

Address: MASON CITY, IOWA.

## THE W. G. WADE SHOWS

Will Open Saturday, April 30, in Downtown Pontiac, Mich.

We can use any show up to the standard of our midway, and that doesn't conflict with the following: Side Show, Musical Comedy, Snake Show, Darkest Africa, Hippodrome Circus, Congress of Fat People.

We can use Concessions, except Corn Game and Cookhouse.

All address

**W. G. WADE, 289 ELMHURST, DETROIT, MICHIGAN**

Phone, Townsend 8-1506.

## CANADA SIMS GREATER EXPOSITION SHOWS CANADA

CANADA'S OUTSTANDING MIDWAY

Show will consist of six Rides, four Shows, a Penny Arcade and 18 Concessions. The rides are Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Kiddie Auto, Tilt-a-Whirl and Caterpillar. Want Foreman and Ride Help. Have for Sale—Monkey Speedway, consisting of track, three cars and seven banners, the lot \$200.00. To date have booked eight good Fairs and an OLD BOYS' REUNION on the streets of Collingwood. This should be the outstanding spot in Canada this year.

Permanent address: FRED W. SIMS, P. O. Box 85, Toronto, Ontario.  
After April 8, FRED W. SIMS, Windsor, Ontario.

# Make 70¢ PROFIT on EVERY DOLLAR

## With ADVANCE POPCORN MACHINES

You Can Make A REAL PROFIT With the Efficient and Modern ADVANCE Machines That Really Sell Popcorn!

Popcorn is more popular today than ever. It is a leader in sales—and in profits. But you must have a new, modern, up-to-date machine: one that gets the most in sales—one that sells Popcorn! Why limit sales or profits? Get the maximum in both—and you can with an ADVANCE Machine! The new, modern features of this machine get the maximum in sales as well as the maximum in capacity and popping volume. You get everything in an ADVANCE Machine!



### The 'WORLD'S FAIR SPECIAL'

With Automatic Popping Control

The original and genuine World's Fair Popping Unit now with new automatically controlled popping temperature. A modern, big capacity model with the latest improvements. Does away with the bother and guess-work of popping delicious "French-Fried" corn. It assures maximum capacity and perfect results—always!

Popping capacity \$15.00 to \$20.00 per hour. New, modern cabinet design. Attractively trimmed in Chrome-Plated Steel with red and black enamel panels. Size: 75" high, 36½" wide, 26" long. All electric. Modern, indirect lighting. Every modern feature and improvement. Cabinet and Counter Models.



### The 'PROGRESS' Model

With Exclusive Illuminated Revolving Sign

Makes profits where others fail. Full cabinet size model with efficient "Con-Ring" Popping Unit.

Capacity \$8.00 to \$9.00 per hour. Attractive, illuminated revolving sign. Indirect lighting—all modern features. Easy to handle and operate. Size: 67" high, 25" long, 20" wide. Only one moving part.

OTHER MODELS also. All sold on easy time-payment plan. Low down payment — convenient monthly terms. ADVANCE Machines have "Flash"—with Lights, Color and Motion to get the Business.

Get our Catalog. See how ADVANCE "French-Fried" Machines will pay for themselves in extra business and extra profits. Write today!

# ADVANCE MFG. COMPANY

6322 St. Louis Ave.  
ST. LOUIS, MO.

### Heart of America Shows Busy in Quarters

KANSAS CITY, April 2.—Every day brings many visitors to the quarters of Heart of America Shows. Under guidance of John H. Castle and Toney Martone, a corps of workmen are busy from morning to night repairing and repainting rides and building new fronts, all to be ready for opening on lots of Kansas City.

Show will play three different locations in this city, all under auspices, after which it will play cities in Missouri during spring and early summer. Show has spacious quarters in North Kansas City.

### Johnson Sees Bright Days for Merchandise

KANSAS CITY, April 2.—C. I. Levin, of Midwest Merchandise Co., stated here this week that Edward Johnson, of that firm, had returned, after a three weeks' tour visiting carnivals and circuses in Missouri, Kansas, Oklahoma, Arkansas and Texas. According to Levin, Johnson reported that outlook for business in merchandise line loomed as far better at this date than for same period last year.

Johnson travels in a sample trailer and plans to visit many more carnivals and circuses as season gets in full swing Levin also revealed, and as well

that future of merchandise concession business looks most promising.

### Roger's Greater Gets Season Going

NASHVILLE, Tenn., April 2.—Roger's Greater Shows opened season here Saturday, March 26, and attractions were once again stretched along 40th and Charlotte street location. The show is somewhat larger than in previous years and made a favorable impression with patrons who spent rather liberally. Lehman Dougherty, concessioner, reported exceptionally good business. He recently purchased a ride.

H. V. Rogers, owner-manager, is prom-

inent in local civic affairs and had many well-wishing visitors opening night. Oscar Bloom, who is also playing here with his Gold Medal Shows, visited with members of his staff. Reported by Van Cameron of the Rogers staff.

### Bee Gets Ky. Blue Grass Circuit of Fairs

SPRINGFIELD, Tenn., April 2.—P. H. Bee Jr., manager P. H. Bee Shows, announced here this week the booking of Blue Grass circuit of fairs in Kentucky. The circuit includes Vanceburg, Grayson, Harrodsburg, Russell Springs, Broadhead, Lawrenceburg, Hodgenville and Russellville.

# ERIC B. HYDE SHOWS

Opening April 1, on Main Street Show Grounds, Auspices I. O. O. F. Showing Week April 4 on Assembly Street, both in Columbia. Week April 11, Winnsboro, S. C.; Week April 18, Gaffney, S. C.; Week April 25, Hickory, N. C.; Week May 2, Alta Vista, Va.; Week May 9, Orange, Va. Among our many Fairs and Celebrations are Italian Celebration, Hammonton, N. J.; Cambridge, Md., Fair; Kellar, Va., Fair; American Legion Tobacco Festival, Durham, N. C.; Zebulon, N. C., Fair; Wendell, N. C., Fair; Reidsville, N. C., Fair; Martinsville, Va., Fair.

Can place any Show of Merit with or without own outfits. Especially want Small Motordrome, Mechanical City, Monkey Circus or Illusion and Crimo Show. Can place Legitimate Concessions. Want one more Flat Ride; also Loop-O-Plane. On account of disappointment will book, buy or lease Merry-Go-Round. Want to hear from Pony Track and Kiddle Airplane Swings. Want to hear from one more Sensational Free Act to open April 1. In answering quote lowest salary.

## Address

**ERIC B. HYDE**  
Gen. Mgr.

**HARRY RAMISH**  
Gen. Rep.

2411 Two Notch Road,

Columbia, S. C.

## SHOOT 9 HOLES GOLF — WITH — SHOOT-A-GUN

Only Machine Built that Automatically Collects Money and Loads Gulls.

Sensational New Target shows graphic picture in colors of 9-hole golf course. Players shoot out 9 holes with rifle or pistol. Machine equipped with special air-guns having appearance and "feel" of high powered guns. No ammunition costs. Player has 10 shots for a nickel. Location-tested.

# \$97.50

One-third with order, balance C.O.D., F.O.B. Lansing, Mich.

WRITE — PHONE — WIRE for information.

**SHOOT-A-GUN**  
Sales Company

521 E. MICHIGAN AVE., LANSING, MICH.

## STRATES SHOWS

"AMERICA'S FOREMOST MIDWAY"

OPENING THURSDAY, APRIL 14, WELDON, N. C.  
FOLLOWED BY A ROUTE OF THE BEST STILL DATE SPOTS IN AMERICA  
AND 14 REAL CLASS A FAIRS.

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS CALL

WILL BOOK ANY REAL SHOW NOT CONFLICTING.  
WILL BOOK REAL CRIME SHOW — MIDCET SHOW — GRIND SHOWS.  
CAN PLACE TALKERS AND GRINDERS — GIRLS FOR ILLUSION SHOW.  
CAN PLACE CONCESSIONS — LEGITIMATE MERCHANDISE CONCESSIONS ONLY  
AND NOT CONFLICTING.

WILL BOOK CATERPILLAR — TILT-A-WHIRL — BOOMERANG — HEY DEY  
OR ANY RIDE NOT CONFLICTING.

All Address STRATES SHOWS CORP., Weldon, North Carolina.  
"AMERICA'S MOST BEAUTIFUL 25-CAR SHOW"

## WHEELS!! WHEELS!! WHEELS!!

Merchandise, Mutual Horse Race and P. C. Wheels for Carnivals, Parks, Clubs, etc. "French" Wheels are known country-wide for their beauty and perfection, unsurpassed in quality. 1938 Catalogue of Wheels and Games is ready. Send for it!

**FRENCH GAME & NOVELTY MFG. CO.**  
1437 No. 16th St., Milwaukee, Wis.

## Spring-Quarters News and Gossip

As Reported by Representatives for the Shows

SHOW LETTER WRITERS, ATTENTION! Many Spring-Quarters News and Gossip letters had to be left out of this edition owing to late arrival and carelessly prepared copy. NOTE! All matters submitted for publication should be written on a typewriter, double spaced. Not with pen nor pencil, nor all capital letters typed. Kindly have copy reach The Billboard, Cincinnati, by Thursday morning of each week, no later. Your co-operation will be appreciated.—Carnival Editor.

### Goodman

(Railroad)

LITTLE ROCK, Ark., April 2.—There are 100 men working seven days a week at quarters. Work is supervised by Art Riley, superintendent of construction, and Frank Siebert, chief artist and decorator. Several new wagon fronts are nearly completed. Wagons are painted red, with silver lettering and yellow undercarriage and wheels, trimmed in green. Chief Jack Goodbrake is kept busy. Professor E. Heinemann returned from Europe with Santata, headless girl. Leonard Duncan, owner of Sheebat Revere, and Ray Hamilton and wife, managers, joined the show. Doctor Samuel L. Friedman, Life Show, has been treating those on sick list. Dave and Helen Stock have their crew busy repairing rides. The Stocks gave a party March 25 in their rolling home, celebrating the sixth wedding anniversary of Mr. and Mrs. Milton M. Morris. Among those present were Mrs. Goodman, Mr. and Mrs. R. W. Richards, Dr. Samuel Friedman, Professor E. Heinemann, Joe Goodman, Mr. and Mrs. Grant Chandler. Goldie Pitts is directing work on new sideshow, which is nearly finished. Eddie Cosmick, who has booked Fantasia, will arrive soon. Big snake and sea monster exhibition will be in charge of James H. Dunlavy. Mr. and Mrs. Max Goodman returned to quarters from a business trip. Mr. and Mrs. Lynn Smith, of penny pitch fame, arrived to join.

R. W. RICHARDS.

Wolf, of Wolf Greater Shows, who returned from California; Ray Warren, photo gallery operator; Eddie Hogan, last season The Billboard agent and concessionaire with show; Alvin Schultz, Jack Heeschen, Lowell and Dwight Basinet, of Wm. Basine & Sons Shows. Assistant Manager Kennet Kay Lyman efficiently assumes duties incumbent upon him. A very able gentleman and a welcome addition to fold. Show trucks will roll out of quarters, occasion being Mrs. Frisk's moving to her new home. March 17 marked end of first year for writer with this organization. Jack McCarthy left for Independence, Mo., to obtain load of equipment for his two shows.

NEAL LANNIGAN.

### Imperial

GRAND RAPIDS, Mich., April 2.—Work is progressing nicely. Weather has been fine and boys have been working overtime. Louis Sorenson came from Chicago to supervise building of his three shows and is much elated over his color scheme and lighting effects being used. Ray Davidson arrived with four truck loads of show paraphernalia, unloaded and started for Fairbault, Minn., to bring back new stream-lined Tilt-a-Whirl recently purchased by Edward A. Hock. Bob Kenosian started decorating and repairing Merry-Go-Round and EH Wheels and re-wiring both rides. Lighting effects will be novel and new. Hock is East looking over some new riding devices. Ten new flood lights have been purchased and James Smith, electrical engineer, is drawing up plans for building of some new towers for lighting Midway. Work started on building new transformer truck. Visitors: Johnny Mulder and Red Lane, of corn game fame; Harry McDonald, Billy Peters and Jack Herzog, of sawdust ring. There will be plenty of new canvas on midway and several more new trucks and trailers will be purchased before show starts on road.

LEW MARGUSE.

### Douglas

PUYALLUP, Wash., April 2.—Weather is good here and work going strong. E. O. Douglas bought a Walter ride to be operated by Leo Olson. Mrs. Douglas purchased a special built semi-house trailer recently. Lisco Pearson is getting office in shape. Al Hamilton will hang paper and operate four concessions. Harry Goodman is building new concessions, including a bingo. Harold Cottle is building a new penny arcade and fish pond. Jack Oddy, head paint mixer, has crew painting trucks and rides. Charlie Wood is rebuilding candy floss and popcorn concessions for Pearl Jones. Lenard Peterson has all road equipment in shape, and Verlyn Ehly has big EH Wheel ready. Roy Miller is building a four-wheel trailer grab stand. New exhibits have been added to Crimo Show. Roy Peterson is putting lead gallery in shape. Jimmy Ross is finishing Tilt-a-Whirl and Johnny Solheim, Merry-Go-Round. Paul Custer, with Speed Olson, is getting canvas in shape. William Armitage bought two new concessions too. Maxine Rose will have Girl Show. Show will have an entrance arch and two exits.

CUTLER JONES.

### E. J. Casey

(Motorised)

ST. VITAL, Man., April 2.—Work is going forward at rapid pace. New entrance arches have been built for big EH and Mixup, these to carry illumination in bright colors. Jim Major will have charge of big EH again this year. Percy Labelle and wife will be with us this season. Percy in charge of light plant and Mrs. Labelle lot cook house. Professor Kharde will have charge of new Ten-in-One show, along with Johnny Chernoby, seal boy; Mrs. Red Walker and Jack Chernoby. New Crimo and Torture show rapidly nearing completion. Irlie Willis, electric chair; Jack Alt and C. Red Walker will have charge

### Dee Lang

EAST ST. LOUIS, Ill., April 2.—Activity continues in quarters; everything being put in tip-top shape for opening at Alton, Ill. Shows and rides being rehabilitated and repainted. All new canvas has been purchased. New all-white Chevrolet trucks purchased from Charles T. Goss, and new trailers purchased from Eli Bridge Co. New fronts have been built for Minstrel, Hollywood Theatre, Crime, Life, Snake, Monkey and Slide shows. Complete new front for Penny Arcade. Dodgem ride rebuilt and modernized. Show will be largest and most beautiful in appearance at any time in its history. Visitors: Mr. and Mrs. Jack Meyer of Cresco, Iowa. C. B. NEWCOMB.

### K. G.

FORT SMITH, Ark., March 26.—Show is set to pull on lot. Superintendent C. C. Hutchison and crew have gone good work at quarters. Manager K. G. Clapp returned from trip North. General Agent Bob LeBurno is lining up spring dates. Cecil Stanton and wife left for a trip North. Recent visitors: Tom and Ann Wilson, of Snapp's Greater Shows; Tom Brown, Greater American Shows; Slim Johnson, of Kansas City; Mr. and Mrs. George Gillihan, Paola, Kans. and Mr. and Mrs. Bill Evans, Conway, Ark.

LEE STICH.

### Frisk

MINNEAPOLIS, April 2.—As weather rapidly takes on Spring dress, work at quarters is being expanded to outdoors. Ride Superintendent J. E. Burns and Assistant Earle Price arrived from Chicago and are going over ride and truck motors. Manager Mrs. B. C. Frisk returned from a booking trip. Special Agent Bridwell announced acquisition of a new Dodge panel truck which will be used ahead of show, in addition to No. 2 sound truck. F. W. Fritze, scenic artist, engaged to decorate two more panel fronts and No. 1 sound truck which will be used back with show. Diamond Sign Co. has been awarded contract for building new custom built Neon and incandescent lighted, chromium trimmed entrance arch. Gabe Lester assumed charge of two corn games owned by management. Phil Warren is busy with construction of a new cook house, cafe style. Visitors: Wm.



# GOODMAN WONDER SHOW INC.

JUST A BETTER SHOW  
 WORLD'S NEWEST RAILROAD EXPOSITION  
 ADDRESS — UNTIL APRIL 23 — P. O. BOX 21, LITTLE ROCK, ARK.  
 PERM. ADDRESS — 77 5TH AVE., NEW YORK, N. Y.

## WANT

ONE MORE SENSATIONAL HIGH FREE ACT — ONE OR TWO MORE OUTSTANDING SHOWS — FINE OPPORTUNITY FOR MONKEY SHOW.  
**RIDES — NOT CONFLICTING**  
 Correspondence Invited From Reliable Ride Owners and Showmen with New, Novel and Modern Ideas, and Shows with or without Equipment.

## CALL

ALL HOLDING CONTRACTS PLEASE ACKNOWLEDGE THIS CALL AT ONCE.  
 SHOW OPENS APRIL 16, 1938, AT LITTLE ROCK, ARK.  
 FAIR SEASON STARTS JUNE 27, 1938, AT NORTH DAKOTA STATE FAIR, GRAND FORKS, N. D.

## EXECUTIVE STAFF

### MAX GOODMAN

**DIRECTOR GENERAL**  
 L. CLIFTON KELLEY..... General Agent  
 JOS. E. ROWAN..... Special Agent  
 DEVERLY WHITE..... Advance Publicity  
 ART RILEY..... Supt. of Construction and Lot  
 W. J. GRIFFITH..... Train Master  
 DR. S. L. FRIEDMAN..... First Aid

### MILTON M. MORRIS

**MANAGER**  
 GRANT CHANDLER..... Assistant Manager  
 KATHERINE RILEY..... Secretary and Treasurer  
 ROLAND W. RICHARDS..... Publicity, Radio With Show  
 MAX KLEPPER..... Supt. of Concessions  
 LOUIS YAFFA..... Secretary of Concessions

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 WE ARE TRULY GLAD TO BE WITH IT

**TOW HLES**  
 WALTER BECKMAN..... Scooter Foreman  
 CLARENCE ROUNDS..... Whip Foreman  
 FRANK STIBERT..... Hey-Day Foreman  
 EDWARD LATHAM..... Chief Artist  
 DOCK WELCH..... Assistant Electrician  
 PAUL MOORE..... Sound Technician  
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**D. B. & HELEN STOCK**  
 RIDES... WOULD LIKE TO HEAR FROM FORMER EMPLOYEES

MAYO WILLIAMS  
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 ALLEN LOVE  
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 JOHN NISLEY — Baby Auto Ride Foreman

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 "FANTASMA"  
 The Show Beautiful

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 "LIFE" EXHIBIT  
 THE MOST IMITATED EXHIBIT IN THE WORLD IT MUST BE GOOD.

**LEONARD DUNCAN**, Owner  
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 "SHOWBOAT REVUE"  
 BARKTOWN MUSICAL  
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**PROF. E. HEINEMANN**  
 Just Returned From Europe With "SANTAITA," Headless Girl.

**JAMES H. DUNLAVY**  
 BIG SNAKES and SEA MONSTERS

**MR. AND MRS. BO SHERMAN**  
 LION MOTORDROME

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**ISADORE FIRESIDE**  
 "MURPHY'S COOKHOUSE"  
 Where Cleanliness and Quality Predominate.

**MR. & MRS. LEONARD SMITH**  
 PENNY PITCH — BALLOON DARTS — CAME RACK  
 CLINTON SMITH, Jewel Coffee Agent.

FAIR SECRETARIES AND COMMITTEES DESIRING TO BOOK A MODERN CARNIVAL OF HIGHEST QUALITY AND INTEGRITY, PLEASE COMMUNICATE WITH US FOR FULL INFORMATION. THIS ORGANIZATION IS CONDUCTED ONLY UPON HIGHEST ETHICAL BUSINESS PRINCIPLES AND HAS MODERN, CLEAN EQUIPMENT AND ATTRACTIONS.

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**Mid-Way Products Co.**  
 3037 Main St. Kansas City, Mo.

**WANT TO BOOK HIGH CLASS CARNIVAL**  
 for **MACOUPIN COUNTY FAIR**  
 Carlinville, Ill., August 9 to 13, inclusive.  
 Get in touch immediately with **TIM DONNELLY**, Carlinville, Ill.

**ZEKE SHUMWAY WANTS**  
 MOTOR CYCLE RIDERS FOR HELL DRIVERS SHOW.  
 Can use any Novelty Motor Cycle Acts. Al Trapp and other Riders with me last year come on or write me care of Beckmann & Conroy Shows, San Antonio, Tex.

of this. E. J. C. warehouse is humming with activity, rides have been repainted, motors overhauled and everything will come out like new. Joe Carter will have a new top for Hoop-la. Jack Bailie is building a new top for his darts. Ben Lieb writes from Infree, Alta., that he will have a new air gun game, his brother, John, a new bowling game. Bullmoose Kerlake is busy painting. C. Red Walker will again have advance and advertising. Boss E. J. Casey is not saying very much about bookings, but he says they are away ahead of this time last year. Complete new line of pictorial show posters has been ordered. This the fourth season, show is fully motorized.  
**FRED L. FRESCOTT.**

## New England

**(Motorized)**  
**PORT FORT, Pa., April 2.**—Bill Cushing is painting an overhauling sound truck. Mother Cushing completed a new front for snake show. Buster Gordon, high diver, will remain in Miami until opening. Billy Otroud is busy at show's offices in New York. Ross Manning, general representative, spent last week in Somerville, N. J., where show will open. No reports business booming there.  
**ALFRED P. YOUNG.**

## Barkoot Bros.

**TOLEDO, April 2.**—Work at quarters is well under way. Frank Morrow and Elsie Gordon arrived from South. K. G. Barkoot purchased two kiddie rides and a fun house and booked four shows. Eddie Herman will have Girl show. The Guthries have been contracted as free act.  
**H. G. HOCKETT.**

## Bentley's

*(Baggage Cars and Trucks)*  
**REYNOLDSVILLE, Pa., April 2.**—Everything set for opening in Dubots, Pa., except minor details, which will be taken care of, after show has set up, which will be several days previous to opening. New design for poster paper will be made by Traingle. New front for Posing show, which will be managed by Charles Tashgy, is really a beauty. New plan of putting Octopus in rear of

midway and Chair Plane in center should prove successful. Route has repert dates and several new ones. Ella Carver, high fire diver, is free attraction. High Life, girl revue and Jungle show are under management of Charles Tashgy. Circle of Death, Deck and Babe Keller, Freaks of All Nations, Frank Zorda; Illusion, Life and Goldfish Girl; Sam Hull, Eden, Jean LaVerne; Armand, Pete Zanin. Policy of show this year will be to make special tightly awards, consisting of radio, electric sweepers and electric washing machines, with purchasers of tickets to any attraction, except concessions, receiving ticket entitling them to take part in award. Two, instead of one Kiddie's days will be held each week, with a special plan being used to draw kiddies. Children's matinees will be from 2 till 6 p. m. Show staff: Herman Bentley, general manager; Harry E. Wilson, assistant manager and press agent; Bonnie Smith, business manager; William E. Whitmore, secretary; Mrs. Herman Bentley, treasurer; H. Copping Bantley, in charge of first aid tent, with M. A. Birts, nurse; Frank Shepard, electrician and lot superintendent; Louis Rosenberg, billposter; Sam Hull, chief mechanic; Dick Keller, scenic artist; John Long, chief of motor transportation; Jimmy Marshall, boss carpenter; George Blakely, boss canvasman; William E. Whitmore, in addition to duties as secretary also will be *The Billboard* and mail agent.  
**HARRY E. WILSON.**

## Royal

**BROOKVILLE, Pa., April 2.**—Sun shining, but high winds and lowered temperature is keeping folk close to the fire. Real activity in paint shop where Bud Foreman has charge of a three-man crew. The Mettlers arrived, including George, Joe, Gene and R. S. and wife. Whittie Beld and son arrived from Clinton, S. C. Charles LeBond came in from Rochester, N. Y. He is first keeper in wild animal show, and in less than one hour of reporting at quarters his business started, with ease shifting of new shipment of cats and monkeys from Meems Bros. & Ward. Another shipment due to arrive from Universal Products Co. Walter Baker arrived in his new

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 35 cards, \$8.25; 50 cards, \$9; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$14; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 20 sets of 100 cards each. Typed in 2 rows across the cards—top up and down. Lightweight cards. Per set of 100 cards with markers, \$8.00.  
 All items and extra sets are complete with word markers, tally and direction sheet. All cards size 5x7.

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Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or punched in playing and item numbered. 3,000 different cards per 100, \$1.25, without markers. Set of markers, 50c.  
 Automatic Bingo Shaker, real glass, \$12.50  
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General Mgr.

**OPENING APRIL 30th**  
**GALA NEW SEASON**  
**IN**  
**ALEXANDRIA, VIRGINIA**



The Silver Streak Special of 35 cars leaves Richmond, Va., on Wednesday, April 27, and will arrive in Alexandria on the 30th for the opening. All parties contracted are hereby notified and are urged to be on the lot in plenty of time for the opening.

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truck and has charge of building of new fronts. Manager Bert Rosenberger is sending three large trucks to Ripley, Ohio, to bring in Merry-Go-Round and Big 21 Wheel. Andy Blackmon, owner of The Octopus, is on his way to Brookville, accompanied by wife and daughter. Irving Lewis, who has Rainbow Revue and Posing Show, arrived and is highly enthusiastic over bright and modern appearance of fronts and other paraphernalia of his shows. Mr. and Mrs. George F. Derman arrived from Key West, Fla. Pony track herd was augmented when Gypsy, little lead pony on six pony hitch of band wagon, foaled a handsome little son, has been named Arnyca. Juan Mayflorida (Mexican Joe) is due soon to take charge of pony top.  
**RAMON METTLER.**

**Winters**

(Buggie Cars and Trucks)

**BEAVER FALLS, Pa., April 2.**—Building room here being too small, Owner Henry H. Winters leased grounds at Burgettstown for four weeks and all show property will be moved there. General Manager Curtis L. Beckus is at Burgettstown, where he is making his home. It has been definitely decided to inaugurate season at Aliquippa, Pa. New canvas ordered from D. M. Kerr arrived, also paint from Phelan & Faust and electrical equipment from Brighten Lamp Co. New additions to working crew are Charles Hull, Ernest Firestone, James Winters, Peter Lasher, Alfred Trimm and Albert C. Bartella. Sam Davis sold his 21 Wheel to Roy Jones and was shipped to Pittsburgh. Winters had a slight case of ptomaine poison but recovered. He put blame on a can of apple sauce. Beckus broke a spring while making a detour on trip from Lynn, Mass., here. An old-fashioned checker contest is now in progress among boys and it looks as if Peter Lasher will be crowned champion, as he is nine games up on his nearest rival, Charles Hull. Winner will receive two cartons of his favorite cigarettes donated by Winters. Lucy, Mrs. Winters' Angora cat, gave birth to quim-kittlets last week. A card from Leo and May Jackson says they will play auditorium at Springfield, Mass. Callers: Jackie Briggs, Al Smith, Sam Atkins, Bill Eaton, Tony Pasquale, Harry Smith, Bill Jones, Clarence Perkins, Claude Osborne, Cris Finn, Mr. and Mrs. Al Strong and Harold Wilbur.  
**CARL O. BARTELS.**

**Cavalcade of Fun**

(Trucks)

**PITTSBURGH, April 2.**—Work in quarters will begin next week and Lloyd Reese, manager, promises plenty of action. Roy J. Gooding with rides will move into Greensburg in time for openings. Morgan Davis of Pittsburgh will have charge of all canvas attractions. Following concessionaires booked: P. Dickson, cookhouse; E. H. Shephard, bingo; Mrs. R. J. Gooding, popcorn and ballgame; Frank M. George, high striker, cigarette gallery, peanuts and photo gallery; Syavilla Dawson, candy apples and mule game; W. A. Thomas, short range shooting gallery and Devil's bowling alley; Jim Mathews, Grover Morefield, Clyde Butler, Bert W. Foster and Max Gloth.

Show will feature pay gate with prizes and free acts. Staff: Lloyd Reese, manager; Eldora Ilamail, secretary; Frank George, lot manager; Max Simons, special agent; Jay Berman, electrician.  
**LOYD REESE.**

**Penn-State**

**BETHLEHEM, Pa., April 2.**—Everything in readiness for tour of Penn-State Shows which will open in Phillipsburg, Pa. Show management owns its four rides. Show will operate with free gate and will carry only legitimate concessions. Has sound wagon for advertising and a keystone shaped arch with neon lighting.  
**ELSIE WALTZ.**

**Miner's**

**PHILLIPSBURG, N. J., April 2.**—P. B. Parker arrived at quarters and is getting rolling stock ready. New canvas will be on midway this season. Concessionaires booked are R. Parker, darts; H. G. Brown, bingo; B. Crimi, popcorn and candy apples; V. Nocerino, custard machine; L. Light, birds, hoopla and pitch-tf-you-win; O. J. Tarbox, cigar gallery; M. Malang, bottles, cake and radio wheel; A. Mead, balloon game and sound car; H. Valde, palmistry; J. Fildberg, grocery wheel; T. Barber, pin games, and J. Par-

ker, cookhouse. Writer will have a concession. Show will open in Pottstown, Pa.  
**M. PIMENTEL.**

**Warner-Byers**

**COLUMBUS, O., April 2.**—Hoster is lined up for opening here. Concessionaires are Howard Brem, cane rack and grab; John Colburn, cigar shooting gallery, dart game and balloon pitch; James Keller, bumper and clothes pin; Pete and Walt, dart store; Mrs. Roy Barber, pan game; Gene McDonald, dart game; Wilfred Perks, hoopla; Don Stewart, milk bottle, cat game, popcorn and balloon dart; Altha Byers, corn game. Stewart Byers and Amos Miller have kiddie auto ride; W. M. Byers, merry-go-round. Logan Davis has free act. Staff: W. M. Byers, manager; Don Stewart, secretary; Altha Byers, treasurer; Roy Barber, general agent; John Colburn, lot superintendent; George M. Reed, press. Manager Byers returned last week from trip East, where he purchased merry-go-round.  
**GEORGE M. REED.**

**Rubin & Cherry**

**ATLANTA, April 2.**—Activities at quarters are at their peak in preparation for departure from Atlanta for opening of season in Richmond, Ind., auspices of Knights of Pythias. Men in all departments working day and night finishing up construction of new fronts and completing building of wagons. Much equipment already packed ready to roll. Pullman and private cars of Mr. and Mrs. Rubin Gruber being remodeled and repainted, including new circulating water system. All fat cars and dining car are in fine condition. All in all there are 40 cars and 150 wagons. Several new wagons built to house new midway lighting, equipment consisting of eight new steel towers and revolving searchlights. Under test floodlights were seen five miles away. Hugo and Mario Zaczni, cannon act, and families due to report soon. These human projectiles will be shot from giant cannon high across midway as free act afternoon and evening. Numerous midway shows are being rehearsed daily with cast of performers going thru regular routine. Rides packed away ready to go. No expense has been spared to make midway of shows, rides and concessions best ever presented in history or Rubin and Cherry's 25 years in outdoor show business. In a few words, a real high-class policy will prevail. Personnel: Joe Redding, general manager, is plenty busy, Pessy Koffman, special agent, arrived from Miami, Bill Cain, superintendent electrical department, flew to Miami to visit Mrs. Cain, who has been ill. Sammy Smith, superintendent transportation, ready to bring 'em in again on time. Gus Woodall keeping everybody happy with three square meals a day. Chick Allen, owner and manager of concessions, is enjoying reunion with his brother, Buck, of Gold Medal Shows. John Hutchens sporting new diamond tie pin, a birthday present from Mrs. Hutchens. Many new faces at quarters. Mr. and Mrs. Ed Love and daughter, Helen, Mr. and Mrs. Mike Reed and many other former Rubin & Cherry associates have returned.  
**ED SQUIRES.**

**Eudy Bros.**

**MIAMI, April 2.**—Funland Park now looks like a full fledged quarters. All rides and equipment that was used in Florida past winter is under repair. Thirty workmen are busy from daybreak until dark putting on finishing touches, prior to loading for shipment to main quarters at Goldsboro, N. C., where rest of equipment stored there will be worked over. New modernistic fronts will be built there. Management put in a

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OPENS APRIL 30 IN SOUTH PITTSBURG, TENN. WANT FOR MONEY TERRITORY AND BIG 4TH OF JULY CELEBRATION AND 12 BONA FIDE FAIRS TO FOLLOW. Will book or buy Radio Rides or any other Rides that doesn't conflict. Want 10-15-1, 2-10-1 People. Make Show People or any other capable shows with or without outfit. Henry Paladino and Don Standen get in touch with me. Circus Acts, Comedians, Stage Manager, Band Leader and Musicians for Colored Minors, or would consider an Organized Show. Salary and percentage. Also Man to handle Fruit. All Legitimate Concessions open. Prices reasonable. All capable Show People get in touch with me. Address: All mail to: **ELLIS WINTON, Mgr., Manchester, Tenn.**

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WANTED: Sober, Steady Man to handle F-Car Wagon, Must drive well. Also Second Man. Opening for Legitimate Concessions that reach for stock. Pitch-Tf-You-Win, Short Range Gallery, Long Range Gallery, Spring Stakes, Frisco Sizzlers, Novelties, American Palmistry. Georgia Red, Jack Wanda, get in touch at once. Ride Show People, good break to feature. Fat Old Mount, good Attraction for Amos. Midway Jack Nelson and Max Duggan, write. Will buy Monkeys at reasonable price. Girls for Posing and Dancing need partners. Get with a Show that starts from agents.

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A Column About Bingo in the  
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Department  
**THIS WEEK and EVERY WEEK**

large order for chromium and neon to be used on fronts. Eddy Brothers and Bill Tucker were very well pleased with park season. Eddy Bros. Shows were well pleased with all fairs played past winter. Eddie Hoffinger, secretary, is anxious to get in new office trailer purchased last week. WILLIAM R. HICKS.

Johnny J. Jones (Railroad)

AUGUSTA, Ga., April 2.—This last story regarding quarter activities. Daily bright red wagons are loaded, newly painted and revamped show and ride equipment moved out of buildings and loaded on train for first move. Building of equipment and rebuilding old rapidly coming to an end. The exposition did not hibernate during winter months. Every shop department was kept active preparing for 1938 tour. Many new and old faces appearing daily. Moe Eberstein and crew finished his new Since Days of Eve attraction. Johnny Branson reports his two shows ready. Carl J. Lauther and company arrived and putting finishing touches to three shows under his management. Karl J. Walker and his Gay New Yorkers finished their theatre tour. Diamond Kitty and Manager E. V. McGarry due to arrive. Royal Russian Midgets wired. "Received our American citizenship papers and are leaving Montgomery, Ala. for Augusta." Concessioners Cliff and Betty Bammel, up from Florida after a winter's rest. Lipsky and Padcock report that their department is ready. Louis Napoleo arrived to take up duties crating on front of Temple des Rhumba. Edgar Hagen arrived and signed as general announcer. Visitors during past week: Walter D. Nealand, well known press agent headed list. Visitors from Art Lewis and E. K. Smith's Greater Atlantic shows playing here daily to look it over. Troupers from J. J. Page shows in quarters in Augusta, visited often. Pearl Harvey, operator of Caterpillar ride, now fully recovered from her operation and long siege of illness. Chas. Himes successfully underwent an operation for cataracts of eyes and on road to recovery. When train is fully loaded, Manager Tom Allen will take off his hat and say to different shop department heads. Tom Salmon, C. L. Hall, Geo. Shannon, Dave Sorge, James McElhenny, Bob McAdoo, H. L. Reynolds, Dell Lamkin, Nappy Dorrock and all mechanics, "not only money and time can put out a big show, but craftsmen with years of experience as well." STAR DeBELLE.

Miller Bros.

WICHITA, Kan., April 2.—Show's work is going full force with arrival of Owner Merris Miller last week. Octopus arrived from Salem, Ore., last Wednesday and was unloaded. This is a new Octopus and there were four of them in one car, one for Anderson-Strader, one for Snapp Greater, one for J. L. Landes and one for Miller Bros. shows. Ernie McCollum, general superintendent, is hauling all show property that was stored in Oklahoma to quarters here. Everything will be gone over and given a coat of paint. Bill Bacon is building new fronts for Harlem Review and Beautiful Hawaii, both office shows. Maurice Miller Jr. is managing museum, which is doing fair business. General Agent Billy Gear made trip to Omaha. He put show on streets for a celebration for two weeks. Davidson, who manages cannon act, is lettering cannon to give it flash. He reports all successful try-outs on Oalveston Beach all winter and is prepared to give one of most sensational acts ever presented. Act is well costumed. Johnny LeVans, circulation manager of Wichita Beacon, a great show fan, is daily visitor as well as his brother, Max LeVan, who is editor and publisher of Beacon. Harry Miller and Mrs. Billy Gear sold their restaurant, and are devoting their time to show's interests. Mrs. Billy Gear as special agent. CARL CARLETO.

Curl

LONDON, O., April 2.—Work is going full swing at quarters under direction of Don Wagner. John Henry will be in soon with cookhouse and other concessions. Mrs. Curl is building a new popcorn stand. Manager Curl added two new trailers to rolling stock. Leon Spencer booked his concessions with show, Mr. and Mrs. Harry Darling will have their dart store on midway, and Mr. and Mrs. Bolger will be with girl show. Paul Miller has several new acts for his show. Eddie Doyle writes that he also

has new side show features. Doc Edwards has a new Dodge car. Mrs. Solter, wife of Bernie Solter, died at her home in Xenia, O. recently. Bernie was Big 211 Wheel foreman last season. Manager Carl returned from a buying trip, on which he got new cable and electrical equipment. A new idea in form of a jungle show will be a midway feature this season. Mr. and Mrs. Pep Hartley were visitors past week and Mr. and Mrs. Ike Chapman report having a pleasant time in Florida. They will be with the show this season. DOC EDWARDS.

Couch & Bryan (Motorized)

STUART, Ia., April 2.—Work is progressing and has started on new office trailer which also will house sound system to use for broadcasting announcements and music on midway. Couch & Bryan are building a new ride to be titled as Auto Galloper. Clyde Riesbird will be foreman of it. Local children have been receiving many free rides past week as rides were being tested. Contracts received from Jack C. Gentry for corn game and also from Aerial Wallingfords for free act. George Townsend wrote stating he is bringing on two shows. New midway marquee is being constructed and will carry banners and also held sound system horns. Clem Diebold, midway clown, is breaking in a monkey to use on midway. Bebo Vosa, clown musician, completed new trailer. Everyone has midway fever as weather past few days has been excellent show weather. Show will open in May. General Manager K. Couch recently returned from a successful booking trip. SALLY PENNAR.

Byers & Beach (Motorized)

EAST ST. LOUIS, Ill., April 2.—All motorized equipment has been completely overhauled, and all trucks painted red with gold and black lettering. Work is completed in quarters. Show is loaded and ready to move on lot for Belleville, Ill., opening. John Howard arrived with Hollywood Museum, having spent winter playing week stands thru-out Middle-West. Larsen family band arrived from Batesville, Ark., with new holly truck and complete outfit. Minstrel show has been organized by management, consisting of 20 people, and under direction of Thad Hisen. H. V. McMahon arrived with Tropical Monster show, and has flashy panel front and new top. Harry Dickerson, another newcomer to show booked his cookhouse for season. Beagle hound, social security show pet, is busy helping writer round up show personnel for Social Security information. DON TRUEBLOOD.

Cetlin & Wilson

GREENSBORO, N. C., April 2.—Mr. and Mrs. G. M. Cooper arrived from Florida. Charles Cohen went to New York on business. I. Cetlin returned to quarters from a trip East. Ernest Anderson completed front and background for Bench Bentum's Bold Buccaneers. Bentum arrived from Philadelphia. Mrs. Frank Campbell, sister of Mrs. J. W. Wilson, had misfortune of breaking a leg in falling off a horse. Scooter building repaired and repainted. James E. Strates, of Strates Shows; William Glick, of Ideal Exposition; Jack Gilbert and Max Levine, of World of Mirth, were visitors. Gean Shriver getting his concessions in shape. Kitty Swisher waiting opening, everything ready to feed folk. Charles Cohen's crew remodeling bingo, also repainting Hide-O. Doc Garfield has everything ready. Newborn son of Mr. and Mrs. Jesse Odell going nicely. Mrs. Opal Miller had to go to hospital this week for an operation. John W. Wilson under dentist care for past week. Frank Maswick very busy overseeing all that is being done by different crews under him. GEORGE HIRSBERG.

Gooding

COLUMBUS, O., April 2.—E. C. Drummond is in charge of paint shop; George Boule, superintendent of machine shop; Harry Potter, carpenter work; George Pence, superintendent show construction, and Blaine Gooding, superintendent of transportation. Work at quarters is going strong and rides, shows and truck-in-k equipment will have a new appearance, as they have been thoroughly revamped. Two new International tractors and one new Grammm semi-trailer have been added. Six new 40-foot towers with revolving illumination, which will pen-

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trate four miles, are being built. Other additions are a new Boomerang ride, Ro-lo Funhouse and ride and a Hi-De-Ho Funhouse and ride. Free acts engaged are Aerial Bauers, Valencia High Pole Act and Virginia Senior, "Sky-High Girl." P. E. GOODING. WILSON AMUSEMENT SHOWS Opening in Central Illinois April 20. Can see other and reliable info. Attractive proposition for the right showman. Will furnish new 20x30 Top. Concessions Open: Fish Pond, Grass Joint, American Panhobby, Carmel Cows and Candy Flows. Have Merry-Go-Round for sale. Fair Societies and Celebration Committees, for great shows and up-to-date attractions, get in touch with us. We cater to Illinois. Ray Wilson, Gen. Mgr., Astoria, Ill.

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## Full Date Carnival Show Letters

As Reported by News Representatives for the Shows

### Crafts

(Motorized)

**SAN BERNARDINO, Calif.**—Ten days ended March 27. National Orange Show. Weather good. Business, fair.

Sixth consecutive year for this organization and 26th annual citrus classic has been held in San Bernardino. Orange Show opened with a record-breaking crowd first Saturday and Sunday and tapered down to usual weekly crowds that were common in other years. Midway was laid out in fine style by O. N. Crafts himself, as Roy E. Ludington being in lower valley with Crafts 20 Big Shows remained on duty there until arrival of equipment here. First time Roy missed laying out midway here in ten years. All riding devices were installed in center of large plot, shows surrounding rides.

All concessions were located under a special constructed steel roof and permanent buildings that have frontage of 10 and 20 feet. Concession arrangement was made years ago when early February dates usually brought a lot of rainy days. Nate Miller arrived from Philadelphia by plane in time to install Stratoship ride that was new on midway this year. Another new ride to make its debut was Eyerly Aircraft ride, Roll-O-Plane. Abner K. Kline and Lee Eyerly flew down from factory at Salem, Ore., to check how crowds enjoyed ride and went back satisfied as O. N. Crafts purchased ride, which must have been good enough authority to them. Roll-O-Plane will be a success. Jimmy Lynch, cookhouse, did a good business. Red Crawford, Lion Drome and Miller's Monkey Circus shared in good business on two kiddie days. Aven Gayles Follies ran away with top honors during nighttime gross. Hey-Day was tops on rides, followed by Lusse Skooter, Lindy-Loop, on flat rides. Nine aerial rides were on midway. Jim Pugh's Pony-Go-Round and Sol Golden's miniature streamline train did capacity business among the youngsters as did Crafts Kiddie and rides in charge of Clarence Turner. Wesley Cooper of Skooter, Sam Caldwell of Twin Loop-O-Plane, A. P. DuShane assistant, all departed for Northwest. George Black, boss canvasser for Karl Miller attractions on midway, quit here. W. H. McCormack opened here with two Crafts fun houses, Giggie House and Humpty Dumpty. Pop Eye Fun Ship going to No. 2 show in San Diego. Mack Deman busy with a crew assembling equipment for World's Fair Shows that soon will take to road. J. E. Thompson with Dolly, double-headed cow, came in for a lot of publicity in dailies. Much visiting done by members of both Crafts Shows latter part of engagement here when Golden State Shows exhibited at Santa Ana, 50 miles distant. Mrs. Maybelle Crafts and Mrs. Harry Ludington seen most every night near main stage in Orange Show building during personal appearances of well known movie stars.

Orville N. Crafts had a charged battery installed under a tin plate at change booth in penny arcade and all law in Gilles county fell for it, looking for counterfeit half dollars and when they picked one up let out a shout when electric current hit their fingers.

ROY SCOTT.

thus far sun has failed to materialize. Eddie Hall arrived from Bend, Ore., to join Bud Cross' concessions. Aubrey de Pellatan arrived from Los Angeles to join Cross. Mrs. Myles Nelson recovered from recent attack of pneumonia. Teddy Leavitt was busy all week reconstructing Ten-in-One side show. Robert Ashurst departed for Bakerfield to be married. Mr. and Mrs. Ewerda Olson spent a day visiting in Fresno. Charles Hillman did nicely with his concession. When "Prize Elmer" struts streets traffic on sidewalk comes to a halt as inhabitants gaze after him in wonderment. Carl O'Mar celebrated his birthday. Scandals on Parade show, operated by George and Edna LaBrell topped midway on shows; Octopus on rides and bingo on concessions. **WALTON DE PELLATAN.**

### Buckeye State

(Trucks)

**Port Gibson, Miss.** Week ended March 26. Southeast Miss. Live Stock Show. Weather, rain first three days, fair and warm last three. Business, excellent when weather permitted.

Show moved out of Laurel to Port Gibson via company trucks. Assistant Manager Slim Lessman had lot covered with sawdust and shavings in record time, which put midway in good condition, but rain at wrong time kept people at home. Thursday, official opening day, sun came out and so did people. No pay gate so no possible way to check exact number of people that came out first day. According to officials of stock show there was 15,000. People came early in morning and stayed late. Friday big day and midway was jammed to capacity from as early as 9 o'clock in morning until past midnight. Although crowds fell off during day on Saturday, late play and large night crowd kept receipts to normal. Date Curtis was pleased with side show's business. Edwards Troupe, contortionists, joined here. This troupe is made up of children and features Edwards' children. Fred Rainey tops with corn game. Tony Rocellos busy with photo gallery. Gus Mitchell reported business satisfactory. Advance agent J. A. Gentsch returned from a booking trip. Manager Joe Gallier, altho very busy, was heard asking Mrs. Rosalie Harrison how Women's Protective Order was making out. Organization had fullest co-operation from both officials of stock show and city and county.

KENNETH FRANKLIN.

### Wright's

**Glendale, Calif.** Week ended March 27. Auspices, American Legion. Location, San Fernando and Allen. Weather, cold and windy. Business, good.

While not to be compared to opening spot location right on main highway, turned out whole lot better than anticipated. Kiddies' matinee Saturday was real good, many children coming over from previous spot, only five miles away. American Legion gave every support and turned out in force every night. Press and radio also gave every co-operation. Show celebrated first week on occasion of wedding of Dutch Wilson, operator

### White City

**Porterville, Calif.** Week ended March 26. Location, Carnival grounds at Post Office. Auspices, B. P. O. Elks. Business, fair. Weather, rain.

Marlo and LeFors, serialists, and May Collier, high diver, held crowds nightly. Free acts in this section a novelty. General Manager C. P. Corey and General Agent Arthur Hockwald made trips on business to Los Angeles and Las Vegas, Nev. Special Agent Lucille King accompanied by Marlo and Ted LeFors drove over 300 miles to San Bernardino to be guests of Orville H. Crafts on Showmen's day at National Orange Show. Bud Cross returned from visit to Silverton, Ore., and departed on a tour of shows in Southern California. John Hertl entertained several showfolk at dinner in local cafe. Elks committee did everything in their power to make event a success and their kids' day was largest this season. Dewey Blair and Grady Lanford were treated for blood poisoning and are rapidly recuperating. May Collier asserts she left snow-bound Baltimore to enjoy sunny California, but

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## WILL BOOK

A Set of Elks or Ferris Wheel, Kiddie's Ride, to open April 27 around Boston on small percentage. Act quick. Can use a few Grand Concessions. Will also buy a Used Long Range Shooting Gallery. **LOUIS CLOTH, 695 Washington St., Boston, Mass.**

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of Loop-o-Plane. Staff and personnel were entertained at Paloma Ballroom after show closed. Mr. and Mrs. Will Wright had a specially built 22-foot trailer to combine living quarters and office. Mabel Wright entertained many friends in spacious combination. Visitors: Mr. and Mrs. George Moffatt, of United Tent & Awning; Frank Babcock, local show owner; Mr. and Mrs. Ben Dobbert, of Downie Bros.; Mr. and Mrs. Will Pink, eastern operator of Octopus; Nina Rogers, who leaves shortly to join Monty Young Shows; Mr. and Mrs. Pemberton, local indoor show promoter; Steve Henry, Harry Seber, Joe Glacy and C. W. Alton. ED SMITHSON.

### L. J. Heth

North Birmingham, Ala. Week ended March 26. Auspices, American Legion. Location, 27th street lot. Business, good.

Show playing last stands in Alabama, which is the show's home. North Birmingham. Good crowds on lot in afternoon. Manager Heth was busy in quarters with last-minute details before show's departure north. Show has been completely repainted and makes a good appearance. Ben Deno joined here from Florida fairs with free act. Show carries two bands, white and colored; also two organs, one mounted on a new trailer, to be used exclusively at main entrance. General Agent Joe J. Fontana returned to the show. Writer joined here with candy apple concession and will handle press and special kids' matinees on still dates. TOM PARKER.

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Cooks get more certain calls at meal time with this new 1938 Coleman Trailer Range. It has every modern gas-cooking feature that could be wished for in a stove that makes and burns its own gas. The Range top may be installed by itself, and oven unit installed later, if desired. Combined, they provide the finest kind of gas-cooking service for trailers, apartments, cottages, concessions, lunch stands and commissaries.

Built to fit the specifications of popular-size trailer cabinets—21x24x18 inches. Cabinet plans sent on request.



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New Merchandise for Shows, Hoops, Ball Games, Penny Pitch, Coin Games and Wheels.



01 Men's Bamboo Walking Canes, pr.	\$ 3.50
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03 Dice & Die Head Games, set, pr.	0.50
04 Men's Polished Crook Handle Canes, pr.	6.50
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09 Asst. Charms with string, pr.	.25
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11 New Ass. Electric Lamp, doz.	4.50
12 New Mech. Cat with operating eyes, doz.	2.00
13 Silk Ribbon Parasols, pr.	9.00
14 Ready 'n' Ready Dolls, pr.	12.00

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25¢ deposit required on all orders.

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"Underwriting Streetmen's Supply House"  
500 MARKET ST., PHILADELPHIA, PA.

## 15 Years Ago

(From The Billboard Dated April 9, 1923)

Fine weather and a huge attendance greeted T. A. Wolfe's Superior Shows when they inaugurated their 1923 season at Savannah, Ga., March 29. . . . Al Fisher was in Chicago in the interests of Billy Clark's Exposition Shows, which organization he was general agenting. . . . Johnny J. Jones Exposition was still playing Florida territory to anti-factory business. . . . Wilbur S. Cherry again was placed in charge of the routing and railroad contracting for the Rubin & Cherry Shows. . . . Prechey Ajax, strong man with Great Empire Shows, was pulling trucks around with his teeth and doing other stunts in the East. . . . Dick Collins was promoting auto races in Tampa, Fla.

Doe Carpenter and wife left Toledo to join the Virginia Exposition Shows. . . . Jack V. Lyles was doing a successful job of promoting and managing special events and indoor circuses in Virginia. Showsfolk registered at Mrs. Fairly's hotel in Leavenworth, Kan., included Whitey Lutz and wife, Mr. and Mrs. George Campbell, Charles Davis, Frank Hall, George Benclair and Ned Steughton. . . . Jack Crane, talker on Rodgers Midget Shows during the 1922 season, was conducting a barber shop in the fashionable northwest section of Washington. . . . Angelo Mummolo again was signed to furnish the musical organization with the Rubin & Cherry Shows. . . . J. M. Hathaway was still enjoying himself immensely down in Republic de Cuba.

P. Price and wife joined the L. J. Heth Shows with their four concessions and motor truck after spending the winter in Jasper, Ala. . . . Jack Wilde, concessioner, was confined in the U. S. Marine Hospital, Norfolk, Va., with spinal meningitis. . . . W. J. O'Brien, of Dodson's World's Fair Shows, established quarters in Washington and with the assistance of Jack O'Brien and J. N. Shadrick was rounding out special-event promotions for the Dodson organization's engagement in the nation's capital. . . . Altho the city was in the grip of the coldest wave of the winter, Nat Nard's Majestic Exposition Shows played to a fair-sized crowd at its opening in Atlanta March 28.

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Would like Eastern Fair Secretaries to get in touch with us for following open weeks:

In August one, September two, October two.

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Booked in some of the best pay roll towns in the industrial districts. Want to hear from high-class Shows and Legitimate Stock Concessions, also American Palms, Want Colored Performers and Musicians, also Side-Show Acts or Men with Acts to take complete charge of Side Show. Can use Sensational Flying Act to start April 25. Want to hear from Committee and Fair Secretaries who are interested in a clean, high-class midway. Address C. E. BARFIELD, Marietta, Ga., this week; Dalton, Ga., next week.

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**Model Shows  
Bow at Macon**

Harris Carnival larger  
than last season—Fear-  
less Greggs, free act

MACON, Ga., April 2.—Moonlight  
skies smiled on W. R. Harris and his  
Model Shows as the band played Hall,  
Hall, Harris, the gang's all here on the  
opening night, Saturday, March 26, in  
City Park here. Headed by the mayor  
and city officials, the Disabled Veterans'  
committee and scores of show people in  
Jack Kennedy's cookhouse, Lew Carpenter  
led the opening chorus. Lights were  
turned on at 8 p. m. by Mike Bunt and  
season was on in earnest.

The entire staff was on hand for the  
opening, consisting of W. R. Harris, gen-  
eral manager; Jeanette Terrill, general  
agent; E. B. Braden, business manager;  
Bob Stewart, special agent; Mrs. W. R.  
Harris, secretary; Tom Terrill, director  
of public relations; Geo. Parrott, train-  
master; Mike Bunt, chief electrician;  
Mrs. Lonnie Perkins, front gate, and W.  
N. Clay, scenic artist and master painter.

**Concessions**

Concession midway is larger this year  
than previously with the following op-  
erators: Cookhouse, Jack Kennedy,  
owner, with Mrs. Kennedy, Jimmy Cope,  
Earle Wall, Eddie Jones and Lorraine  
Wall assisting; corn game, Sam Swerlin,  
owner, with William Heitling and Ernie  
Gregory, assisting; Jimmy Sakobie, Ham  
and Bacon, with Doc White, Sherrill Sa-  
kobie and new Mrs. Sherrill Sakobie;  
popcorn, Mrs. Sam Swerlin; ball game,  
Joe Haygood and Helen Campbell; cane  
rack, Mrs. George Everts and Mrs. Alva  
Marrison; Diggers, Geo. Parrott; mail-  
ist, N. Harrison; cane rack, W. H. Tur-  
noy; ball game, Fred Newman; frozen  
custard, Geo. Parrott hoop-la, Art  
Johns; scales, J. W. Miller; hoop-la, Mr.  
and Mrs. Ralph Green; photo gallery.

**WHEELS SHOW INCREASE**

Sam Solomon writes:  
Here is our report  
for Du-Plex Wheels  
at the . . . . .  
an increase of \$201  
over 1936. This is  
remarkable, as at-  
tendance was off from  
last year and we carry  
more risks. Every-  
thing did well, but  
nothing showed an in-  
crease like the  
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and cigarette wheel, Art Johns; rat racer,  
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Henry Murphy and Chas. Asher; bing-  
bang roll down, Joseph P. Gross, J. W.  
Ferrill and Chas. Gross; blanket wheel,  
Frank Benoit; doll wheel, J. J. Harrison  
and H. L. Harrison; penny pitch, Mrs.  
Dan Ellis; penny pitch No. 2, Henry  
Davis; ham and bacon wheel, Dan Ellis;  
Jap roll down, Ray Ayers, Eddie Roberts,  
Dallas Duncan and Richie Borin; ball  
game, Mrs. W. H. Harris, owner, two  
clerks in charge; radio and clock wheel,  
Georgia Arme; blanket wheel, Jimmy  
Davidson and Phil Babcock; Country  
Store, O'Dell Davidson and Joe Babcock;  
Jap roll down, T. W. Watson, T. M.  
Bozza, Willie Campbell and H. E. Mo-  
Peak; Louie Augustina, Chas. Martin, E.  
B. Braden.

**Shows and Rides**

The show line looks better this year  
and consists of the following attrac-  
tions: Fun House, Carl Mack in charge;  
Ten-In-One, Fred Weik, manager; Girl  
Revue, Chas. Fay, manager; Motordrome,  
Art Cody, manager; Snake and Jungle  
show, H. A. Morgan; Crime show, M.  
Howell, manager; Athletic show, Les  
Carpenter and company; Sahara Rose, a  
new girl offering; Buddy Valier; Animal  
show, Louie Augustina; Hall of Science  
and Medical Mystery show under con-  
struction and will be conducted by Tom  
Terrill.

Ride department has been augmented  
for season as evidenced by the follow-  
ing lineup: Merry-Go-Round, Henry  
Davis, owner, Raleigh Gibson, foreman;



MAJOR portion of showfolk group who enjoyed housewarming festivities offered by National Showmen's Association in club's new headquarters in Palace Theater Building, New York, on March 24. Shape of room and size of crowd made it impossible to include nearly 100 members and guests in this photo. After picture was taken by Photographer Ed Kelly, chairs were removed and room was given over to dancing, serving of refreshments and entertainment from platform at far end of room.

Big Eli Wheels, Henry Davis, owner, Russell Lane, foreman; Chairplane, W. R. Mahn; Kiddy Auto, Chapman Wood; Loop-o-Plane, O. C. Willis; Lindy-Loop, M. Howell; Caterpillar, Jack Collins, foreman; Tilt-a-Whirl, Roy Thomas, foreman; Kiddy Aeroplane, R. H. Marvin; U-Drive-It Cars, Octopus, and Swan rides, R. H. Marvin; Free attraction; Fearless Grege in the cannon set of shooting a human projectile over the Big Eli Wheels.—Reported by Tom Terrill.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 2.—With coming of warmer weather we shall again revert contents of this column from matters theoretical to those of a more practical nature.

Within last few days we received a communication from Richard S. Kaplan, associate counsel for ACA in Indiana, offering various suggestions. Associate

Counsel Kaplan's letter was so replete with valuable advice that we feel justified in discussing it at some length.

The letter suggests that it would be wise for all carnivals when they come to a locality represented by an associate counsel of association to pay him a visit and inform him of their proposed playing dates, as in many instances association can be of assistance.

By way of illustration, Kaplan points out that in his home county carnivals may meet with difficulty in being able to exhibit.

Accordingly, it is suggested that member shows who plan to exhibit in this and similar vicinities contact proper party representing ACA.

We are awaiting information relative to matter of railroad transportation mentioned in a recent issue, and particularly with reference to question raised as to whether increases granted by Interstate Commerce Commission will apply to carnival movements, or whether we will again be exempt from these increases as when previous emergency freight rates went into effect. As soon as our information is available on subject we shall, of course, convey same to members of association.

## Roasts and Toasts From Pacific Coast

By HOT POTATO

SAN FRANCISCO.—Many troupers who winter here each year are leaving to join various carnivals and circuses. Most every day familiar faces, so often seen along Market street, are missing now that spring weather is in offing. . . . J. D. Davis, novelty firm, is being carried on since Davis' death by his nephew and Mrs. Davis. . . . Kendall & Graham novelty house reports good spring business, as does A. Albert, who recently arrived from a lengthy trip to Southern California where he attended opening of National Orange Show and visited several carnivals en route. . . . Dutch Duckmann with his bargain house in Oakland reports a lot of activity among bingo buyers around his store since new shipments of American made goods arrived. . . . Phil Williams, general agent of Crafts Shows, is seen occasionally at a hotel in Oakland. Phil headquarters there when North. . . . Report has it that mad race is on to be first in at several spots in Northern California and Southern Oregon towns. . . . Nevada towns also will be invaded earlier this year than ever. . . . Who remembers when two major carnivals once played day and date in Modesto? When one of best still spots in State was Vallejo, now closed account of too many piping in, and due to happen to couple other good towns unless care is exercised. . . . What banner man of carnival note once lost a sale at a Chinese cafe when he showed a large photo of midway and Chinaman declined at once when he looked at picture saying "No takee at this time, you come black gin' soon maybe, lookie carnibal people not estle chop suey, eatle

homburger, hamburger, no chop suey." Too many lunch stands visible in photo knocked sale. . . . Late Burr Gordon was a champion banner salesman. . . . Gordon once sold a bank in San Angelo, Tex. 12 banners on Ferris Wheel seats for \$35, then arranged for show he was with to borrow \$10,000 to winter on. . . . Jack Ruback now has a good show together with his partner, Booby Oberdahl, of San Antonio and ably piloted by prince of handshakers, Jim A. Schneck. . . . Show is titled Western State Shows and it is surmised title was taken from a contract writer once showed Jack at Lubbock, Tex., on an Arizona State Fair contract. . . .

Wortham-Waugh and Hofer once had a good show in Northwest and clicked with Alamo title. Understand Harry Hofer is still in insurance business in Quincy, Ill. . . . Late Pat Waugh came to Pacific coast with Rice & Dore Shows from Texas in 1912, and acted as auditor. . . . Al O. Barne circus once wintered in Portland, Ore., and opened under auspices for several months before going on its own. . . . Director Generals, new titles, seem to be in vogue on Eastern carnivals right now. Speaking of general reminds writer when marching down with a regiment of soldiers to board transport in New York for France in 1918. An elderly Jewish gentleman suddenly rushed from out of crowd along curb and grabbing a soldier in line shouted "good bye Abie, be a brave soldier Abie, and stay vid de Joeerals and don't get shot." . . . Late Joe J. Connally tried general agenting once for a small circus. Joe always a sound sleeper remained in bed three days and show caught up with him account changing route from bridge washouts. . . . J. Ed Brown is headquartering at Elks club in Los Angeles while Mrs. Brown is away in East account of sister's illness. . . . Kanthe's Athletic arena on Crafts will be among first carnival athletic shows to present mud wrestling, as special mud and tanks are now being arranged for arena. . . . Writing of mud, some showmen defeat it on lot, others sling in it, but one west coast owner delights bathing in it each year at a hot springs resort. He is now said to be building a special design house trailer with a Roman style toulie mud bath installed; where he can enjoy mud baths year around. . . . Couple oldsters seen operating concessions at Orange Show were Sam Brown and Plain Dave Morris. . . . Herb Usher was unable to install new Walker K. Sibley monkey unit game account of late arrival at San Bernardino, but will have this concession in operation on Crafts Golden State Shows when that organization plays West Los Angeles.

Who remembers when Max M. Kline with Emo, Turtle boy played Indiana State Fair with Herbert A. Kline Shows and across midway was located Doc Turner's pit show? . . . It was along about 1910 and on big day of fair the two attractions started to battle with ballyhoos. "The Arm of Emo's Mother," shouted Max as he exhibited a skeleton arm as part of bally and story of how

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## WORLD OF MIRTH SHOWS HAVE FOR SALE

2 WAGON FRONTS. One built by Fred Lewis, with Carvings. 2 PANEL FRONTS. One 60 ft. and the other 70 ft. Both suitable for Gilly. ALSO FLYING FLEA OUTFIT, complete, including World's Smallest Practical Aeroplane. This show is complete in every way, with Top, Front, etc., ready to set up and operate. ALSO 2 Elapsovia PANEL FRONTS. Masts but light in construction, with indirect lighting and chrome. Novel flash. SEMINOLE INDIAN VILLAGE AND ALLIGATOR OUTFIT COMBINED, consisting of beautiful front, suitable for Amusement Show, including one Danzer representing Amusement Village Alligator, also Novel Water Trough for Alligator Show, complete—without Top. ALSO HAVE FOR SALE LOOP-TYPE LOOK—8 Units. Will sell same complete, in excellent condition. WILL BUY FOR CASH—Another No. 5 or No. 12 Eli Forth Wheel and a Kiddle Paris Wheel, CAN USE Help in all departments. Address MAX LINDERMAN, Gen. Mgr., World of Mirth Shows, 1040 Broadway, Suite 1012, New York City



"HOT POTATO IN PERSON." This likeness of the now well-known "heated spud" was sketched by Blake, the brilliant caricaturist, late of Walt Disney studios, Hollywood, Calif. Just who this "Hot Potato" fellow is has been a much heated question of late due to his writings in The Billboard under the caption of "Roasts and Toasts From Pacific Coast." William Jenkins Hewitt gave "Hot Potato" his pen name and has agreed to keep his identity of a secret as far as he is concerned.

Emo survived on an island. . . . "And here's leg of Emo's father," shouted Doc Turner across way as he raised his pants leg and cracked a cane across his wooden leg. . . . All principals have now passed on, but what pit showmen there were in those days and times. . . . Another favorite story in those days was told on a show owner who came up fast and controlled a large carnival. This owner was once approached by a book agent in winter quarters and conversation drifted to famous author when the agent asked owner point blank "How do you like Shakespeare?" "Never drink any Jakes beer," said owner, "book beer is better." . . . Walter D. Nealand possesses a wealth of humorous stories on famous characters of outdoor amusement world. . . . Late Tom Ambrose could excel, Bill Rice and Red Onion, who probably know more men in show business than any two men alive today, can relate humorous happenings by thousands and Fred Berkmann could keep you up all night easily with his stories of early circus and carnival experiences. . . . Col. Ed Burk, on coast many years with Ed Foley in operation of Foley & Burk Shows, still possesses a keen intellect. He could write a book of his experiences in show business that would be well worth reading and in big demand by young ambitious showmen of present day. . . . Orville N. Crafts, modern type show owner, and this year again operates three shows, is air-minded. . . . Crafts, a pilot himself of long standing, keeps his five-passenger cabin plane at hand at all times and flies from one of his shows to other each week.

## ROOT BEER CONCENTRATE

Rich Creamy Flavor. A big re-peater. Use 3 to 4 ounces to 1 gallon syrup. Money-back guarantee. Price \$5.00 gallon.

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Newest Midway Bill Game.

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**ROYAL COACHES**  
Perfection on Wheels and ALMA SILVERMOONS  
Most Livable of All

**"Betty Orr" Coach Concessions**

**SPECIAL — NEW!** Pastry Panties! Set of 6 double sided silk food protection with zipper fastener bag; snap over food to keep fresh and clean. Footpad . . . . . **95c**  
We have several new, highly desirable products now—some made especially for us—which you will want, including . . . . .  
Splice-and-Span Brush and Mop — Used at both. Actually erases dirt by magnetic suction. Footpad . . . . . **\$1.98**  
Electric-Static Dust Cleaner — "Brush" without brushes that draws and holds dust by static action. Footpad . . . . . **\$1.75**  
Just the things for trailers. Many more items. Send for circulars!

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DISTRIBUTORS

**COVERED WAGON TRAILERS**

New 1938 Models, New and Used 37 and 36 Trailers in Stock.  
Factory and Salesrooms  
623 S. Clay St.

**Insulation on 1938 Trailers Designed To Increase Comfort**

By ROBERT G. SILBAR  
(Covered Wagon Company)

**YOU** can insulate a house so that the hot sun burning down on the roof won't affect people living inside. You can build that house so that winter winds will not creep into cracks and under doors. You can do that with a house, because a house is stationary and not subject to the jostling and jolts of a trailer home.

Trailer coach manufacturers have added a new wrinkle this year—complete trailer insulation. This means that living conditions inside the trailer are much more comfortable in any climate, an important consideration to show people. Proper insulation prevents that chief pest of trailer travelers, "sweating," or condensation of moisture on trailer sidewalls and ceiling. It enables the trailer dweller to have warm floors. And it permits showfolks to leave their trailers parked in the hot sun and still be cool inside. No longer is it necessary to find a tree to park under near the circus or carnival lot.

There are several ways in which trailer manufacturers have insulated their 1938 models. Nearly all of them have adopted some type of insulation in addition to the dead air space formerly employed. Spun glass wool, aluminum stroel insulation, rock wool, corkboard and composition wall boards of various kinds are used, with varying results.

Chief difficulty faced in insulating was weight. Manufacturers could not use heavy materials. Then, too, they

had to find materials which would not settle. That eliminated many of the garden varieties of insulating. It meant that the materials used had to be fluffy light or of a solid type. Settling of the material in the side walls, leaving whole sections uninsulated, eliminated many of the mineral wools. In show business, where trailers receive harder wear and knocking around than trailers used by vacationists and casual travelers, this became particularly important.

In their search for complete trailer insulation large manufacturers have introduced trailers with spun glass wool in the sidewalls and roof, celotex wall-board on the floor, kuryr felt on the wheelhousings and homasote insulating board on the roof ventilators. Even doors are insulated and equipped with weatherstrips and rubber seals. Trailers are dust-proof, wind-proof and heat and cold-proof.

Spun glass wool appears to be one of the most popular substances used as trailer insulation. The material, consisting of glass splinters, looks like candy fuff and is applied in the trailer sidewalls like cotton batten. Either paper or chicken wire is used to hold the insulation in place. In some trailers the material is even sewed between sheets of paper. The usual width is two inches, which is the equivalent of a six-inch wall in a house in insulating value.

Aluminum stroel insulation, consisting of a sheet of pure aluminum foil mounted on corrugated paper, is also popular. Light in weight, it is placed as a lining inside the trailer walls, and because of its mirrorlike surface reflects heat as light is reflected by a mirror. The corrugated paper has dead air cells which also act as insulation.

Leading trailer manufacturers employ seven layers of insulation in the roof, five in the sidewalls and three in the floor. The top of the trailer is painted a heavy aluminum paint to reflect heat. Under the canvas roof decking is a thin pad, mounted over weatherproofed plywood. The dead air space is 1 1/2 inches thick and is crammed with spun glass. The inside paneling is another layer of plywood.

Perhaps all this sounds pretty technical, but it is important for show people to know what type of insulation they are getting if they would be comfortable while on the road. They should also study the various types of heater stoves and select one which will give them proper, steady heat, preferably drawing oxygen in from outside the trailer and not exhausting the supply inside.

Other points to check when examining 1938 trailers are whether they have an all-steel non-ang chassis frame or just 2x4-inch sections of wood. The frame, even if steel, can have several shapes. For show people a steel chassis of channel iron sections, with cross members close enough together to prevent the trailer body from twisting, is important. Road wrack is hard on trailers, especially (See **INSULATION ON** on page 96)

**Get Set For SPRING**



**Factory Reconditioned TRAILER BARGAINS . . . From \$100 up**

**FOR Spring**—pick out a good-as-new Fruehauf Reconditioned Trailer! Many remarkable values—all types—all makes—all prices.

Here's your chance to build up your rolling stock with efficient, cost-cutting equipment—every unit, regardless of price, in good running order—ready to go to work today.

See these units yourself—check them from every standpoint. You'll find dependable transportation, backed by Fruehauf, available at astonishingly low prices. Terms if desired. Stop in at the nearest Fruehauf branch, or write us direct for details.

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Sales and Service in All Principal Cities

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**"SKY COMFORT ON WHEELS"**  
Models as low as \$528.00—P. O. B. Los Angeles. Designed and built under supervision of an aeronautical engineer. Greatful, streamlined exterior. Extensive upholstery and mahogany interior. A trailer with a factory production behind it. Write for Booklet G.

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4041 Whitehall Ave., Los Angeles, Calif.

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**THE BUY FOR 1938**  
Year 'round living—spun glass insulation, new beds, large bedding compartments, bigger wardrobes and cabinet space—many refinements, more comfort. New, interesting literature with floor plans, attaching low prices.  
**COVERED WAGON COMPANY,**  
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**New Catalog of TRAILER PARTS**  
Allen, straight, \$4. Drop center axle, \$7.50. Drop center axle hub-and-nut, \$12.50. complete jaw throw. Tube-enclosed trailer, on axle, \$15 extra. Electric brakes—\$100.00 required. Send for FREE Catalog today.  
**SHAMROCK TRAILER PARTS,**  
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**"FIRST CHOICE OF TRAVEL-WISE TOURISTS" KOZY KOZY Coach**



TRADE NAME REG. U. S. PAT. OFF.

Pick your trailer as you would a home. Every possible thing you need and want for grand living in a small way you'll find in the popular Kozy Coach.

There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of luggage space is provided and the beds are truly something to rave about. Kozy Coaches are constructed on an all-steel

chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment—and are completely insulated throughout. Built by one of the pioneering companies—thoroughly responsible financially.

Before you buy any coach see the Kozy. Send for brochure—"You're Ahead With a Kozy Coach Behind."

**KOZY COACH CO., 469 E. MICHIGAN AVE., Kalamazoo, Mich."**

**Geek, Grease Monkey or Owner**

**HE'LL USE A SCHULT TRAILER**

The majority of folks who work with carnivals and fairs use Schult Trailers for the conveniences of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for 2 persons. Over 22 feet of awning covered counter space makes it ideal for a lunch wagon, skill game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.



**WRITE FOR FREE CATALOG**  
Schult also builds special models to order. Submit ideas, without obligation, for price quotation.

**SCHULT TRAILERS, INC.**

DEPT. 204, ELKHART, IND.

**OUR QUALITY IS HIGHER THAN OUR PRICE**

**THE 5 STAR HIT VAGABOND COACH**



- MORE—**
- ★ Safe
  - ★ Roomy
  - ★ Homelike
  - ★ Attractive
  - ★ Dollar for dollar value

Be sure to see the 1938 Vagabond before you BUY.  
**VAGABOND COACH MFG. COMPANY**  
503 Grand River, New Hudson, Mich.

Send your correspondence to advertisers by mentioning The Billboard.



# What Does Pop Corn Offer?

By H. S. WALTER, V.-P. Advance Mfg. Co.

TO THE average individual the job of selling pop corn looks quite simple. He is attracted by the handsome profits. The glint of this pot of gold is likely to warp his judgment of the requirements to attain a fair measure of success.

He is prone to feel that a profitable pop-corn business comes from the mere placement of a pop-corn machine—that a pop-corn popper necessarily bring pop-corn business. But the business picture here is no different than it is in any other business. Success comes from the proper combination and application of both production and merchandising.

Happily, in the new modern pop-corn machines offered today operators have most efficient poppers. Present models produce pop corn in larger quantities and at less cost than ever before. And they have that most important added factor of being pop-corn salient! It isn't enough that a machine is an efficient popper. It must sell pop corn as well as pop it.

Whether the location is a temporary concession, a permanent stand or part of a regular business, the operator needs a machine that sells the product it produces in order to get the maximum profits from his location. And therein lies the failure of those individuals who do not see beyond the purchase of

a popper; therein lies the passing of the oldtimer who followed the season with his trunk, gasoline burner and dirty black pop-corn kettle.

Pop corn has been taken from the dusty street and the old unattractive midway stand. It has suddenly climbed to its present height of popularity in a comparatively short time due to the dramatization and showmanship given by the new style of machines that have had "flash," color, lights and motion to attract trade.

It has been elevated rightfully to the business station it should enjoy. A vast field is now just ahead awaiting full commercial exploitation. It is impossible to visualize the unlimited possibilities that are ahead. Just as a modern up-to-date soda fountain does more business, or as a modernly equipped concern in any line, for that matter, does more business, so, too, does a modern up-to-date pop-corn machine catch the public fancy. Americans look for the new and better in their foods and confections as in all other things.

An odd thing about pop corn is that, for the most part, a distinct desire or demand must be created for each and every sale. While people may like or enjoy pop corn, their desire for it is seldom strong enough to crystallize into the actual act of seeking out a machine and making a purchase. Actually the desire for pop corn comes mostly on the spur of the moment and in a brief space a sale is made or lost. Think now, haven't you gone for weeks or months without giving a passing thought to pop corn? And then have an appealing unit attract you and the sight of the corn popping, plus the smell of that irresistible aroma, result in a quick desire and an immediate purchase? If you can't answer that question with "yes," you are an odd American indeed, for that is the way pop corn is sold—by sight and smell.

All things considered, it isn't difficult to be successful in the pop-corn business. Quite naturally, location is important. But with public favor won by pop corn as it is, one only needs good equipment and to apply sound, aggressive business methods to cash in. Records in this field show numerous fortunes built on pop corn alone.

The pop-corn outlook today is a challenge—a challenge to both manufacturer and operator to keep in pace with the times and not only to hold the present height of favor, but to make new gains in so promising a field.



DAVID B. ENDY, general manager, Endy Bros. Shoes.

## Shooting Gallery Operators!

Western Kant-Splash .22 Cartridges have synthetic lubricated bullets designed for greater safety in shooting galleries. Gallery operators all over the country have adopted them as a protection against floods and splash-backs which are reduced to an absolute minimum, and because they help reduce gallery insurance.

The bullet is designed to disintegrate into small particles upon

striking iron targets or iron backstop. Your targets last longer, with fewer pits and craters. Smokeless, non-corrosive, clean, accurate and sure-fire.

Supplied in a special gallery package of 1,000 cartridges. Eliminates the old-style small packages that litter the gallery. Speeds up loading. Write for more information and prices.

WESTERN CARTRIDGE CO., Dept. D-80, East Alton, Ill.

*Western*  
**Kant-Splash**  
GALLERY CARTRIDGES

## BINGO HEADQUARTERS GAMES - WHEELS

We Carry a Complete line of FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES AND HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG.

**Wm. Rott Mfg.**

53 East Ninth Street,

NEW YORK CITY.

**New ELECTRIC CORN POPPER**

**PROFITS GALORE!**  
**\$5 to \$50 daily earnings!**

**Get in the popcorn business now and CLEAN UP!**

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always attracting new customers. And it's almost all clear profit. Popcorn costs you money in very small amounts. And here's the opportunity of your life to get in it.

**30 DAY FREE OFFER!**

If your order reaches us within 30 days—with \$10 down payment, balance, \$22.50, C. O. D., we will send you a free examination of our machine. FREE—enough popcorn and bags to pop \$22.50 worth of corn. Your customers pay for your popcorn. Act quick!

**GET STARTED NOW.**

**SALESMEN Write for PROPOSITION**

THE LOWEST PRICED ELECTRIC CORN POPPER ON THE MARKET.

Only \$32.50. Not popcorn like a \$500 machine. EXCEL is made by the originators of the domestic popcorn—the largest manufacturers in the U. S.

**POPS A BATCH IN 3 MINUTES—WET OR DRY.**  
Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with food and plug, ready to connect. Flip the switch and in 3 minutes you're in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

**FULLY GUARANTEED.**  
Among the 31 features—beautiful mahogany finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with color-coated transparent. Occasional small screen, 11 1/2 x 26" high. Weight, 23 lbs. Easily moved. Uses low current, only 880 watts, yet heats in 3 to 7 minutes. Heating element guaranteed for a year—and many more features for transferring to another home.

**ALSO BARGAINS IN REBUILT MACHINES.**  
**EXCEL MFG. CORP.**  
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PULLS CUSTOMERS GREATER DISTANCES  
HEATS 'EM TO SPENDING TEMPO



WRITE FOR SPRING BARGAIN BULLETIN  
**OTTO K. OLESEN ILLUMINATING CO. Ltd.**  
HOLLYWOOD, CALIFORNIA

## FRUIT CONCENTRATES FOR ICE BALLS AND FRUIT JUICE STANDS

Before the season opens get our prices. Fruit Concentrates for Ice Ball Syrups and Fruit Drinks. GOLD MEDAL CONCENTRATES have the real fresh fruit flavor, yet the price is probably less than you are paying now. Get started right this year. Don't handicap yourself with flat tasting flavors. Write us today for complete details.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio**

## Last Call - BANTLY'S - Last Call ALL - AMERICAN - SHOWS

OPENING SATURDAY, APRIL 30TH, DUBOIS, PA.  
THEN PLAYING BEST ROUTE IN OUR HISTORY.

All people booked or contracted acknowledge this call. Ride Help and Workmen report Reynoldsville, Pa., Monday, April 25th.

Can Place Legitimate Concessions — What Have You?  
All Address HERMAN BANTLY, Reynoldsville, Pa.

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24-28-32-36 inch wheels. Special Price.  
**\$12.75**

**BINGO GAME**  
75 Plates, complete, \$6.25, including Tax.

Sent for our new 1938 Catalogue, full of new games, Bells, Blanks, Cones, Aluminum Ware, Cans, Pillow Tops, Bathing, Paper Hats, Fans, Coasters, Artificial Flowers, Novelties.  
Send for Catalogue No. 231.

Heavy Convention Wagon, Cones, Dark Mahogany Finish, Price per Gross, \$21.00.  
**SLACK MFG. CO.**  
1124-126 W. Lake St., Chicago, Ill.

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All Readings Complete for 1937-1938.  
Single Sheets, \$1.25, Typewritten, Per M. \$5.00  
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Samples of the 4 Readings, Four for 25c.  
No. 1, 24-Page, Gold and Silver Covers, Each, 1.00  
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Gazing Crystals, Oilja Beams, Planets, Etc.  
**NEW DREAM BOOK**  
120 Pages, 2 Size Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Same, \$0.15  
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PACK of 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 35c.  
ZODIAC FORTUNE CARDS, Fine set of 30 Cards, 35c.  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name on ads do not appear in our advertisements.

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19 West Jackson Blvd., CHICAGO  
Instant delivery. Send for Wholesale Prices.

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FULL 1938 ASTRO DAILY, HOURLY FORECASTS  
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus or Mini Readers, Mandal, Magic, Sutra, Lore, Mini Camps, Books, Graphology Charts.  
New 140-PAGE CATALOGUE now off the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 30c. None free.  
**NELSON ENTERPRISES**  
105 E. Third Street, Columbus, O.

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Tanks, Lanterns, Stoves. We can supply all parts, including Generators, Wire, Etc. State Your Wants.  
"Speedomatic Service."  
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and Supplies for Eastern and Western Type Galleries.  
Write for literature.  
**G. W. TERPENING**  
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**NEW and USED ILLUSIONS FOR SALE**  
Catalog and List for 10 Cents.  
**GRANT'S MAGIC STUDIOS**  
327 W. 42nd Street, New York, N. Y.

**POPCORN**  
GOLDEN—Jumbo (Dynamite), O-MI-JAP (Indiana), White Rice, Golden PEARL, 100-20 bags, JAP-O-MIT, HOTTEN (golden color, for "hotter") corn, Fine popcorn, etc. Packed 10, 25 and 50-lb cases. GLASSINE CONES 47 Cents. Also Bags and Cones for "buttered" corn. CORN FRYED in 125-lb steel drums, half barrel, etc. Cash deposit with orders. (EST. 1923).  
**BRADSHAW CO.** 31 Jay Street, NEW YORK CITY.

**FOR SALE**  
2 Flashers, Roll Down Table, 10 Wheels, various types, Chicago Machine, Bingo, Trunk, all kinds and sizes. Priced reasonable for quick sale.  
**HERMAN BANTLY, Hightstown, Pa.**

**HOROSCOPES**  
1, 4, 5 and 6 Pages  
**WARD BUDDHA PAPERS, FUTURE PHOTOS**  
Send 10c for Reading.  
**JOSEPH LEDOUX & SON,**  
160 Wilson Avenue, Brooklyn, N. Y.



Take an interest in life!

**LUCILE KING** is also a good general agent. She can get banners, too.  
**LEWIS A. MARTIN** letters from Joplin, Mo., that he will leave there soon to join a carnival in Caruthersville, Mo.

**HENRY DINSMORE**, concessioner, left Cincinnati last week to join Al G. Hodge Shows at Terre Haute, Ind.

Hear the bluebirds calling?  
**C. R. NEWCOMB** is back with Dee Lang Shows handling show letters. He was in East St. Louis, Ill., last week.

**E. LAWRENCE PHILLIPS**, Owner Johnny J. Jones Exposition, knows what show business is all about.—Red Onion.



**FLORENCE KETRING**, wife of Earl Ketring, who is sound technician for Mighty Sheesley Midway. She is shown here in quarters at Savannah, Ga., rehearsing a little tight wire walking and appears to be getting along in fine shape. Photo by Floyd Nestell.

WONDER WHAT he does?—Am with John R. Ward Shows, which is a nice outfit.—J. D. McNeely, Baton Rouge, La.

It is somewhat of a tough job to pack up an "amusement park" for shipment.

**ELSIENA BROOKS** cards from Akron, O., that she recently closed a successful engagement in a night club in that city.

"DR." **MIL-BOI** and wife, mentalist, letter from Cairo, Ill.: "Closed a very successful two weeks' engagement in taproom of Halliday Hotel here."

**LOYD REESE** writes from Pittsburgh that there is a show carrying the title of Cavalcade of Fun and that he will open it as scheduled.

"Who wants to buy a bunch of fair contracts we can not play?" Uncle Jack.

**WIDELY KNOWN** and far traveled!—Go with Al G. Hodge Shows. Join at Terre Haute, Ind.—Texas Bill Aiken, Mansfield, Ohio.

**MUST BE** press agent: Judging by way William R. Hicks writes from Miami, he must be the press agent for Endy Broe Shows. Anyway he is not a bad writer.

**GEO. M. REED** letters from Columbus, O., that the reason he boos The Billboard is because it is a service publication. He gets the idea of the difference in show papers.—Red Onion.

Who is the "California Machine Trust"? Have a care.

**George F. Dorman** is in harness again this time with Royal Exposition Shows in charge of office business. Who knows

# Our Midway

By RED ONION  
Communications to 25-27 Opera Place, Cincinnati, O.

that line any better than George F.? Answer: Few if any.

**K. E. SIMMONS** and son, Robert Allen Simmons, of Crawfordsville, Ind., visited The Billboard office last week. Both are well known to showfolk in their native state.

**WALTER B. KEMP**, operator Lion Melodrome, Royal American Shows, letters from Tampa his thanks for news matter published in The Billboard regarding himself and attraction in past.

Strange that some think that insults help them become important.

Wonder who it is that wrote from Tyler, Tex., recently and signed letter "Just a Trouper." Again! No attention paid to this class of communication, no matter how clever contents may be.

**MRS. CHAS. C. POLTE (BLUE)** is still in Sarasota, Fla., but will come to Indiana soon. She is in fine health and has enjoyed the winter immensely, she reports to Claude H. Killis.

**MRS. EFFIE CROWSON** cards from Abilene, Tex.: "Visited my brother and wife, Mr. and Mrs. J. D. Summers, of State Fair Shows, in Tucson and Douglas, Ariz."



**MRS. EARL (GLADYS) BURKE**, well known along with her husband, as producer of girl show and museum features. Photo taken in Chicago when the Burkes were connected with Sloan's Showceteria in that city. Gladys is also noted as a dancer in styles termed "exotic."

Good men in carnival business are now "wanted for work."

**SIEBRAND ILL.**: H. D. Clark letters from Silver City, N. M.: "P. W. Siebrand, of Siebrand Shows, is ill in hospital here with double pneumonia. He was given a blood transfusion."

**R. RICARDY** (Great Ricardo) letters from Springfield, Mo.: "Booked my awaying high pole act with Al G. Hodge Shows. My brother will be on the West Broe Shows with an act."

**J. B. HENDERSHOT**, general agent Mighty Sheesley Midway, was a victor in Cincinnati last week, as was C. W. Craeraft, general agent for Strates Shows.

AS TO NEWS: Never mind what you expect to do. What are you doing?

**FRIENDS** of Bryan and Claude Woods, of monkey show fame, will be sorry to learn that their mother, Mrs. S. C. Woods, died recently at home, Curthage, Mo.

**DON TRUEBLOOD** of Byers & Beach Shows letters from East St. Louis, Ill.:

**RIDE MEN**

Let us send you complete information about the 1938 improved Model ELI FOWLER Unit.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
N. WEST ST., JACKSONVILLE, ILL.

**THE NEW CHAIRPLANE**

The Chairplane is now built in three models, 22 ft., 20 ft. and 18 ft. The 22 ft. version is our standard size ride. The 18 ft. version takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be lying on the outside if desired.  
**SMITH & SMITH, Springfield, Erie Co., N. Y.**

**BERT'S**  
Electric Automatic Ice Shaving Machines  
ATTENTION Mr. Concessionaire  
A NEW DEAL—A NEW PRICE

For a limited time we are offering our \$250.00 Electric Ice Shaving Machine at a New Low Price. The Machine shaves like all the other ones. Made by Smith and Glass A. Sells for Dr. costs 10 each. Machine has G. H. Motor and operates automatically. Our Machines have actually cleaned at Fair and Parks \$250.00 a day. Shaves 12 1/2-15 pieces of ice in 2 1/2 minutes. Send for our Prices at once, as material is going up. We also handle Snow Supplies.  
**SAMUEL BERT MFG. CO.**  
1504 South Akard Street, Dallas, Tex.

**HUBERT'S MUSEUM Inc.**  
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Open All Year Round.  
Want Freaks and Novelty Acts of merit at all times.  
**SCHORK & SCHAFER.**

**"GRAPHOLOGY CHARTS"**  
BIG FLASH!! 7 COLORS!!  
Graphologists, Astrologists, Numerologists, Mix-Readers, Etc. New, interesting and entertaining (color-type) chart with complete instructions. SURE to win the crowd! Regular price 50c; our price \$10.00 per 100. Send 25c each or stamps for sample. Health and Medicine Man write for my list. **LEWIS & CO., 115 E. 23d St., New York.**

**POPCORN**  
South American, Jap. Mulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.  
**H. B. HUISINGA**  
DELAND, ILLINOIS  
Grower of Pure-Bred Varieties of Popcorn.

**BALL THROWING OUTFITS**  
Hooks, Frames, Kids and Bottles. All \$12.00 Kids, 10 1/2 lbs. Lots, \$10.00 per Doz. Write for Catalog.  
**TAYLOR GAME SHOP**  
Columbia City, Ind.

**SNIPES PRINTED DATES**  
Illustrated Folder and Price List containing complete list of all sizes and designs carried in stock, which are available for immediate shipment and priced within reach of all showmen, mailed on request.  
**A. C. ARNONE, Dept. B**  
203 West 82d St., NEW YORK, N. Y.



**MAKE 1938 your BIG YEAR!**  
Pep up your concessions with Evans' World-Famous Attractions! They're the **PROVEN** money-makers. Built by men who know how—they've got the flash, action and appeal it takes to clean up! Write at once for complete information and prices.



**FREE CATALOG**  
In this big 80-page catalog of Evans' latest Park and Carnival Equipment, you'll find everything you need to pull in big, sure-fire profits. Contains complete line of Equipment for Amusement Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Grind Stores, Skill Games, Shooting Galleries, Parts and Supplies—every kind of money-makers for the Midway. Write for your copy at once. It's FREE!



**EVANS' PORTABLE CANDY RACE TRACK WITH MUTUEL**

The flashiest, most practical and best paying race track ever built. Horses pass and repass. Mutuel device with changing odds of 5-1 to 15-1 permits use of higher grade merchandise with more flash. Can also be used for straight play. 6 ft. in diameter, mechanically perfect, unconditionally guaranteed. Write quick! It's hot!

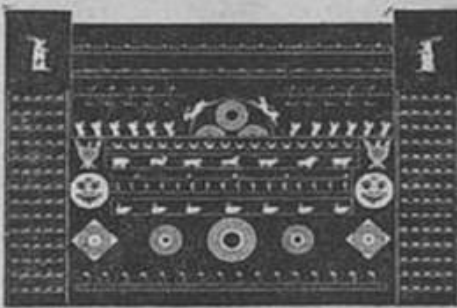
**SPECIAL! COMPLETE ARCADE**

A real bargain! Equipment consists of approximately 100 machines, including Eric Diggers, Mills Punching Bags, Photoscope Machines, Strength Testers, Fortune Telling Machines, etc., etc. Also Electric Arcade Sign. Write quick for detailed list!

**EVANS' ALUMINUM MILK BOTTLES**



By far the best on the market, vastly superior to the old wood bottles. Sound like falling glass when knocked over, produces its own bally. Always a great favorite!



**EVANS' SHOOTING GALLERY**

The finest all-steel long-range galleries obtainable. Strongly built and practically indestructible. Thoroughly tested before shipping, perfect operation sure. Easily and quickly assembled. This year more than ever a money-maker. See catalog for complete line of galleries, supplies and parts.

**EVANS' BIG HEAD BABY RACK**

Always an attraction to the baseball minded public. Rack built in standard units, 7x7 feet. 18 faces, each 7" in diameter, made of tough leather, mounted on iron plates, supported by hardwood upright. Built for years of service and satisfaction. An unfailing big payer. Also special sizes built to order. Complete details on request.



Front View



**EVANS' BINGO**

Similar to Corno, Tango, etc. Absolutely the most popular game today. Outfit is the most complete and practical ever offered. Consists of nickel-plated Bingo Glebe, any number of Cards up to 1500 without duplicates and Ball Board with 75 numbered Balls. Very durably made to withstand hard wear. A sure-fire attraction everywhere.

**EVANS' CIRCULATING FISH POND**

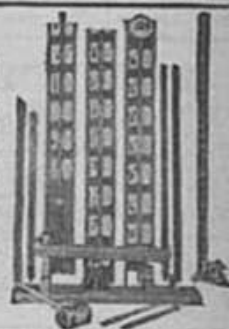


An Unfailing success! Lures the crowds and holds them like a magician. Proven one of the most consistent money-makers in the amusement field.

Tank is of heavy galvanized iron, 12 feet long, 14" wide and 10" deep, made in 2 sections, bolted in center and absolutely tight. 100 life-like fish, each 5" long, properly weighted and fitted with extra large rings for catching. 1/4 h. p. motor and circulator pump remain in shipping case during operation. Easily transported.

**EVANS' HIGH STRIKER**

Head and shoulders above any striker on the market. Tough and sturdy, from base to bell. Hand-somely painted in attractive colors, easy to transport. 2 sizes, 28-foot and 36-foot. A steady money-maker. Write for complete details.



**HITS OF 1937**

- ARCHERY
- CIGARETTE WHEEL
- PENNY BOARDS
- WALKING CHARLEY
- COUNTRY STORE WHEELS
- MONKEY SPEEDWAY
- AUTO BUMP
- ROLL DOWNS
- BART BOARDS

WRITE QUICK FOR FULL INFORMATION!

LEADING MANUFACTURERS OF AMUSEMENT DEVICES SINCE 1892.

See Our New 1938 Models of  
**POPCORN MACHINES**

A MODEL FOR EVERY PURPOSE  
A PRICE FOR EVERY PURSE  
AN UNEQUALED REPUTATION

for

**DEPENDABILITY---**  
**DURABILITY---**  
**ECONOMY---**

**DUNBAR & CO.**

Manufacturers Est. 1900

2654 W. LAKE ST.

CHICAGO, ILL.



**POPCORN CONES**

Have FLASH that brings in the CASH

Sold by Pop Corn and Paper Jobbers from Coast to Coast.

BRITZIUS MFG. COMPANY,

Dover, Minnesota

**QUALITY POPCORN.**

Will increase your profits. All varieties New Crop POPCORN in perfect popping condition. Samples gladly submitted. Popcorn Dressing, Corbats, Cones, Bags, Salt, Glucose, Cheese Dressing and all supplies. Write for prices. Largest Exclusive Popcorn Distributors in the East. Twenty-five years' experience your guarantee of quality, service and fair trading. All orders shipped same day received.

JUMBO PEANUTS ROASTED FRESH DAILY.

SYRACUSE POP CORN MACHINE & SUPPLY CO., INC.  
SYRACUSE, N. Y.

**SLEEP IN YOUR CAR**

No more worry, no more uncertainty as to where or how you will spend the night. No more sleeping on damp or rough ground or in insecure tents, if your car is equipped with the LINDSEY AUTO BED. Makes your car a comfortable sleeping room. Simple, cheap and easily installed. Price for complete set, \$5.00. Instructions included. For descriptive circulars write LINDSEY MFG. CO., - Metropolis, Ill.

"HELLO THERE WESTERN CANADA"  
**E. J. CASEY ALL CANADIAN SHOWS**

OPENING DATE MAY 15TH, UNDER STRONG AUSPICES.

Can place anything that does not conflict with ours. NO HACKETS, NO CHLASERS, NO THEEVEN. Fixing 15 Weeks - Manitoba, Saskatchewan, Alberta and Western Ontario.

FRED L. PRESCOTT, Gen. Agt.

E. J. CASEY, Owner-Mgr.

55 Fifth Ave., St. Vital, Minn.

**ELLMAN SHOWS**

OPEN KENOSHA, WIS., MAY 13.

WANT Shows all kinds, reasonable per cent. We have eight Rides. WILL BOOK Octopus. Concessions all open except Bingo and Popcorn. WANT first-class Cook House. Ray Swannee wants Agents for Cigarettes, Scales, Bull Game. We offer an outstanding route of Fairs and Celebrations. FOR SALE—Transformers, Westinghouse and G. E. Factory guaranteed. ELLMAN SHOWS, 2239 No. 56th St., Milwaukee, Wis.



ROMANCE HAS ITS WAY even with a showman like Eddie Pasterson, superintendent of Royal American Shows electric Skooter ride, who with his bride, formerly May Gladens, of Tampa, is seen here taking a honeymoon ride in a Skooter car. Pasterson has been with Royal American for some four years and following close of last season visited Cuba, that ideal isle of romance. Mrs. Pasterson is a newcomer in show business, having made her debut in 1937 with Goodhue's "Fountain of Youth." Prior to belated honeymoon this couple took first ride on Skooter in each town played last season. Photo by Jack E. Daddswell when shows played Beaumont, Tex., last fall.

"These shows are sincere in expressing appreciation of valuable services rendered by The Billboard to outdoor show business in general."

P. H. BEE JR. letters from Springfield, Tenn.: "I appreciate news published in The Billboard regarding 'shut-out' laws in Kentucky. However, not a single penny was sent me to fight this bill. I had to do it all alone."

Have you gotten a banker in your office wagon yet? It seems thing to do.

PLAYING LOTS.—LaDeane Attractions are playing lots here to good business. Has shows, rides and concessions. Toke McFarland is owner-manager. I am with H.—Mrs. G. H. Freeman, Beaumont, Tex.

MUTTLE BRINES cards from Newark, N. J.: "Just off the range. Come on you saddle stiffs and limber up with the old boots and saddle man and report to me on Mike Buck's show and bring along your saddle polish."

A. B. JEWETT of Des Moines, Ia., asks this question: "Does The Billboard keep up with Walter K. Sibley's fast stepping route?" Answer to Mr. Jewett: Sibley is helping wake up San Francisco at present.

LEE STICH letters from Fort Smith, Ark.: "K. G. Amusement Co. is ready

No. 135

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81

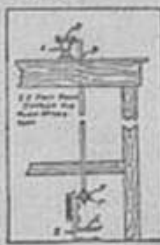
UNION PRINTED SERIAL PADDLES

**SMITH PRINTING CO.**  
1324 WALNUT ST.  
P. O. STATION V, BOX 121  
CINCINNATI, OHIO

Churches and Lodges Demand the Union Label

**LET'S GO TO E-Z JOB.**  
E-Z FOOT POWER STAPLER AND PUNCH ATTACHMENT

Can be used on anything that is lagged or wrapped, such as candy, bread, nuts and beans. 800 to 1,000 bags per hour. Only \$10.00 delivered. Send \$2.00 deposit, balance of \$8.00 on delivery, prepaid.



W. C. BURRELL  
NUT BANDING MACHINE & BAG CO.  
122 E. Greenwood Ave.  
KANKAKEE, ILL.

**1938 MODELS**  
Sensational Prices  
**CHAMPION**  
Corn Poppers

Before you buy any Corn Popper, get the facts about the New Champion Corn Popper. It is the popper you have been looking for. Has every feature you need—greater convenience and economy. Write for information today. Literature also describes complete line of Concession Supplies.

IOWA LIGHT & MFG. CO.  
111 Locust Street Des Moines, Iowa

**PENNANT MEN**

WITH SEWING MACHINES. Pennants for every purpose. We do Sits, Susan Process Work. Pennant Sewing and Monogram Machines in A-1 condition at reduced prices.

NATIONAL PENNANT CO.  
P. O. Box 828, Los Angeles, Calif.

**POPCORN**

All Varieties. REASONING, SALT AND OTHER SUPPLIES. **EMBRO POPCORN COMPANY**  
609 South Main St., St. Louis, Mo.

**MOLLY'S GREATER SHOW**

OPENING APRIL 20. Will book one more Ride, one Show, few more Concessions, see more Free Act. \$50.00 a week. Fairs and Celebrities get in touch with us. JAMES YORK, 37 Lancaster St., Portland, Me.

**WAX FIGURES**

PUBLIC ENEMIES AND OUTLAWS. Seafood, L. Brady Gang and Hundreds of Others. **B. W. Christophel Wax Figure Studios**  
3038 FOLSOM AVE., ST. LOUIS, MO.



GEORGE LOMBOTIS, owner-manager of Midway Cafe and his ever-present cigar. Photo furnished by William Reid was taken in Sturgis, Miss. on Byer's Greater Shows, which was formerly "Lotta Hoopy Shows" and under that title obtained considerable attention in carnival field.

**PINA-COLADA DRINK DISPENSER**

The New Sensational Pineapple and Coconut Drink

Will Put You in Business on a Very Small Investment

**FOR BIG PROFITS NO EXPERIENCE NECESSARY WE SUPPLY THE FORMULA**

Dispenser is cork insulated throughout with a stainless steel juice container which covers all health department regulations.

There are two dispensing faucets so that two people can dispense from each tank at one time.

The electric mixer is the finest made—with General Electric Motor. Read today for details.

**W. KESTENBAUM, INC.** Est. 1895  
1790 FIRST AVE., NEW YORK, N. Y.

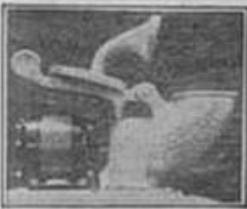
**4 FOR 10c OPERATORS**



HERE IS A NEW FLOOD LAMP SIGNIFICATION. Strong Radiator body of Lamp with No. 2 Filament, guaranteed six hours, and to give three times the light of an ordinary No. 2 Flood Flood. (No Radiator necessary.) Regular \$1.00 Seller. \$7.20 per Dozen. Money refunded if not satisfied. We handle every type lamp and globe made. We will not be undersold. Send for globe price list and save money.

References Dun & Bradstreet's. Terms: 25% Deposit, Balance C. O. D.

**JACK D. FINK & CO.**  
8 North 5th St., ST. LOUIS, MO.



**ENGEL'S HIGH SPEED ELECTRIC SNOW SHAVERS**

**\$49.50**

**S. T. ECHOLS**  
1337 Walton Avenue, St. Louis, Mo.

**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.

**RELIABLE "AMERICAN" GASOLINE BURNERS**

Stoves, Lanterns, Tanks, Gasometers, Wine, Etc. Let us replace your old worn-out equipment.

**ECONOMY SUPPLY CO.**  
126 E. Pearl Street, CINCINNATI, O.

**FOR SALE**

Investment Stock, consisting of Building, 15 ft. Front, 10 ft. Back, well constructed. Mills Counter Forever, 2 1/2 gal. capacity, used two winters, good as new. One Andersen's Quality A. B. Junior Clock, used one winter. One Cook Popper; one Pop Cooker, and all other equipment for \$1,700.00 each. Must be seen to be appreciated. Reason for selling, other interests. Ground rent \$10.00 per month. Good location. Address

**J. W. BANCROFT**  
812 Arcade Bldg., or 742 So. Pepler Avenue, Kansas City, Mo.

**GENERAL AMUSEMENT ENTERPRISES**

OPENING MAY 2 — HAVE 18 FAIRS AND CELEBRATIONS ALREADY BOOKED STARTING JUNE 5.

Wanted Shows: Minstrel, Girl, Illusion, Crime or any other show of merit. Good representation for those with own outfit. We own all the sides. Cash for a few more concessions (no profit). Will book a first-class Cookhouse. Can share program for all wheel and Little Beauty M. G. B. Address all communications to P. O. BOX 780, Greenville, Tex.



**LATEST PHOTO OF C. W. CRA-CRAFT**, hustling "young" general agent, who this season is piloting Strates' Shows, which is now a 25-car railroad carnival under executive guidance of James E. Strates.

to open season here. Have some pictures taken on C. W. Parker Shows in 1904-5-6. Will handle The Billboard sales on show." Lee, send pictures of Mr. and Mrs. K. C. Clapp.

Speaking of the Green-Eyed Monster, jealousy, none can beat the "half and half" clan for exemplifying it.—Soozy Cho.

**HOWARD SPECTOR**, professionally known as "Howard the Lobster Boy," letters from Boston: "Will have side show with Sims Greater Shows in Canada, opening in Windsor in April. After being with Herman Singer for 12 years am now going on my own."

**WILL WRIGHT**, general manager of Wright's Golden West Shows, letters from Glendale, Calif.: "Business first two weeks of season way ahead of expectations, which makes everyone around show in good frame of mind. Good wishes to The Billboard."

What is more glorious to a carnivalite than to have the season on and carnival trains, trucks and trailers going in all directions?

**EMERGENCY OPERATION**: Harry E. Crandel wrote Claude R. Ellis from Tampa, Fla.: "Doctors gave me an emergency operation March 22. It was successful and put me out of immediate danger. I will, however, have to remain in hospital for several days anyway."

**TEXAS CLIFF OVERMYER** cards from Fremont, O.: "Booked with John T. Ren's side show and will be with Happyland Shows. Will work sword box, smallest in use, 16 by 18 by 34 inches; and do pistol and sharpshooting act and also lattooting."

Office wagons should not leak, either from rain or otherwise. Have you a confidential office man, Mr. Carnival Owner?

**ALL SET!**—Wintered in Tampa, Fla. Visited in Chattanooga. Following short visit with relatives in Indiana, we join Clint & Clark Shows at Washington, Pa. Have our girl show ready with new front and everything inside new.—Guy and Lillian White, Bowling Green, Ky.

**WITH AND FOR IT!**—Have a long-range shooting gallery mounted on a long wheel-base truck. Quick setup. Booked again with King Reed Attractions. Courteous and efficient management keeps good concessioners with and for it.—Chas. K. Anderson, North Adams, Massachusetts.

The laws of supply and demand and of compensation have taken care of the peoples of the world and will continue to do so.—Red Onion.

**EVER SEE HANDA BEN** "walk his dog" on Broadway, New York. If not have Mrs. Madge Block or John J. (Emergency) Kelly tell you about it. Kelly should write a book titled "First Hundred Years on Broadway." He could certainly find plenty of carnival humor to make it interesting.—Red Onion.

**CECIL STEPHENSON** cards from Centralia, Ill.: "Working here and waiting for some of the big ones to open. Employed in a restaurant for O. M. White, who formerly operated cookhouses on

various shows. This town is now suffering with a miniature boom because of oil."

A number of carnival magicians have good tricks they can not do. If you are a magician be a good one or go back to putting up tents.

**ONE DAY** stands for Zoot!—Now in West Virginia making one-day stands with my educational zoo, exhibiting in school auditoriums. Played Douglas High School here March 28. Will play in Ohio and then into Wisconsin. Enjoyed the best winter season I ever had.—C. C. McClung, Huntington, W. Va.

**ARTHUR MCCARROLL**, professionally known as Mickey Carroll, visited The Billboard office last week. He is with M. W. Billingsley, who presented the Hopi Indians at Sears-Roebuck store, Cincinnati, for a week's engagement. Mickey is general utility and truck driver and he likes his job.

Even the late General Sherman of Civil War fame passed up Valdosta, Ga., on his march to the sea.—Starr DeBelle.

**ANNE CAMERON** of Roger's Greater Shows has written a piece of poetry about the eight ball and it is not bad, either. Van Cameron is secretary for the show, but he does not pen verse. He writes from Nashville: "Will be The Billboard sales agent and can always be depended upon to do my bit for The Billboard at all times."

**MORRIS VOLTAGGIO** letters from Belle Glade, Fla.: "In connection with management of Everglades fair here we are fortunate in having John Bowers, former showman, and member of the American Legion Post, as assistant. He really knows what it is all about. Good crops and better prices should make this event a winner. Thank The Billboard for its good advertising service."

With all my faults, I have not written any poetry this spring. Funny how some people must write poetry whether they have any talent for it or not.—Tillie Few Clothes.

**BILL RICE** dew calls himself the "Thunderbolt Terror" and writes from Savannah, Ga.: "Note that Frank M.

**NO BREAKAGE NO SPOILAGE NO SHIPPING WORRIES**



**FAST-SELLING REAL CAKE CONES DELIVERED FRESH at every stop on your route**

No matter where the season's bookings take you, you're not far from one of the National Biscuit Company's 250 branches. That means you can have a fresh supply of Real Cake Cones delivered right to the lot at every stop, in any quantity you wish. It saves you the bother and expense of carrying large stocks of cones from place to place.

And don't forget that N. B. C. Real Cake Cones draw the crowds on any midway. Their crisp freshness makes ice cream taste better and sell faster than ever!

Mail us your route list today, and we will send our agency list and full information about this convenient, economical cone service.

**NATIONAL BISCUIT COMPANY**  
449 W. 14th St., New York, N. Y.



**HEART OF AMERICA SHOWMEN'S CLUB MONUMENT**, which graces club's plot in Memorial Park, Kansas City, Mo., where space has been allotted for 123 graves. This shaft is a massive work of art, carved from best quality Vermont gray granite, with a red granite heart as shown at top. Structure is 14 feet high and eight feet at base. Weighs 26 tons and was dedicated December 28, 1937. History: In fall of 1936, John R. Castle, then president of NABC appointed a Monument Committee and named Art Brainerd chairman, with John Francis, Abner K. Kline, A. N. Rice, Walter F. Driver, John E. Castle, Frank Capp and G. A. Rice as co-workers. Their combined efforts of this committee and Ladies' Auxiliary \$2,500 was raised and spent in construction of this memorial to departed members of Heart of America Showmen's Club. Unanimous credit for success of drive went to Art Brainerd, chairman of Monument Committee.

**LIGHTING PLANT BARGAINS**  
Manufactured by  
**UNIVERSAL MOTORS CO.**  
4-5 K W.  
119 V. D. C.



Light  
Control  
Essential

Bargains in  
General Electric

**FLOOD LIGHTS**  
250-500-1000 Watts.  
Used, but in Perfect  
Condition.  
**EDW. SAMARA, Inc.**  
37 South St.,  
New York City.

Button reported that John R. Castle and Tony Martens were the only ones that paid cash for a complete carnival. Told it was \$7,500. Paying cash is only a habit with Castle. He and Milton M. Morris paid Rice & Dorman \$45,000 cash for their 20-car show in 1929."

**BROOKVILLE, Pa.**—Raymond Mettler has been appointed press representative of Royal Exposition Shows; Bert Rosenberger, general manager. Read what Raymond Mettler writes from the same place: "Formerly owned the News and Press, Harrison, O., and was correspondent for The Post, Times-Star and Enquirer, newspapers of Cincinnati." Well, he writes like a writer so he belongs.—Red Onion.

Get out of the rut and off the net as soon as you can this season and the owner of the show will then call you a good showman.—Sassy Glue.

**JOHN W. SWISHER** cards from Charleston, W. Va.: "Will be ready with my 5-cent concession looking for a 'red one' soon. My brother, Clifford, just came in from Florida over the thumb route. Mrs. Swisher and myself are now down on our poultry farm. Have 1,500 chickens. I have read The Billboard for 15 years and it is still good."

**MRS. O. P. STRUBLE** letters from Fredricktown, O.: "Am renewing my subscription to The Billboard. Been reading it for 19 years and would be lost without it. Have been with Sheenley, Morris & Castle, James Patterson, Rice & Dorman and C. A. Wortham in the past. Now retired and living in a small town, but still interested in circuses and carnivals. All success to The Billboard."

Here is trusting that all long jumps to opening stands of season will land all carnivals in "red" spots. Some of them will need "red ones" to start 1938 tour on right foot.

**M. A. SHADER** of Anderson-Grader Shows, letters from Wichita, Kans.: "We have put the rush order at quarters here. Recent arrivals were Mr. and Mrs. Johnny Woetherick with dart gallery, pitch-til-you-win and fish pond. They were with Berkmann & Gerety Shows past three seasons. Lawrence LaLonde came from Los Angeles to take over Ten-In-One show. New Octopus ride is due soon."

**J. W. DIAMOND** letters from Astoria, Ill.: "Diamond Midway Shows, carrying rides, shows, concessions and free acts, will open its season here. Betty Lee Diamond will be back after four years' absence. Will move by trucks. This will be 15th season. I do the booking and Betty Lee Diamond will handle the office and do a free act with her dad, J. W. Diamond, the same as she did years ago. There will be no gambling at this is a clean carnival."

Never mind what kind of off color tactics others practice if behooves you to do the right thing and go straight ahead. Attend to your own business, and be honorable in all business dealings.—Unkle Jerk.

**BANTLY'S BRIEFS: REYNOLDSVILLE, Pa.**—Ray Hilborn, special agent for past two seasons, has been re-en-



**BILLY SIEGRIST TROUPE** of flying trapeze artists, under management of Billy Siegrist. Photo was taken at Plant City, Fla., during Strawberry Festival in that city past winter. Following an engagement at Everglades Fair, Belle Glade, Fla., act will leave for Norfolk, Va., and join Frank West's World's Wonder Shows for season as a feature free attraction. Left to right, A. Green, Michael Smith, Billy Siegrist and Rosalie Siegrist. The act spent winter in Tampa in constant rehearsal and takes road in prime condition its manager states.

gaged in that capacity and will report for duty April 20. . . . Bennie (Patchie) Smith is proud possessor of a 1938 model 22-foot Vagabond trailer. Bennie and Mrs. are due in quarters soon. . . . Harry E. Wilson, assistant manager, was taken with a sudden attack of lumbago at noon Sunday, March 20, and is confined to bed. . . . William E. Whitmore, betting for Wilson.

**FIRST VENTURE!**—Roland Young and his orchestra signed to go with James Hurd's shows and join at Richmond, Va. This will be our first venture in carnival work and we are hoping for the best. Roster: John Henderson, drums and vocals; Bill Ryan, piano and vocals; Gene Monty, trumpet; Lenny Nevin, saxophone, clarinet and violin. I will do bass, violin and vocals. We hope for a good season and send best wishes to The Billboard.—Roland Young, Bridgeport, Conn.

How many in show business know difference between a car pivot flange and key to midway? Latter bunk should be stepped on all midways. Children and "slops" sent for key to midway are entitled to better consideration.

**BOBBY KORK** letters from Trenton, N. J.: "Still alive. Have been released from hospital. Joining W. C. Kaus Shows for second season. Will handle a Hawaiian show, do publicity and sell The Billboard on the show each week. Booked Bob Ballard, talker; Steve Carter's Hawaiian string orchestra, featuring Nadja; Princess Camille, June and Jerry Knight, Gladys LaMar and Dixie Lee. Wish to remember Bob Duerhart, Mimi, Garneau, Lew Kish, Harold Thompson, Fred Garneau, Charles Preck and Louis-Loise Logsdon for remembering me during my illness."

**JACK KUHN** letters from Brooklyn: "My hat is off to Margaret Tracy for her letter in March 10 issue of The Billboard about chump side show managers. I have been in the business 32 years and worked under George (Punch) Irving, Lew Nichols, Frank Merritsey, George P. Donovan, Deacon Delmore and others. They were real talkers. Can now in memory see and hear Deacon Delmore making the announcement on Captain Snyder (Lyon Ack) lion tamer. He brought tears to the audience's eyes with these words, "Let all of us have a prayer on our lips for his safe return from that den of ferocious man-eating Nons."

**BARNYARD CIRCUS:** It looks like this kind of a show would get money at fairs. Trained horses, mules, ponies, goats, chickens, dogs, cats and all that kind of animals and fowl that hover in the vicinity of barns on farms. Get the idea!

**FRED H. WADE** letters from Lincoln, Ill.: "My oldest son, Fred H. Wade Jr., sustained a serious cut to his head and it became so swollen that doctors had to use packs on it and gave him treatments to prevent lock-jaw. Dr. Chester Davis, showmen's physician, and a city

doctor treated him and he is improving. It was an unusual auto accident. When his coupe started backward he jumped on to the running board to throw his car out of gear and in jerking the wheel was thrown against the side of the car. He was taken to Deaconess Hospital, where seven stitches were taken in his head."

**MR. AND MRS. JOHN T. HUTCHENS** letter from Atlanta: "We were grieved to learn of death of Granville L. Hall, better known as 'Happy Sam,' America's largest fat man. He worked for us seasons '36-'37 and was contracted for this season. Only a few days before he died we had a letter from him stating he was ready for call to road. Sam had a smile for everyone and he was always ready to work long hours without a complaint and either rain or shine he would do his part. There was only one 'Happy Sam.' Those who knew him will miss him and sympathy goes to his mother and father of Kooconoke City, Maryland."

Speak your boss' language or else he may think you are kidding him. One can hardly expect to pick up a layman and put him in an office wagon and expect him to understand pig-Latin and cut-up touches right reel.

**ALEX LINTON** letters from San Francisco: "Been back from Hawaiian islands for some time. Spending time between here and Los Angeles with my wife, formerly Eileen Stone of Los Angeles. Married just after returning to the mainland. Was in Hawaii with E. K. Fernandes for five months. He surely is a fine man and boss. Depart for Chicago on City of San Francisco one of the Union Pacific Railroad's streamlined trains. Will remain there 40 hours and then fly to New York. Was informed that my father died December 23 and left me an estate in New Jersey. While East I hope to see old friends of the circuses, especially on the Ringling-Barnum and Cole Bros. Was with Lew Delmore on the Cole circus for past two years."

If there is a co-operative organization of major carnival owners and managers it must be a secret organization. If it is, it will not get very far toward its objective. To all of you, either do something or stop stalling and balking each other. This attitude is not chummy or businesslike.—Red Onion.

**AL C. BECK** letters from Springfield, Mo.: "After 10 years with circuses have returned to carnival business with Dug Thomas Shows. We will not have biggest show on tour but are proud to state that every attraction and concession will be free from grift of any kind. We are not an 'exposition' but will present a high-class carnival. Dug Thomas is general representative; Jean Beck, secretary and treasurer and myself general manager. Spent most of winter in Miami, following Chicago convention. I think Miami would be an ideal place to hold showmen's convention, as showmen eventually get to that city anyway. We could enjoy our drinks under palm trees instead of in a crowded barroom in a cold climate. Best wishes to entire The Billboard staff."

**ANENT THE PASS EVIL:** Here is the way the "pass evil" could be handled (maybe) by "Gentlemen of the Fourth Estate":

"The they roar, yet they shall not PASS. (Jeremiah 5:22).  
"The wicked shall no more PASS." (Nahum 1:15).  
"This generation shall not PASS. (Mark 12:30).  
"Suffer not a man to PASS". (Judges 3:28).  
"Thou shalt not PASS". (Numbers 30:18).  
"None shall ever PASS". (Isaiah 35:10).  
"SO HE PAID HIS FARE AND WENT". (Jonah 1:13).  
The above for the consideration of all.—BEN H. VOORHEES.

**FRANK WEST** and **JOHN MARKS** will be given credit later on for bringing back trained wild animal shows to carnival lots. Both are doing things in this line. They think that now is time to bring back as many children of this day have never seen a trained wild animal show. Go to it, men!

**STARR DEBELLE** letters from Augusta, Ga.: "Kindly allow Unkle Jerk's nephew to speak. He speaks like this: "Many mighty amusement institutions have built up titles and reputations by contracting, presenting and publicizing fa-

**4 for a Dime**  
**Direct Positive Camera**  
Makes popular size pictures. 1 1/2 x 2, directly on duplex white customer walls. Complete with light, 1/2 gauge camera and super speed. \$140.00 P. 2.5 lens.

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**SELL MORE POPCORN**  
**NUCOL Golden Yellow**



Added to amazing, so that when popcorn is hot-to-pop, it comes out a delicious and appetizing golden yellow. INCREASED SALES. Cost very small for it goes 50 lbs. Best of quality and ONE-QUARTER TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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Sturdy construction. The action of the heavy rollers will insure long service. Four rollers to insure long service. Heavy rollers, heavy base, heavy rollers, heavy rollers, heavy rollers. With for making and price, size and paper.

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We are headquarters for Mirror Frames, Up-to-date Folders, New Style Electric Buths, Black Box Cards, Station Plates and Frames, Displayers, etc. Send for new Catalog and Price List. It is free.

**M. K. BRODY**  
1116 E. HALSTED ST., CHICAGO.

**VAN'S CARNIVAL SUPPLY**  
Featuring New Big Big Ferris Wheel and Kiddie Auto Rides and anything you require.

**D. J. VAN BILLIARD**  
NORTH WALES, PA.

**MELVIN'S UNITED SHOWS**  
Have 14 Fairs and Celebrations in Minnesota, Ontario and Canada, playing two a week. Wagon Shows; Thunder, Greek, Mechanical, or what have you. Taker for Side Show, Slide Help, Mechanical, Comedians, No grift. Have proposition for Cow Game Worker, Cook House for sale. Write BOX 184, St. Paul, Minn.



**JOHN H. MARKS**, general manager, Marks Shows.

amous acts and celebrities. However, I am agin' the presentation of underworld characters, gun molls and the like. Their personal appearances do not uplift an amusement organization nor elevate the amusement business as a whole. "Public enemies" when billed as features disgust showgoers and press alike. Why not exploit the good characters around a show and call attention to the investments in time, talent and money. Evil-doers should not be glorified and made as heroes in the eyes of the rising young generations. Do you think the same, Mr. Showman?"

PAUL F. VAN POOL lettered Charlie Wirth from Joplin, Mo.: "Marty Williams and myself visited Springfield, Mo. recently. From Springfield Wagon & Trailer Co., went to fairgrounds and visited Patri & Little Show's quarters. They have painted the show and are proud of the new entrance front. It is built with two large trucks and when spread will be 100 feet long. It is covered with neon illumination. Nobel O. Patri stated that light towers will be used to illuminate the midway and that twice as much light will be used this season as in 1937. Sorry we did not see Al. C. Beck, who has left the circus and joined Dug Thomas carnival. Thomas has the reputation of operating one of the cleanest carnivals on the road and Beck will make a valuable addition to his organization."

List of carnivals on Pacific coast seem to want to keep their routes a secret, or else they do not have a route. Most people in show business thought that showmen on Pacific coast did things in a big way and did not try to mess up other showmen's routes. Of course one can be mistaken in many things.—Wadley Tiff.

PAUL D. SPRAGUE lettered from Atlanta: "Business here for Carl J. Lauther's museum proved one of most successful dates of winter tour. Excellent co-operation was received from American Legion Post who sponsored engagement. A unique publicity stunt was pulled by George Kittinger. He had Chief Diablo ignite a bonfire of old cam that was staged by Atlanta used car dealers. Diablo blew fire from his mouth into mountains of old cars while news camera men and news reel men photographed scene. Hindu Mystery Box crashed recent issue of Life magazine. Mrs. Francis Lauther, 'Miracle Girl,' came back here after a brief absence. Percilla, 'Monkey girl,' wowed customers with her version of Big Apple dance. Practically entire personnel of Rubin & Cherry Exposition visited including Mr. and Mrs. John T. Hutchens who will operate side show with Rubin Gruberg this season."

CANDID CAMELBA Floyd Newell letters from Savannah, Ga.: "Been trying to make a living while waiting for 'Mighty Thing' to open. Regarding per-



OSCAR C. BUCK, general manager, Oscar C. Buck Shows.

turne: Thank! Jack V. Lyle's death was a shock. He was a real trouper and friend to all. Made Sheesley show in movies recently, both inside and out. Shot over 400 feet and it turned out good. Norman Newman is both a swell designer and artist, judging from work done on show. Promoted safety parade here and had plenty of co-operation from city officials. Public wedding goes on April 1, which I think is proper day for people to marry. William Zeldman, Dinty Moore and Jack Ballie painted and repaired all their rides and they look great. Have been engaged, cameras, baggage and all, at \$8 per week and will be with Sheesley. Thaise was okehed by new General Director Bill Rice. Hope it means something when I go to Treasurer Charles H. Pounds to get paid. Resolutions is resolutions!"

COMMUNICATIONS that are not signed go in the waste basket. So do not go around the left telling showfolk that you sent news to "The Billboard" and it refused to publish it. If you are a coward kindly do not bother "The Billboard" with a lot of feeble ravings about things you are afraid to lend your signature to.

SAYS AND THINKS "WALTER B. FOX": Harry W. Lamon is slated for legal adjuster's position with a new circus that is scheduled to open in Mobile, Ala., early in April. . . . Alabama shows please take notice: Several years ago mainline of Southern Ry., from Atlanta to Washington was dubbed "hot trail" by general agents. Mainline of L. & N. between Montgomery and Evansville now bids fair to seem that oognomen. . . . Mr. and Mrs. Thad W. Rising, of Con T. Kennedy fame, were recently glimpsed on streets of Evansville, Ind. . . . With

# PROFITS FOR CONCESSIONERS

- 1 It's the big "Duro-Pak" carton of crisp Honey Bee Potato Chips.
- 2 Enormous profits (see below).
- 3 Mysterious toy or novelty to amuse the children.
- 4 Speedy deliveries.

Your cost 72c for 24's, brings in \$2.40. Your profit \$1.68 the box.

Remit 33% cash with order, balance C. O. D. For samples of Honey Bee Chips and "It's Tops" Popcorn Confection, send 10c (in stamps or coin) to help pay postage. Minimum Shipment—20 Boxes.

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### MAKE \$50.00 A DAY—CANDY FLOSS

Having in here and orders are coming in fast for our Candy Floss Machine—the biggest Money-Maker known. Our Double Spinnerhead doubles your output. Remember when buying we make only the Original Guaranteed Machine—and the world over. For satisfaction and best results send to your order for machine and parts. **WRITE TODAY.**

**ELECTRIC CANDY FLOSS MACHINE, NO. 202** Tenth Ave., So. Nashville, Tenn.

### 1938 - HIGH STRIKERS - SINGLE DOUBLE and TRIPLE

For the latest 1938 Model ELECTRIC REFLECTOR LIGHTED HI-STRIKER. STEEL PARTS USED IN ALL sizes from 17 in. to 40 in. high. Cylinders weigh 225 to 800 lbs. We supply 2, 3 and 4 Models; very largest Chrome Goods in colors and nickel plated finish. \$49.00 and up, depends on the size. **FINEST DOUBLE STRIKERS, \$78.00; TRIPLE or 3-in-1 Machines, \$128.00.** We build many new ideas in Games for 1938. **NOW is the time to get ready EARLY.** Get particulars NOW. Established over 25 years. **Factory 85 77 Tenth Ave., Address LA PEER HI-STRIKER WORKS, LaPeer, Mich.**

THIS WILL BE THE BIG MONEY YEAR

### PLASTER NOVELTIES

FOR CARNIVAL CONCESSIONS, BINGO, WHEELS, BALL GAMES, STRING GAMES, PITCH-TILL-WIN OR ANY GAME GIVING PRIZES.

LOWEST PRICES — BEST QUALITY — QUICK SERVICE.

Write for List and Prices.

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## CHARACTER, WAX FIGURES FOR SHOWS MUSEUM WAX FIGURES

61 NELSON AVENUE, JERSEY CITY, N. J.

## Prudent's Amusement Shows

Opens May 7th with Jimmy Jamison's High Dice and Water Show, for 20 Weeks on Long Island. WANT: Duck Pond, Bull Show, Photo-Till-You-Win, High Striker, Knife Jack, Two Game, Blower, String Game, Novelty, Devil's Bowling Alley, Outland, Photo Gallery, Illusion, Snake or Fat Show. FOR SALE—A lot of 3 Bwings and one 10' x 6' W. Electric Light Plant, real bargain. Write us via MIKE PRUDENT, 1204 Cedar Ave., Patchogue, L. I.

## CUNNINGHAM'S EXPO. SHOWS WANTS FOR SEASON 1938

WILL PLAY WEST VIRGINIA, PENNSYLVANIA AND OHIO.

The Show Will Open April 20, at McConnsville, Ohio.

WANT: Two-In-One, Illusion, Big Snake, Musical and Mechanical Shows, or any type of Grand Show, with or without outfit. First-class Cook House, suitable for 1000's. Concessions agent; Long and Short Range Lead Gallery, Fish Pond, Pitch-Till-You-Win, Nickel Roll Show, Bowling Alley, Snakes, Whists that use stock, Bird Show, Novelty, Darts, Cade Rack. Will not exclusive privileges on Darts. Have some open dates for Fair and Celebrations. Address: New Matamoras, Ohio.

### CANDY PACKAGES

**DeLuxe CHERRIES**  
Contains Chocolate Crushed Cherry Creams. Attractive box, cellophane wrapped. 4 1/2 per box, 110 lb case, \$4.95 per case.

**DIXIE DAINTIES**  
Contains Delicious Assorted Burner Candies. Attractive box, cellophane wrapped. 40 per box, 110 lb case, \$4.40 per case.

**DAINTY NIBS**  
Contains Assorted Kisses, \$10.00 per 1,000. Packed 200 in case, \$2.00 per case.

**EAULA CANDY CO., 927 GERVAIS ST., COLUMBIA, S. C.**

## BLOTNER MODEL SHOWS

WANT: Monkey Speedway and Shows of merit. Man to take charge of Athletic Show. Want: Motorcades, Penny Arcade and Funhouse. Can place Loop-o-Plane and Rideos. Will buy Flat Ride for cash. Concessions: Shooting Gallery, Duck Pond, Sker-Ball Alley, American Palmsistry and other Concessions that don't conflict with what we have booked. Want: Sensational Free Act. Those who wrote please write again.

Address: SAMUEL BLOTNER, 8 Chelmsford St., Methuen, Mass.

## STEWART WAGNER MYSTIC CRAID

### PENN STATE SHOWS

OPENING SATURDAY, APRIL 23, PHILLIPSBURG, PA.

Will book Shows of merit. Want: Snake and Working Acts for newly framed 10-in-1. Can place Legitimate Concessions at \$15. Have opening for Bowling Alley, String Game, Cigarette Gallery, High Striker, Photo Gallery and Photo-Till-You-Win, etc. Address all mail to P. O. BOX 1181, Bethlehem, Pa., till April 16; then Phillipsburg, Pa.

## Write Us About the New Invention in WALK THRU SHOWS

OPEN YOUR EYES, showing life before and after birth. (For both men and women.)  
**G MEN PUT PUBLIC ENEMIES ON THE RING!**  
 SUDENT, a fine beautiful show, fast victory.  
**WAB—JAPAN WRINKLES CHINA AND INSULTS U. S. A.**  
**EXHIBITION BEFORE YOUR EYES.** (For largest parks and biggest carnivals.)  
**ANTHROLOGY MADE PLAIN.** (For all suit readers, anthropologists, etc.)

Bargains for those with limited means.  
 For most show money, shrewdly in setting up and ready for operation, our shows can't be beat. Hundreds of dollars a day was made last season by our shows. P. M. Lewis, of Stevens Park, states he got his start in the show world with the money he made on our shows. He has bought a dozen in the past 10 years.

On request we will also send you big list of about 8 by 10 inch CHILDS, SCOTT'S BROWN, DIXON, ELGIN, NUDIST, ANTIPOY, FLASH photo-graphs for inside and outside lobby display. Larger photos also.

When you write if you tell us what you now have or what show you are most interested in we will appreciate it.

**CHAS. T. BUELL & CO.**  
 Box 208, Newark, Ohio.

many shows now opening daily "Cook House General Agents" are in height of their glory. All is not serene south of "Smith & Wesson" line. . . . Food for thought: The business staff of any show can either make or break that show. . . . A little advertising now and then will inform the public that your show is coming to town. . . . There are 48 states in the Union, so why should several carnivals and the same town at the same time? . . . Daniel A. Klein and Robert Bloom recently joined Majestic Shows at McNeil, Ark. . . . Plenty of light on the midway and lots of sandstut or shavings on the lot have been known to receive complimentary remarks from the public. . . . Lies travel faster than truth but truth eventually triumphs. . . . Contract, contract, who has the contract? Priority is usually recognized in the courts.

**SHOWMEN AT HELM:** British Empire Exhibition, Glasgow, Scotland, and Golden Gate International Exposition, San Francisco, have showmen in charge of their concession departments. Each by the way know what the carnival is all about, too, having come up from the lot. Too bad some other similar enterprises now in the making have not seen fit to get showmen to put on the right touches necessary for the success of such events. All must learn and they will later, probably.

## Do Not Sell America Short! Said J. P. Morgan II

Have confidence in yourself, the business you are in and the future of the United States of America. This is not the day and age for a vacillating attitude toward the future. Go ahead! America is the greatest country on earth. Do as you planned to do toward making your offering to the public the greatest effort of your career in outdoor show business.

Governments may falter, but remember that the people still have the land, the sky, the oceans, rivers and lakes and all that grows on the surface or that lies beneath the earth or that comes from the forests, fields and waters thereof.

Go ahead! Remember what the late J. P. Morgan II said. It was this: "Never sell America short!"

Go ahead! Work hard. Do plenty of thinking, but always push forward!

If you are too weak to carry on sell out to those who have the strength and determination to carry on. Go ahead! Red Onion.

## WARNING

**POPCORN AND CONCESSION MEN—BEWARE** of imitators using names similar to Peerless and National on Corn Poppers.

**Peerless Gets the Money!**  
 CORN POPPERS  
 Genuine National and Peerless CORN POPPERS  
 Get the Big Money Everywhere. Sign of Quality for \$108 in One Day. Commission Model, Illustrated, in neat carrying case. Gasoline, Gas and Electric Models.  
 22 Page Illustrated Catalog on Peerless and National Corn Poppers FREE to Billboard readers. Write today. Get set for your biggest year in 1938.  
**NATIONAL SALES & MFG. CO.,**  
 609-B KEO WAY, DES MOINES, IOWA

**FROZEN CUSTARD MACHINES**  
 The World's Finest Automatic Continuous Brine Freezers. All Metal, Cook Lined. These Machines, Sacrifice Prices—Three.  
 One New Machine, \$990.00 Cash—Two Demonstrators, Guaranteed Perfect, \$700.00 Each.  
 NOTE: We will prepay express on any machine advertised. U. S. A. only. with \$100.00 deposit. Balance on arrival. No circulars—If in doubt, come in person. Visitors always welcome.  
**NEW INTERNATIONAL FROZEN CUSTARD MACHINE COMPANY**  
 17 East 37th St. (Tel. Talbot 4755), Indianapolis, Ind.

## STATE FAIR SHOWS

Truly the Show of Lights and Sights  
 The Biggest and Best in the West  
**FAIR SECRETARIES, LOOK US OVER**  
 Always Address as Per Route in The Billboard  
 P. S.—Want Banner Man with car that will post paper.

## WALLACE BROS. SHOWS

Can place Show People, Ride Help, Musician and Performer for Minstrel Show. Want legitimate Concessions of all kinds. No exclusive except Bingo, Cook House, Erie Digger, Pop Corn. For Sale Exclusive—Lead Gallery, Frozen Custard. Agent for Grind Stores. Want Kiddie Auto Ride with own transportation. Merry-Go-Round Foreman. Wire Sheffield, Ala., this week; Columbia, Tenn., 11 to 16.

## P. J. SPERONI SHOWS

Concessions, Wheels, Novelties, Frozen Custard, Mechanical Shows, Shows—Ten-in-One with own outfit. Will furnish outfit for United Shows. Ride Help—Whip Foreman. Wilbur Lee comes on lots of work. Good Man in all departments. Found Young wants Colored Performers for Harlem Rocket Club, Commodore, Minstrel. Dr. Hubbard wants for his own circus Circus Ground and Aerial Act, and also double and single company. Animal Acts, wild and domestic! Cows, Dog and Pony Trainers, Bios Camera, Hot Air Lander, Boat Race, Cycling Men, Musicians. State your secret, all you do. Lulu Della Davis writes. Write or wire Back Falls, Ill.

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

**NOTES FROM ORAPTS:** Mr. and Mrs. Emer Hanscom had as their guests during Orange Show, Mr. and Mrs. R. Smith, of Santa Barbara, Calif., and Hanscom's mother who lives in Los Angeles during winter months. Emer is on staff. . . . Mr. and Mrs. Ted Metz visited Orange Show midway during show's engagement. The Metz's were on route to Texarkana, Texas, where they again will assemble their side show for Tom Mix Circus. . . . "Hit Littler," new ball game being devised by Roy E. Ludington, and he believes he would not have any trouble getting a location for it on Fifth avenue in New York. . . . James Roe, internationally known pilot of big transport planes, was a house guest of O. N. Crafts during National Orange Show. The two pilots were out early every morning in Crafts cabin plane searching for suitable show lots around Los Angeles area where most traffic passed hourly. Something very easy to check looking down from sky. Crafts plays Los Angeles on four locations soon. . . . Plain Dave Morris back in harness again. Recent illness caused him to resign as general agent of Vaughn's State Fair Shows. Dave and Harry Phillips operated a Grocery Wheel at Orange Show. Morris opines he can get his mind down to business once again since sweethearts have been run, and Santa Anita track is closed.

Concentrate and never lose sight of your objective if you want to be a success in the carnival business.—Wadley TH.

**KENNETH FRANKLIN** letters from Forest City, Miss.: "Joe Gailer, manager Hockeye State Shows, by recent successes has every reason to be confident that a strictly legitimate carnival pays in every way."

**JACK WILKERSON** cards from Lake Charles, La.: "Signed five-year contract with Cliff Liles, manager Park Amusement Co., to make myself generally useful. This show will be practically all new in shows, rides and canvas."

Can all the cookhouse general agents right now before they wreck your route.—Unklo Jerk.

## INSULATION ON—

(Continued from page 88)  
 when pulling them over rough fields on the show lot. With the average outdoor showman putting 6,000 miles a season on his trailer, it is important to get a trailer that will stand up. The trailer chassis should be strong enough to carry the load and preferably should have a steel rail protruding on the sides, so that the trailer has bumper protection all around.  
 A spring-steel drawbar, which absorbs road shocks between trailer and tow car, is a very satisfactory type of drawbar. Electric brakes on the trailer are a necessity for continuous traveling. Drop-type windows, which do not protrude from the trailer at eye level, so that people moving around the show lot bump into them in the dark, are almost mandatory, preventing possible lawsuits and entanglements with the law.  
 These points are of prime importance

**ROBINSON MADE 50,000 SELLING POPCORN**  
 FREE! Our FREE offer will help you do the same.  
 FREE! POPCORN MACHINE!  
 \$85.00 actually given you FREE! Enough supply to start your own business and bring you back more than your small investment. WITH OUR GOOD COIN YOU CAN'T LOSE!  
 Send only \$1.00 and get you 12 LITERS MOTOR-DRIVEN POPCORN MACHINE. Built at cost to increase sales on POPCORN OVER-PRODUCTION. Start THIS BUSINESS TODAY!  
 WE SEND FREE PROFESSIONAL SECRET FORMULAS, TEACHING THE ART OF MAKING POPCORN CONFECTIONS AND OTHER GOOD BELLETS. PAY BACK AS YOU EARN. Send us only \$1 and receive our \$40.50 "DeLuxe" MOTOR DRIVEN POPCORN MACHINE (also FREE 100 lbs. POPCORN COIN BOXES, 1000 lbs. SPECIAL BLACK 25 lbs. SEASONING and 25 lbs. SALT, enough to bring you \$35.00) C. O. B. \$43.50 balance in the 25 monthly payments. \$154.50 VALUE FOR ONLY \$43.50! — SPECIAL QUANTITY PRICES ON REQUEST.  
**WE TRUST EVERYONE — YOUR WORD GOOD ENOUGH**  
 No money necessary. \$1 brings you complete outfit and supplies. IF FREE SUPPLIES DO NOT BRING YOU \$35.00 IN SALES, YOU NEED NOT PAY US ANOTHER CENT. We want repeat business on Popcorn, as we have an monopoly. **WE GROW LARGE ACRES AND SHIP AT LOWEST MARKET PRICES DIRECT FROM ONE SINGLE SOURCE OF SUPPLY. WRITE FOR QUANTITY PRICES.** LOCAL REPRESENTATIVES and BROKERS WANTED.  
**ONLY LARGE, YELLOW SOUTH AMERICAN POPCORN OR TENDER, WHITE JAP MUL-LESS POPCORN, ONLY \$3.50 per 100 lbs. French, Field Peppers, Cheese Corn, Game Corn, Popcorn Balls, Confections and other Professional Formulas sent FREE on receipt of \$1.00 for postage.  
 Our Popcorn Erectory, Cited in Parks, Concessions, Shows, Bands, Bazaars, Circuses, Etc.  
**POPCORN GROWERS' ASSOCIATION,**  
 P. O. Box 6806, Dept. B C., Cleveland, O.**

**4 PHOTOS 10c**  
 MAKE MONEY WITH THIS AMAZING NEW CAMERA.  
**SPECIAL FEATURES!**  
 Daylight Lending and Developing. Six Lens F:2.8.  
 Complete Developing Outfit. Switch Lens to take 35mm. or 16mm. film. Tripod, in Street Fair, etc. Done Work Equal to Any 4 Photos Outfit. Write for Full Details of Your Money-Making Opportunity. Price \$75.00 Complete Only.  
**W. C. ANDERSON,**  
 2016 Harrison St., Kansas City, Mo.

**100-1 Sheet 15 3x5 22-FLASH WINDOW CARDS HEAVY CARDSTOCK 00 PER 100 \$3**  
**POSTERS OF EVERY DESCRIPTION CARDS**  
 Of every size, handle, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.  
**METROPOLITAN PRINTING COMPANY**  
 1222 VINE ST. - PHILA. - PA.

## EVERYTHING ELECTRICAL FOR CARNIVALS

OUTDOOR ELECTRIC WIRES, CABLES (ALL TYPES AND SIZES), ELECTRIC LAMPS, RECEPTACLES, SWITCHES, ETC.  
**WHOLESALE PRICES**  
**MOHAWK ELECTRIC SALES CO.**  
 Successor to Independent Elec. Supply Co.  
 22 MURRAY ST., NEW YORK CITY.

**POP CORN!**  
 It's the Taste That Brings Them Back!  
 Hoosier Fryer Extra Fancy Seasoning and Hoosier Fryer selected Pop Corn is a combination that's hard to beat! Let us be your source for complete outfit! We also handle Gas and Electric Pop Corn Machines.  
**INDIANA POP CORN CO.**  
 BOX 248, MUNCIE, IND.

to show people contemplating purchasing their first trailer. Old hands at trailering will welcome the new improvements incorporated in 1938 models, especially that of insulation. They know what it means to roast under a tin roof or freeze when October winds start biting. Trailer comfort can be as great as that of any home—even more so in some of the 1938 models.



### WYOMING, ILLINOIS Annual Mid-Summer Festival JULY 27-28-29

Now Ready to Book  
High Class Carnival  
Sensational Acts  
Entertainment Features

Address  
**RAYMOND MILLER**  
Greater Wyoming Club,  
Wyoming, Ill.

## WANTED

ACTS, SHOWS AND CONCESSIONS  
DAY AND NIGHT  
Sept. 28-29-30 and Oct. 1, 1938.  
Under State Supervision.

### Somerset Pumpkin Show

SOMERSET, OHIO.  
Write W. H. NICHOLS, Mgr.

## WANTED

SHOWS AND CONCESSIONS  
For the Annual  
**FIREMEN'S CARNIVAL**  
July 16 to July 23,  
EVERETT, PA.  
E. L. NEWHOUSE, Chairman.

## WANTED

INDEPENDENT RIDES AND CONCESSIONS  
FOR JULY 2-3-4 — KAMPSVILLE, ILL.  
State Budget 100-108.  
Free Fish Fry — 25,000 Expected.  
Sponsored by American Legion,  
ARTHUR F. KAMP, Asst. Kampsville, Ill.

## WANTED

BIG TRI-BORO CELEBRATION  
Week May 15th, 1938.  
Free Acts, Shows, Legitimate Concessions,  
50,000 to draw from. Close to Philadelphia and  
Chester. Address:  
TRI-BORO BOYS' CLUB, Folsom, Pa.

### QUINCY AMERICAN LEGION POST'S

Four-day Fourth of July Celebration at Merrymount  
Park, most stupendous in the section, attracting close  
to 100,000 each night. Have Special Shows, Bands,  
Elaborate Fireworks Display and Huge Bonfire Burned  
up. Acts introduced by Novelists and Yell. Attractions  
to Runway. Write LEO H. BRADY, 245 Frank-  
lin St., Quincy, Mass.

## WANT

CONCESSIONS AND SHOWS  
Also Free Acts for Week of June 20.  
Goodness Rides Booked.  
J. B. TRUBY, Chmn.  
Knox Volunteer Fire Co., Knox, Pa.

## RIDES, SHOWS WANTED

FOR HENDERSON, MINN. ANNUAL  
SAUERKRAUT DAYS  
Saturday and Sunday, August 27 and 28.  
For information write  
ELMER GRAHS, Henderson, Minn.

## WANTED

CONCESSIONS, RIDES, SHOWS, ETC., FOR  
FOURTH OF JULY CELEBRATION  
Write E. S. ODDY, Secy. G. of C.,  
Worcester, S. D.

## WANTED

RIDES AND ANIMAL SHOW FOR  
FIREMEN'S CARNIVAL  
JULY 18 TO 23.  
L. A. KEYSER, North Wales, Pa.

WANTED FOR THE ANNUAL FOREST FESTI-  
VAL SPONSORED BY THE MARIONVILLE  
FIRE CO., THE WEEK OF JUNE 27 TO JULY 3.  
Shows and Concessions, Sporting Rides Booked.  
Cook House still open. CAN USE several Shows.  
Several other Celebrations to follow, which are also  
booked independent. Write to  
R. M. McDONALD, Secretary,  
Marionville Fire Co., Marionville, Pa.

## WANTED

Mag Joint, Candy Floss, other Legitimate  
Concessions.  
**R. JACK WALSH**  
MERCHANTS' INDUSTRIAL SHOW,  
Enid, Okla., April 19-23.

It Helps You, the Paper and Advertisers to Man-  
age The Billboard.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Permits Ushering In Detroit Season

DETROIT, April 2.—Opening of the  
sponsored-event season is forecast by  
granting of four permits on Tuesday by  
city council. Four or more carnival  
organizations are active in Detroit and  
surrounding towns, according to reports,  
and week's crop of permits represents a  
high for the year to date and a good  
high average for top of the season.

All were for veterans' organizations,  
three by American Legion units and one  
by Veterans of Foreign Wars, indicating  
that vets are taking the lead away from  
churches as sponsors so far this year.

Permits were for College Park Post,  
American Legion; Detroit Naval Post No.  
233, V. F. W.; Faust American Legion  
Post Glee Club and Verner Legion Post.

## Golden Gate Bridge Fete Deficit Still Hanging Fire

SAN FRANCISCO, April 2.—Sum of  
\$78,000 still owed creditors of last May's  
Golden Gate Bridge Fiesta, called a big  
success in showmanship but not in di-  
rect financial returns, probably will be  
center of a court battle.

City controller has vetoed a plan  
previously approved by Mayor Rossi, city  
attorney and supervisors whereby Cham-  
ber of Commerce would pay the deficit,  
then next year the city would tilt its  
advertising appropriation to the chamber  
by \$70,000.

Eric Cullenward, now secretary to the  
mayor, was manager of the Fiesta and  
Supervisor Warren Shannon chairman  
of citizens' committee.

## Gooding Contracted For Defiance Doings

DEFIANCE, O., April 2.—Committee  
headed by E. P. Wanley and Roger  
Scherer for Northwest Ohio 150th Anni-  
versary Celebration to be held in De-  
fiance met with Felix Bley, general  
representative of Gooding Greater Shows,  
and awarded the contract for all amuse-  
ments, including concessions, to P. E.  
Gooding Amusement Co., Columbus, O.

This will be a State-wide celebration  
with special events daily, free attrac-  
tions and fireworks. During the festival  
the governor will dedicate a new bridge.

## Body is Named to Decide Upon Fate of Milwaukee

MILWAUKEE, April 2.—A committee  
of five county officials and five citizens  
will determine whether a 1938 Midsum-  
mer Festival will be held and how it  
shall be financed.

Among those voicing disapproval of  
the manner in which the festival has  
been conducted in past years is the  
United Show Workers of America, which  
declares no union workers have been  
employed at past festivals.

## Shorts

MORE acts and concessions will be  
used at the 1938 Home-Coming Celebra-  
tion of Gibsonburg (O.) Volunteer Fire  
Department than at the successful event  
last year, said Chairman Frank Ottney.  
B. A. Jolly rides have been booked  
again.

FIREWORKS displays will feature  
sham battles at a three-day Encampment  
sponsored by Grand Coulee (Wash.)  
American Legion Post.

Michigan's Sporterman's show, held in  
State Fair Coliseum, Detroit, for the  
first time, and produced by Campbell-  
Fairbanks Expositions, includes the same  
show that played Grand Central Palace.  
(See SHORTS on page 110)

HELP This Department by Telling  
Committees About It.

## JULY 11th to 16th LOOK—WANTED JULY 11th to 16th

AMERICAN LEGION DRUM CORPS FESTIVAL—  
WANT Clean Upgraded Carnival or will consider Independent Shows, Rides and Concessions. Michigan  
National Grand (5,000 seats) in camp. Best resort area in Northern Michigan on Michigan's busiest  
highway, U. S. 27. WANT Circus during month of August.  
Write LEO E. SCHRAM, Chairman, American Legion Drum Corps, Grayling, Mich.

## Monster 6th Annual Fourth of July Celebration

JUNE 30, JULY 1, 2, 3, 4, 1938.  
SPONSORED BY FRAMINGHAM CHAMBER OF COMMERCE, FRAMINGHAM, MASS.

WANTED: Rides, Shows and Concessions of all kinds that work for Stock. No graft. Have  
Beans and Cookhouse sold. This is a bonafide celebration and has a drawing of 100,000  
people in radius of ten miles. Address all correspondence to  
EARL F. CRAWFORD, Mgr., 96 Alexander St., Framingham, Mass.

SEE INSIDE FRONT COVER  
**THE STRATOSPHERE MAN**  
WORLD'S HIGHEST  
AERIAL ACT!  
NOW BOOKING DATES  
FAIRS — PARKS  
CELEBRATIONS  
PERMANENT ADDRESS  
CARE OF THE BILLBOARD,  
CINCINNATI, O.

## WANTED

INDEPENDENT RIDES AND CONCESSIONS  
FOR JULY 2-3-4, KAMPSVILLE, ILL.  
State Budget 500-108.  
Free Fish Fry — 25,000 Expected.  
Sponsored by American Legion,  
ARTHUR F. KAMP, Asst. Kampsville, Ill.

## WANTED

RIDES, SHOWS, ACTS  
**Lions Annual Home Coming**  
August 22-27  
SECRETARY LIONS CLUB, Ridgeville, Ind.

## BALLOON ASCENSIONS

FOR PARKS, FAIRS AND CELEBRATIONS  
Covering the United States and Canada.  
Write  
**JACKSONVILLE BALLOON CO.**  
JACKSONVILLE, ILL.

## CARNIVALS WANTED

TAXPAYERS' CELEBRATION  
WEEK JUNE 19  
Also for Convention in August. Write  
**William R. Bernhardt, Chairman**  
514 Adams Ave., Spartan, Pa.

## CARNIVAL WANTED

LAST WEEK IN JULY OR FIRST WEEK  
IN AUGUST  
High Class  
Population Over 75,000  
Independent Order of Odd Fellows, Sponsors.  
Write  
**DANIEL J. FERN**  
MAIN STREET, HYANNIS, MASS.

## WANTED

FOR HOME COMING AND OX ROAST  
FREE ACTS AND CONCESSIONS  
AUGUST 24-25-26-27  
High Class  
**FRANK OTTNEY, Chairman and Secy.**  
Gibsonburg, O.

## WANTED

FOR AMERICAN LEGION CELEBRATION  
JULY 4 — CONCESSIONS  
E. W. HOWREY, Secy., Sunman, Ind.

## Quincy Making Big Plans

QUINCY, Mass., April 2.—American Leg-  
ion Post is preparing for its annual  
celebration in Merrymount Park, which  
for the past six years has received  
merited commendation of city and en-  
viroins. Leo H. Brady, who fathered the  
idea, is chairman. More than 100,000  
have been drawn nightly during past  
celebrations and "right before" crowds  
have been great when a big bonfire  
has been fired by Mayor Thomas S. Bur-  
gin. Shows, other entertainment, boxing,  
fireworks, bands and auto and other  
giveaways are programmed. There will  
be twice as many rides as formerly, with  
midway decorated with thousands of  
lights, committeemen said. Workers un-  
der Chairman Brady have been concentrat-  
ing efforts for several months. A  
lighted arch will be a new feature.

## Milwaukee Buys Home Goods

MILWAUKEE, April 2.—City board of  
purchase has voted to purchase 60,000  
American flags, manufactured in Phila-  
delphia, from a sporting goods company,  
for \$1,578 and \$3,633 worth of fireworks  
from Illinois Fireworks Co. for Milwau-  
kee's July 4 Celebration. Flags pur-  
chased by the city will be distributed  
in all parks to kiddies. In past years  
flags bearing the "Made in Japan" label  
had been purchased by some civic  
groups.

## Pageant in Pa. Contracted

JEANETTE, Pa., April 2.—Bill Martin,  
Pennsylvania rep of John B. Rogers Pro-  
ducing Co., contracted for the company  
to stage an historical pageant at Jean-  
ette's Golden Anniversary Celebration.  
Other features will include big midway,  
parades, free acts, villages, contests and  
fireworks. Chamber of Commerce Sec-  
retary Evans is celebration secretary.

## WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK.

## CELEBRATIONS PICNICS

WANT Shows, Rides, Concessions for seasonally  
sponsored events, Farmers' Picnics, starting May 28,  
Need money-making events for Independent Show  
Picnics. M. A. BEAM, Windsor, Pa.

1938 FAIR DATES

ALABAMA

Athens-Limestone Co. Colored Fair. Sept. 28-Oct. 1. H. T. Redus.
Birmingham-Alabama State Fair. Sept. 20-Oct. 1. P. T. Biederer, gen. mgr.
Clanton-Chilton Co. Fair. Sept. 20-24. Mel Martin, secy.
Cottonwood-Limestone Co. Fair. Sept. 20-24. C. O. Horton.
Cullman-Cullman Co. Fair Assn. Late in Sept. E. L. Horton.
Enterprise-Coffee Co. Fair Assn. Oct. 10-13.
Prescott-Northern Ala. State Fair & Frontier Days. July 1-4. Grace M. Sparkes.

ARIZONA

Benson-Benson Co. Free Fair Assn. Oct. 9-7. E. O. Larzette.
Blytheville-Mississippi Co. Fair. Sept. 27-Oct. 2. J. Mill Brooks.
Camden-Guachita Co. Fair Assn. Oct. A. C. Hale.
Hayfield-Hayfield Fair Assn. Aug. 3-8. Mrs. Joe Lewis.

ARKANSAS

Anderson-37th District. Shasta Co. Fair. Sept. 22-24. Mrs. F. Torrey.
Ashburn-Adair Co. Fair & Gold Rush. June 2-5. M. C. Mason.
Calistoga-Calistoga Fair. July 2-4. Conrad Weil Jr.
Cathlamet-Cathlamet District Fair Assn. Oct. 6-8. C. L. Walton.
Cedarville-Surprise Valley. Mendoc Co. Fair Assn. Sept. 10-11. J. Ray Golden.
Chicago-Butte Co. Fair. May 10-14. L. B. Gault.
Del Mar-San Diego Co. Fair. Oct. 8-13. Frank Dupree.
Dixon-Solano Co. Fair. May 7-8. C. McGimsey.
Fairdale-Humboldt Co. Fair. Aug. 17-31. N. H. D. Hindley.
Fresno-Fresno District Fair. Sept. 13-18. Tumas Dodge.
Oak-Oak Fair. Hoopa Shaw & Hodge. Aug. 6-7. Eugene H. Beck.
Hayfork-Tierras Co. Fair. Aug. 7-8. Oene Bibb.
Hollister-23d Dist. Agril. Assn. Oct. 7-9. Roy A. Hubbell.
Lakewood-28th Dist. Agril. Assn. Sept. 2-5. Supt. Healden.
McArthur-Shasta Co. Inter-Mountain Fair. Sept. 10-14.
Moapa-Moapa Co. Fair. Oct. 13-16. Frank H. Davis.
Marysville-Sutter-Yuba N-Counties Fair Assn. May 26-29. Jack Fredricka.
Napa-Napa Co. Fair & Horse Show. Aug. 18-21. Tom Camp.
Oroville-Glenn Co. Fair. Sept. 27-Oct. 1. George F. Cantwell.
Prichard-Powder Mill District Fair. Aug. 3-7. Deogh Young.
Pleasanton-Sacramento Co. Fair. Oct. 13-16. L. S. Anderson.
Ponoma-Los Angeles Co. Fair. Sept. 16-Oct. 7. O. H. Adlerbaum.
Humboldt-Yuba Co. Fair Assn. Sept. 20-Oct. 2. Judge Don L. Bass.
Sacramento-California State Fair. Sept. 2-11. Robert Mueckler.
San Jose-Santa Clara Valley Fair Assn. Sept. 14-18. Russell E. Fritts.
Candy-Barkas-Barkas Fair & Horse Show. July 25-31. Sam E. Kramer, mgr.
Santa Maria-37th Dist. Agril. Assn. July 20-24. J. H. Chambers.
Santa Rosa-Economy Co. Fair Assn. Aug. 9-14. G. Lansing Hurd.
Sonoma-Tuolumne Co. Fair & Horse Show. Sept. 16-18. R. M. Doyle.
Stockton-San Joaquin Co. Fair Assn. Aug. 6-13. E. V. Hansen.
Suisunville-Lassen Co. Fair. Aug. 26-28. P. H. Taylor.
Tulare-Tulare-Kings Co. Fair. Sept. 20-24. A. J. Shinn.
Turlock-Stanishas Co. Fair & Horse Show. Aug. 1-6. C. W. Cook.
Utah-12th District Agril. Assn. Aug. 25-27. Edward J. James.
Ventura-Ventura Co. District Fair. Aug. 1-8. E. C. Maxwell, Chas. Hardy.
Woodland-Powder Mill District Fair. July 23-24. Chas. Hardy.

CALIFORNIA

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Woodland-Powder Mill District Fair. July 23-24. Chas. Hardy.

COLORADO

Athens-Limestone Co. Colored Fair. Sept. 28-Oct. 1. H. T. Redus.
Birmingham-Alabama State Fair. Sept. 20-Oct. 1. P. T. Biederer, gen. mgr.
Clanton-Chilton Co. Fair. Sept. 20-24. Mel Martin, secy.
Cottonwood-Limestone Co. Fair. Sept. 20-24. C. O. Horton.
Cullman-Cullman Co. Fair Assn. Late in Sept. E. L. Horton.
Enterprise-Coffee Co. Fair Assn. Oct. 10-13.
Prescott-Northern Ala. State Fair & Frontier Days. July 1-4. Grace M. Sparkes.

CONNECTICUT

Bethlehem-Bethlehem Fair. Oct. 2-3. Central night. Aug. 31-Sept. 2. R. H. M. Butler, Watertown, Conn.
Camden-Camden Orange Fair. Sept. 10. C. Evans Hubbard, Wilton, Conn.
Dorham-Dorham Fair. Oct. 1-2. Newton.
Dorham-Dorham Agril. Fair Assn. Oct. 5-6. John A. Jackson.
Goshen-Goshen Agril. Soc. Sept. 5. Louise W. Blakely.
Hudson Neck-Hudson Neck Fair Assn. Sept. 3. Leonard J. Felder, E. Hampton, Conn.
Hamberg-Lyme Orange Fair Assn. Aug. 21. Curtis D. Clifford, R. P. D. 1, Old Lyme, Conn.
Hartford-Hartford Agril. Soc. Oct. 1. Louis L. Campbell, mgr. R. P. D. 2, Box 244, Torrington.
Hazardville-Union Agril. Soc. Sept. 25. B. H. O'Neil, Meriden, Conn.
Meriden-Meriden Orange Fair. Sept. 16-17. Mrs. J. E. Megowan.
New Britain-Norwich Orange Fair. Sept. 16-17. Dorothy W. Condit.
Pawling-Pawling Orange Fair (stockers). Oct. 6-7. Wm. D. Wilber.
Terryville-Terryville Fair. Sept. 24. Marion C. Malton, Plymouth, Conn.
Waterbury-Waterbury Fair. Near Waterbury. Sept. 14. E. E. E. E.
Woodstock-Woodstock Agril. Soc. Sept. 13-14. Freeman R. Nelson, Plainfield Centav. Conn.
Hartford-Hartford Agril. Soc. Sept. 13-14. Freeman R. Nelson, Plainfield Centav. Conn.

DELAWARE

Harrington-Kent & Sussex Fair Assn. July 26-28. Ernest Haughey.

FLORIDA

Jacksonville-Duval-Jacksonville Fair. Apr. 16-24. E. Ross Jordan, Box 4212.

GEORGIA

Achel-Cook Co. Fair. Sept. —. James T. Adelinger.
Atlanta-Southeastern Fair. Oct. 2-9. Virgil Meigs.
Athens-American Legion Fair. Oct. 17-23. W. A. Hodges.
Bainbridge-DeKalb Co. Fair. Oct. 10-13. T. E. Rich.
Covington-Newton Co. Fair. Early in Oct. Henry Odum.
Dawson-Southeastern Festival. Oct. 24-Nov. 2. Dallas Sparhawk.
Eatonville-Eatonville Fair. Oct. 10-13. I. V. Holmes.
Eatonville-Ebert Co. Colored Fair Assn. Oct. 3-8. Lee Roy Doolay.
Pinebluff-Ben Hill Co. Fair. Oct. —. Homer Waters.
Gainesville-Gainesville Fair. Sept. 20-Oct. 1. J. V. Holmes, Eberton, Ga.
Lawrenceville-DeKalb Agril. Ind. Fair. Prob. 10-13. E. W. Kelley.
Macon-Georgia State Expo. Oct. 17-23. E. Ross Jordan.
Milledgeville-Middle Ga. Fair Assn. Oct. 11-15. Mrs. F. W. Hendrickson.
Newnan-DeKalb Co. Fair. Week of Sept. 20. E. R. Roundtree.
Valdosta-South Georgia Fair. Nov. 7-12. H. K. Wilkinson.

IDAHOO

Burley-Cassia Co. Fair Assn. Aug. 31-Sept. 3. B. F. Mahoney, Dooly Idaho.
Caldwell-Southwest Idaho 4-H Club Dist. Fair. Aug. 18-20. Chas. Laurentson.
Nampa-Nampa Harvest Festival Assn. July 14-18. E. W. Kelley.
Sandpoint-Summer Co. Fair Assn. Sept. 15-17 (tentative). Ralph E. Knight.

ILLINOIS

Athens-Limestone Co. Colored Fair. Sept. 28-Oct. 1. H. T. Redus.
Birmingham-Alabama State Fair. Sept. 20-Oct. 1. P. T. Biederer, gen. mgr.
Clanton-Chilton Co. Fair. Sept. 20-24. Mel Martin, secy.
Cottonwood-Limestone Co. Fair. Sept. 20-24. C. O. Horton.
Cullman-Cullman Co. Fair Assn. Late in Sept. E. L. Horton.
Enterprise-Coffee Co. Fair Assn. Oct. 10-13.
Prescott-Northern Ala. State Fair & Frontier Days. July 1-4. Grace M. Sparkes.

IOWA

Acley-Four County Fair. Nov. 19-21. Martin L. Hayes.
Adair-Adair Co. Fair. Aug. 22-24. Roger W. Leinbach.
Albia-Monroe Co. Agril. Assn. Aug. 22-25. Mrs. Hugo Swartz.
Albia-Monroe Co. Agril. Assn. Sept. 2-5. E. L. Vinson.
Albia-Butler Co. Fair. Sept. 5-8. C. H. Weld.
Albia-Barnes Vista Co. Agril. Soc. Aug. 16-19. J. Ray Hains.
Altamont-Cass Co. Agril. Show. Aug. 17-19. E. Deane Paulson.
Audubon-Audubon Co. Fair. Sept. 12-16. W. O. Wilson.
Aurora-Aurora Agril. Soc. Aug. 20-Sept. 1. E. D. Matterson, Lament, Ia.
Avoca-Fortwarrington Co. Fair Assn. Aug. 17-20. R. F. McKinley.
Bloomfield-Davis Co. Fair. Aug. 16-19. I. O. Deane.
Boone-Boone Co. Achievement Show. Aug. 22-24. C. E. Judd.
Burlington-Burlington Tri-State Fair. Aug. 7-13. A. L. Hillen.
Cedar Rapids-All Iowa Fair. Sept. 4-8. C. D. Moore.
Central City-Waples Valley Fair Assn. Aug. 4-7. P. O. Satter.
Clarksdale-Page Co. Agril. Fair. Aug. 11-12. G. C. H. H.
Colfax-Jasper Co. Fair. Aug. 22-24. E. J. Morrissy, prax. Vateria Ia.
Columbus Junction-Lucia Co. Fair. Aug. 16-19. H. H. Wright.
Coral Hills-Page County Fair. Sept. 28-29. A. A. McLaughlin.
Cornell-Adams Co. Fair Assn. Aug. 22-26. A. L. Gaubier.
Corydon-Wayne Co. Fair. Aug. 22-24. H. R. Cresen.
Howard-Howard Co. Fair. Aug. 25-Sept. 1. J. O. Meyer.
Davenport-Miss Valley Fair & Expo. Aug. 14-20. H. W. Peyer.
Decorah-Windsor Co. Fair. Aug. 17-20. J. R. Pearson.
Derby-Derby District Agril. Assn. Sept. 6-9. O. W. Norris.
Des Moines-Iowa Centennial State Fair & Expo. Aug. 24-Sept. 2. A. R. Corey.
Dumond-Lee Co. Fair Assn. Aug. 24-27. W. A. Krebill.
Eagle Grove-Eagle Grove Dist. Jr. Fair. Aug. 21-23. L. W. Hall.
Eldora-Wapello Co. Agril. Fair Assn. Aug. 22-25. L. W. Hall.

Vienna-Johnson Co. Fair. Aug. 16-19. George Gray.
Warren-Warren Fair. Aug. 24-27. J. W. Richardson.

INDIANA

Anderson-Anderson Free Fair Assn. July 4-9. Earl J. McCord.
Bicknell-Knox Co. Farm Fair Assn. Aug. 9-12. O. L. Bartz.
Bloomfield-Bloomfield Fair Assn. Aug. 1-6. Albert C. Derr.
Brewster-Benton Co. Fair Assn. July 1-4. Robert A. Lynch.
Brookville-Franklin Co. Fair. July 26-30. Ezra Postell.
Chalmers-Chalmers Horse Show & 4-H Club Fair. Aug. 24-27. Burt Shell.
Cicero-Fall Festival. Aug. 11-13. E. A. Carson.
Converse-Miami Co. Agril. Assn. Sept. 15-18. George H. Hancock.
Corydon-Harrison Co. Agril. Soc. Aug. 22-26. Dr. L. B. Wolfe.
Covington-Covington Free Fair. Aug. 22-27. George P. Schwinn.
Creston-Lake Co. Agril. Soc. Aug. 16-20. George H. Nelson.
Fairmont-Grant Co. Agril. Fair. Aug. 28-Sept. 1. John H. Little.
Fairview-Sullivan and Ohio Co. Fair Assn. Aug. 15-17. Walter Lee, pres.
Frankfort-Culton Co. Fair Assn. Aug. 14-19. Will G. Ross.
Goshen-Ebhart Co. Fair. Aug. 20-Sept. 2. Wallace C. Manrow.
Greenfield-Hancock Co. Agril. Assn. Aug. 22-25. Bert Swain.
Hartsville-Farmers & Merchants Agril. Assn. Sept. 20-24. Ross Daugherty.
Huntingburg-Dubois Co. Fair. Aug. 8-13. J. P. W. Brock.
Indianapolis-Indiana State Fair. Sept. 3-9. Harry O. Tompsett, mgr.
Jasper-Tri-County Fair Assn. Aug. 15-20. Ivan Carter.
Kendallville-Noble Co. Fair. Aug. 15-19. U. C. Brogan.
Kretzland-Newton Co. Fair Assn. Sept. 13-18. A. M. Schuch.
Lafayette-Lafayette Co. Fair Assn. Aug. 23-27. James A. Teery.
Lawrenceburg-Deerborn Co. Fair. July 25-30. Leonard Haag.
Logansport-Cass Co. Fair Assn. July 24-29. Babe Thomas.
Lyons-Lyons Fair & Stock Show. Sept. 14-17. Tex Edwards.
Mentona-Mentona Community Fair Assn. Aug. 24-27. L. Kelley Norris.
Merrill-Hancock Co. Agril. Soc. Aug. 20-22. H. L. Kelley.
Monette-Monette Fair. July 31-Aug. 5. Y. J. Claypool.
Osgood-Ripley Co. Fair. Aug. 2-6. H. L. Jenkins.
Portland-Jay Co. Fair Assn. Aug. 6-12. Mike Ankrom.
Princeton-Gibson Co. Fair Assn. Aug. 23-Sept. 2. H. W. Reinhart.
Reynolds-Reynolds Co. Fair. Aug. 20-Sept. 2. George M. Reed.
Reynolds-Reynolds Fair. Sept. 7-10. Albert Oeler.
Rockport-Spencer Co. Fair Assn. July 27-31. Phila.
Rockville-Furke Co. Fair Assn. Aug. 30-Sept. 3.
Rushville-American Legion Free Fair. Aug. 1-6. H. E. Hitchman.
Shelbyville-Shelby Co. Fair Assn. Aug. 6-12. Fred L. Jones.
Tipton-Haule-Vigo Co. Agril. Assn. Aug. 27-Sept. 1. Paul Jahn.
Vevian-Knoxville Co. Fair Assn. Sept. 27-Oct. 1. C. R. Jozik.
Washington-Graham Farms Fair Assn. Aug. 22-Sept. 1. Leo J. Hoeting.

KANSAS

Allen-Northern Lyon Co. Fair Assn. Sept. 19-21. E. E. Edwards.
Anthony-Anthony Fair Assn. July 18-22. O. F. Morrison.
Ashburn-Ashburn Orange Fair. Oct. 7-8. Mrs. G. G. Geller.
Beverly-North Central Kan. Free Fair. Aug. 26-Sept. 2. Homer Aikins.
Big Spring-Douglas Co. Agril. & Livestock Fair Assn. Sept. 21-Sept. 2. Pete Eahmiller.
Lafayette, Kan.
Blue Rapids-Marshall Co. Stock Show & Fair Assn. Sept. 27-30. H. C. Lathrop.
Burdett-Eastern Cowley Co. Fair Assn. Aug. 22-25. F. R. Brooks.
Burlington-Coffey Co. Free Fair. Aug. 6-12. John Redmond.
Chanute-Mosho Co. Fair. Sept. 5-11. T. Y. Morrison.
Clay Center-Clay Co. Free Fair Assn. Sept. 5-20. Floyd Shoof.
Coffeyville-Montgomery Co. Fair Assn. Sept. 9-9. Albert R. Ritter.
Colby-Thoma Co. Fair Assn. Aug. 16-19. J. H. Haska.
Columbus-Cherokee Co. American Legion Free Fair. Aug. 22-27. Cooper Osterhout.
Cottonwood Falls-Chase Co. Fair Assn. Sept. 28-Oct. 1. Carl A. Hallweg.
Hickman-Lane Co. Free Fair. Aug. 17-18. B. C. Wheatcraft, mgr.
Dodge City-Great Southwest Free Fair Assn. Sept. 5-16. Frank Dunkley.
Gardner-Crawford Co. Fair Assn. Week of Aug. 22-24. Wm. A. Haskins.
Oodoland-Northwest Kansas District Free Fair. Aug. 22-26. H. R. Edmister.
Harper-Harper Co. Agril. Fair Assn. Oct. 18-21. R. E. Dressler.
Hickman-Lane Co. Fair Assn. Oct. 4-7. C. P. Athcraft.
Horton-Tri-County Fair Assn. Sept. 7-9. H. W. Wilson.
Hutchinson-Kansas State Fair. Sept. 17-23. M. Mitchell.
Iola-Alton Co. Fair Assn. Aug. 29-Sept. 2. Roy W. Reed.
Kingman-Kingman Co. Fair Assn. Oct. 12-15. Arthur Goumery, Zenda Kan.
Marion-Norton Co. Fair. Sept. 6-9. Jean W. Kriehl.
Owango-Labette Co. Free Fair. Aug. 29-Sept. 2. Joe A. Carpenter.
Ottawa-Franklin Co. Agril. Assn. Aug. 22-26. J. E. Lister.
Parsons-Tri-State Fair Assn. Aug. 18-23. J. R. Rockhold.
Richmond-Richmond Free Fair Assn. Aug. 25-28. John A. Rockers.
Rush Center-Rush Co. Agril. & Fair Assn. Aug. 30-Sept. 2. L. E. Dixon.
Salina-Salina Free Fair. Aug. 29-Sept. 2. H. M. Eiler.
Shelby-Cherokee Co. Free Fair. Oct. 6-8. Carl Ackerman.
Silver Lake-Silver Lake Co. Fair. Aug. 21-Sept. 2. M. P. Otter.

Moapa-Moapa Co. Fair. Oct. 13-16. Frank H. Davis.
Marysville-Sutter-Yuba N-Counties Fair Assn. May 26-29. Jack Fredricka.
Napa-Napa Co. Fair & Horse Show. Aug. 18-21. Tom Camp.
Oroville-Glenn Co. Fair. Sept. 27-Oct. 1. George F. Cantwell.
Prichard-Powder Mill District Fair. Aug. 3-7. Deogh Young.
Pleasanton-Sacramento Co. Fair. Oct. 13-16. L. S. Anderson.
Ponoma-Los Angeles Co. Fair. Sept. 16-Oct. 7. O. H. Adlerbaum.
Humboldt-Yuba Co. Fair Assn. Sept. 20-Oct. 2. Judge Don L. Bass.
Sacramento-California State Fair. Sept. 2-11. Robert Mueckler.
San Jose-Santa Clara Valley Fair Assn. Sept. 14-18. Russell E. Fritts.
Candy-Barkas-Barkas Fair & Horse Show. July 25-31. Sam E. Kramer, mgr.
Santa Maria-37th Dist. Agril. Assn. July 20-24. J. H. Chambers.
Santa Rosa-Economy Co. Fair Assn. Aug. 9-14. G. Lansing Hurd.
Sonoma-Tuolumne Co. Fair & Horse Show. Sept. 16-18. R. M. Doyle.
Stockton-San Joaquin Co. Fair Assn. Aug. 6-13. E. V. Hansen.
Suisunville-Lassen Co. Fair. Aug. 26-28. P. H. Taylor.
Tulare-Tulare-Kings Co. Fair. Sept. 20-24. A. J. Shinn.
Turlock-Stanishas Co. Fair & Horse Show. Aug. 1-6. C. W. Cook.
Utah-12th District Agril. Assn. Aug. 25-27. Edward J. James.
Ventura-Ventura Co. District Fair. Aug. 1-8. E. C. Maxwell, Chas. Hardy.
Woodland-Powder Mill District Fair. July 23-24. Chas. Hardy.



Weeping Water—Cass Co. Agril. Assn. Sept. 12-15. Frank Wood. West Point—Cuming Co. Fair. Aug. 22-Sept. 1. Ed M. Baumann.

NEVADA

Elio—Elio Co. Agril. Assn. Sept. 13-15. Hayden Henderson Jr. NEW HAMPSHIRE Contoocook—Hopkinton Fair. Sept. 20-22. L. A. Nelson. Plymouth—Dutton Grange Fair. Sept. 13-15. W. J. Neal, Meredith, N. H. Rochester—Rochester Agril. Assn. Sept. 27-Oct. 1. Ralph E. Cams. Sandwich—Sandwich Town & Grange Fair. Oct. 17. Chas. H. Hoyt, mgr., Center Sandwich.

NEW JERSEY

Bound Brook—Somerset Co. Fair. July 23-26. C. Fitzpatrick. Farmington—Farmington Agril. Fair Assn. Aug. 30-Sept. 5. Major E. R. Allen, mgr. Hackensack—Hackensacktown Fair. Aug. 6-12. Howard R. Sullivan. Madison—Madison Fair. June 23-25. M. Matzka Jr. Trenton—New Jersey State Fair. Sept. 25-Oct. 1. George A. Hamid, gen. mgr.; Harry T. LaBrecque, mgr. NEW MEXICO Hornell—Eastern N. M. State Fair. Oct. 6-8. W. C. Heiland. Willard—Torrencia Co. Fair Assn. Oct. 5-7. Marvin H. Jones.

NEW YORK

Ashton—Orleans Co. Fair Assn. Aug. 3-4. Walter W. Madd. Albion—Albion Fair. Aug. 22-27. Roy F. Feugh. Avon—Onondaga Valley Breeders' Assn. Horse Show. Aug. 26-27. Craig W. Wadsworth. Batavia—Batavia Co. Agril. Soc. Aug. 11-20. Glen W. Orinell. Bath—Bath Co. Agril. Soc. Sept. 13-17. J. Victor Pauert. Boonville—Boonville Fair. Aug. 2-8. R. A. Vaughn. Brookville—Brookville-Madison Co. Agril. Soc. Sept. 3-9. C. C. Crane. Calabro—Calabro Fair. Aug. 9-12. G. H. Collins. Canfield—Cambridge Valley Agril. Soc. Aug. 17-20. P. J. Houston, Honover Falls, N. Y. Canastota—Ontario Co. Agril. Soc. Aug. 2-4. James P. Dobson. Canisota—Canisota Co. Agril. Soc. Sept. 3-7. Wm. A. Dardess. Cobleskill—Cobleskill Agril. Soc. Sept. 13-23. Wm. K. Goding. Cortland—Cortland Co. Agril. Soc. Aug. 22-27. Harry H. Tamm. Dundee—Dundee Fair Assn. Sept. 6-8. L. H. Hamer. Dunkirk—Chautauque Co. Fair. Sept. 5-9. A. L. Poirer. Elmira—Chemung Co. Fair. Aug. 28-Sept. 3. J. E. Williamson. Fonda—Montgomery Co. Agril. Soc. Sept. 2-8. Edward Rothmeyer, Tribes Hill, N. Y.

Hamburg—Erie Co. Agril. Soc. Aug. 22-27. J. C. Neaton. Ithaca—Tompkins Co. Agril. Soc. Aug. 16-20. Leon G. Hochrniech. Kingston—Ulster Co. Agril. Soc. Aug. 24. E. W. Hathaway. Lockport—Niagara Co. Fair Assn. Aug. 5-12. F. E. Pease, gen. mgr. Louisville—Lewis Co. Agril. Soc. Aug. 23-27. M. M. Lyman. Malone—Franklin Co. Agril. Soc. Aug. 22-27. H. Bernard Kelly. Middletown—Orange Co. Agril. Soc. Aug. 13-20. Alan C. Madison. Naples—Naples Union Agril. Soc. Sept. 1-3. Leon Corradini. Nassau—Rensselaer Co. Agril. Soc. Sept. 14-17. Edward J. Mutterer. Onondaga—Rockland Co. Agril. Assn. Aug. 21-Sept. 3. W. J. Elliott, West Nyack, N. Y. Palmyra—Union Agril. Soc. Sept. 21-24. W. Ray Converse. Penn Yan—Yates Co. Agril. Soc. Aug. 24-26. Chas. M. Watkins. Rhinebeck—Dutchess Co. Fair. Aug. 30-Sept. 3. Benson R. Frost. Riverhead—Suffolk Co. Fair. Aug. 23-27. Frank M. Corwin. Rochester—Monroe Co. Fair & Rochester Expo. Sept. 5-18. Wm. B. Boothby. Sandy Creek—Sandy Creek Fair. Aug. 16-19. Dr. H. Hollis. Schaghticoke—Rensselaer Co. Agril. Soc. Sept. 8-8. Paterson P. Caird, Troy, N. Y. Syracuse—New York State Fair. Aug. 28-Sept. 10. Paul Smith, dir. Trumansburg—The Union Fair. Sept. 28-Oct. 1. Frank H. Tunison. Vernon—Vernon Agril. Soc. Sept. 7-10. Fred C. Smith. Watton—Delaware Co. Fair. Aug. 22-27. C. O. Field. Watkins Glen—Schuyler Co. Agril. Soc. Sept. 14-18. Mlle Hitchcock, Odessa, N. Y. Westport—Essex Co. Agril. Soc. Aug. 23-26. Robert O. Goodnow, Crown Point, N. Y. White Plains—Westchester Co. Agril. Assn. Sept. 14-17. Mrs. John McAllister, Bearssdale, N. Y. Whitney Point—Rensselaer Co. Agril. Soc. Aug. 3-3. Osmen J. Brooks.

NORTH CAROLINA

Athens—Stanly Co. Fair Assn. Oct. 3-4. P. B. Patterson. Asheville—Swain Co. Dir. Agril. Fair & Jubilee. Sept. 19-24. E. W. Pearson. Beaufort—Carteret Fair Assn. Oct. 10-15. Wm. H. Hattwell. Clinton—Sampson Co. Fair. Oct. 4-8. Norman W. Chambers, Rocky Mount, N. C. Durham—American Legion Tobacco Fair & Festival. Sept. 5-10. Mel J. Thompson. Durham—Durham Co. Fair Assn. Week of Sept. 19. O. E. Haasen, pres. Edinboro—Colfax Free Fair. Sept. 5-10. Curtis Price. Fayetteville—Cumberland Fair. Sept. 26-Oct. 1. J. R. G. Cobb. Forest City—Swain Co. Fair. Week of Oct. 17. W. C. Denmark. Greensboro—Greensboro Fair. Oct. 17-22. Norman Y. Chambliss, Rocky Mount, N. C. Greenville—Fitt Co. Fair Assn. Oct. 17-22. A. J. Overy. Henderson—Caldwell Fair. Oct. 3-8. C. M. Night.

Henderson—Yancey Co. Colored Fair. Oct. 10-13. Robert Hawkins mgr. Kingston—New-Atlantic Fair. Oct. 2-8. N. O. Bartlett. Lenoir—Lenoir Co. Fair. Week of Sept. 13. Dave Leonard. Lumberton—Robeson Fair Assn. Sept. 27-30. W. O. Thompson. Mocksville—Davie Co. Fair. Sept. 26-28. P. R. S. G. Moore. Monroe—Union Co. Fair Assn. Oct. 10-15. M. W. Williams. Mount Airy—Mt. Airy American Legion Fair. Sept. 3-10. W. L. Sydnor. Norfolk—Washington—Coral Northwestern Fair. Sept. 12-15. W. A. McNeil. Raleigh—North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorden, mgr., Shelby, N. C. Reidsville—Reidsville Fair Assn. Sept. 26-Oct. 1. Ann Weinstein. Rocky Mount—Rocky Mount Fair. Oct. 25-29. Norman Y. Chambliss. Salisbury—Huron Co. Fair. Oct. 11-13. Norman Y. Chambliss, Rocky Mount, N. C. Shelby—Shelby Co. Fair Assn. Sept. 17-Oct. 1. Dr. J. S. Dorton. Spruce Pine—Toe River Fair Assn. Sept. 13-17. W. M. Whetman. Tarboro—Social Plains Fair Assn. Oct. 18-22. E. L. Clayton. Warsaw—Duplin Co. Agril. Fair. Nov. 7-12. H. D. Johnson. Washington—Beaufort Co. Fair. Oct. 10-13. J. P. D. Williams. Williamston—Williamston Fair. Sept. 27-Oct. 1. Norman Y. Chambliss, Rocky Mount, N. C. Wilson—Wilson Co. Fair. Oct. 3-4. W. H. Dunn.

NORTH DAKOTA

Bottineau—Bottineau Co. Agril. Soc. Second week in Sept. Dr. J. C. Jirikovic. Fargos—Wells Co. Free Fair. July 12-15. J. W. Vancour. Grand Forks—Grand Forks Fair & Agril. Assn. July 12-15. H. C. Wood, Bismarck, N. D. Grand Forks—N. D. State Fair for Grand Forks. June 27-July 2. D. F. McGowan. Hamilton—Pembina Co. Fair. July 21-23. Franklin P. Pace. Langdon—Cavalier Co. Fair Assn. July 18-20. Dick Parkner. Minot—North Dakota State Fair. July 4-9. H. L. Fink.

OHIO

Ashland—Ashland Agril. Soc. Sept. 3 and 5. C. A. Herold. Ashby—Ashby Ind. Agril. Soc. Aug. 3-6. Harry B. Wagon. Athens—Athens Co. Agril. Soc. Aug. 23-26. Herb J. Parker. Alliance—Allies Fair. Sept. 18-20. Carl D. Chamber. Barlow—Barlow Agril. Assn. Sept. 29-30. O. E. Lawton. Bellefontaine—Logan Co. Agril. Soc. Sept. 20-22. Carl C. Kiser. Bellefonte—Belleville Ind. Agril. Soc. Sept. 15-17. E. O. Kochmeister. Beza—Cuyahoga Co. Agril. Soc. Aug. 17-21. Wm. H. Kroesen. Blanton—Blanton Agril. Soc. Oct. 19-21. Harry P. Barnes. Bucyrus—Crawford Co. Agril. Soc. Aug. 16-19. Morris Kusley, R. D. 1, Crestline, O. Burton—Osgood Co. Agril. Soc. Sept. 2-4. Chas. L. Hill. Cadiz—Harrison Co. Agril. Assn. Sept. 14-16. Howard J. Cobland. Caldwell—Noble Co. Fair. Aug. 31-Sept. 2. O. J. Lorenz. Canton—Washington Co. Agril. Soc. Sept. 1-2. and 5. E. R. Zieger, 1604 Central Tower, Youngstown. Canton—Stark Co. Agril. Soc. Sept. 2-4. Ed B. Wilson. Celina—Carroll Co. Agril. Soc. Sept. 28-Oct. 1. Mrs. J. M. Scott, Harlem Springs, O. Carthage—Cincinnati—Hamilton Co. Agril. Soc. Sept. 14-17. D. H. Van Atta, 470 Court House, Cincinnati. Chiles—Greene Co. Fair. Amstr. Legion. Aug. 14-15. Albert C. Hiett. Circleville—Circleville Pumpkin Show. Oct. 19-22. George E. Roth. Columbus—Ohio State Fair. Aug. 27-Sept. 2. Earl H. Heflein, dir. Columbus—National Dairy Show. Oct. 5-15. Lloyd Northham. Columbus Grove—Putnam-Allen Fair. Dec. 20-23. T. M. Teegarden. Coonstown—Coonstown Co. Fair. Oct. 4-8. O. W. Gray, Dresden, O. Croton—Harford Ind. Agril. Soc. Sept. 8-26. C. H. Sinky, Centerburg, O. Dayton—Montgomery Co. Fair. Sept. 5-8. R. C. Haines. Deane—Allen Co. Fair. Aug. 23-27. Ast O. Wulfsberg. Dover—Tuscarawas Co. Agril. Soc. Sept. 20-23. G. O. Kranz. Easton—Preble Co. Fair. Aug. 9-12. A. H. Merrien, Camden, O. Wirtis—Lorain Co. Fair. Sept. 5-10. Robert J. Apat. Fredericktown—Fredericktown Community Fair. Sept. 22-24. Herbert Conover. Fremont—Franklin Co. Agril. Soc. Sept. 6-8. Russell B. Hull. Georgetown—Brown Co. Agril. Soc. Oct. 5-7. E. A. Quisen. Greenville—Darke Co. Fair. Aug. 21-26. Deo. B. Frazier. Hamilton—Butler Co. Agril. Soc. Sept. 27-Oct. 1. John W. Cochran. Hillsville—Deane Co. Fair. Aug. 23-26. M. W. Devinning. Hilliard—Franklin Co. Agril. Soc. Aug. 17-19. Arch A. Adler. Jefferson—Ashland Co. Agril. Soc. Aug. 10-19. E. W. Lampson. Klemm—Kinnaman Fair. Aug. 10-Sept. 2. Leopd G. Jewell. Lancaster—Fairfield Co. Fair. Oct. 12-13. Pearl O. Webb. Lebanon—Warren Co. Fair. Sept. 20-23. Lyle Stewart. Lebanon—Columbiana Co. Agril. Soc. Sept. 13-15. H. E. Harston. London—Madison Co. Fair. Aug. 23-26. Fred M. Gay, Irwin, O. Loudonville—Loudonville Agril. Soc. Oct. 3-8. O. H. Anderson. Lonsdaleville—Seneca Co. Agril. Soc. Aug. 3-3. R. H. Caldwell, Portsmouth, O. McArthur—Vinton Co. Agril. Soc. Sept. 7-10. John Jones. Mansfield—Morgan Co. Agril. Soc. Sept. 14-16. Walter W. Barkhurst. Mansfield—Richard Co. Agril. Soc. July 27-23. Walter M. Shafter, Lexington, O.

Marietta—Washington Co. Agril. Assn. Sept. 3-7. L. E. Appie. Marion—Marion Co. Agril. Soc. Aug. 23-26. James C. Hays, Marion, O. Marysville—Union Co. Agril. Soc. Sept. 7-10. H. A. Taylor. Medina—Medina Co. Agril. Soc. Sept. 6-8. Jay V. Ehnhart. Millersburg—Madison Co. Agril. Soc. Sept. 7-10. H. G. Logan. Montpelier—Williams Co. Agril. Soc. Sept. 13-15. A. C. Haines. Mt. Pleasant—Merrow Co. Agril. Soc. Sept. 23-25. J. W. H. Hays. Mt. Vernon—Knox Co. Agril. Soc. Aug. 9-12. Guy L. Clutter. Napoleon—Henry Co. Agril. Soc. Aug. 31-Sept. 2. James Murray. Napoleon—Henry Co. Agril. Soc. Sept. 13-17. Keith W. Lowery, Buckeye Lake, O. Norwalk—Wayne Co. Agril. Soc. Aug. 30-Sept. 2. J. P. Henninger. Oak Washington—Georogy Co. Agril. Soc. Aug. 19-23. W. F. Clair. Ottawa—Putnam Co. Agril. Soc. Oct. 4-8. Joseph L. Bricker. Owensville—Germantown Co. Agril. Soc. Aug. 16-19. Allan H. Rapp. Painesville—Lakota Co. Agril. Soc. Sept. 14-17. Chas. J. Gray. Paulding—Paulding Co. Agril. Soc. Sept. 21-22. W. H. Metzler. Pleasant—Pike Co. Agril. Soc. Aug. 9-12. J. O. Plunk. Plain City—Plain City Ind. Agril. Soc. Aug. 3-5. J. L. Rind. Pomeroy—Mingo Co. Agril. Soc. Sept. 14-16. Ray E. Gibbs, West. Clair. Randolph—Randolph Agril. Soc. Sept. 20-Oct. 1. R. F. Hamilton. Richwood—Richwood Tri-Co. Fair. Aug. 9-12. F. E. Riley. Ripley—Belmont Co. Agril. Soc. Sept. 8-10. Carier Thorsburg. Sidney—Shelby Co. Agril. Soc. Sept. 13-15. Ben O. Harman, Box 37, Anna, O. Smithfield—Jefferson Co. Fair. Sept. 21-23. J. O. Dyer. Sylvania—Lucas County Fair. Sept. 27-29. Meett Bond, R. D. 4, Piquette, O. Somerset—Somerset Pumpkin Show & Agril. Assn. Sept. 27-30. A. W. King. Tiffin—Seneca Co. Agril. Soc. Aug. 23-26. C. H. Baker. Toledo—Lucas Co. Agril. Soc. Sept. 15-18. Charles Glana. Troy—Miami Co. Agril. Soc. Aug. 16-18. E. O. Hiller. Upper Merdunsky—Wyandott Co. Agril. Soc. Sept. 12-14. Ira T. Matteson. Urbana—Champaign Co. Agril. Soc. Aug. 9-12. John W. Voder. Van Wert—Van Wert Co. Agril. Soc. Sept. 1-5. N. E. Stuckey. Wapakoneta—Auglaize Co. Agril. Soc. Aug. 28-Sept. 2. Harry Kahn. Warren—Trumbull Co. Agril. Soc. Aug. 9-12. Washington—Washington Co. Agril. Soc. Sept. 13-17. George L. Gossard. Wauseon—Putnam Co. Agril. Soc. Sept. 5-8. Orlo Whitaker. Wellington—Wellington Fair Assn. Aug. 23-25. A. R. Branson. Wellston—Jackson Co. Fair. Aug. 16-19. O. H. Hamer. Westerville—Westerville Ind. Agril. Soc. Sept. 15-17. Karl H. Schott. West Union—Adams Co. Agril. Soc. Aug. 10-12. H. M. Satterfield. Wilmington—Clinton Co. Agril. Soc. Aug. 10-12. Frank A. Peck. Woodstock—Woodstock Co. Agril. Soc. Aug. 2-4. C. G. Dougherty. Westley—Wayne Co. Agril. Soc. Sept. 12-16. J. H. Gross. Xenia—Greene Co. Agril. Soc. Aug. 2-5. Mrs. J. Robert Bryson. Zaniesville—Washington Co. Agril. Soc. Aug. 19-20. Peril Elliott, New Concord, O. Zaniesville—Putnam Pumpkin Show. July 25-31. O. M. Waggoner.

OKLAHOMA

Ada—Pawnee Co. Fair Assn. Sept. 7-10. W. R. Montgomery. Ada—Pawnee Co. Free Fair. Sept. 12-17. E. T. Cook. Ardmore—Southern Okla. Fair & Expo. Sept. 13-17. W. R. Montgomery. Beaver—Beaver Co. Free Fair Assn. Early in Sept. Otto O. Barby. Canton—Canton Fair & Racing Assn. July 3-7. Tony Stankov. Durant—Durant Co. Free Fair Assn. Sept. 11-17. Allen Hill. Enid—Garfield Co. Free Fair Assn. Week of Oct. 24. J. H. Herr. Hennessy—Hennessy Free Fair Assn. Sept. 13-17. W. R. Montgomery. Holdenville—Hughes Co. Fair. Sept. 12-17. Henry P. Nelson. Hugo—Hugo Co. Free Fair. Oct. 2-8. W. George. Miami—Miami Co. Fair Assn. Sept. 6-9. George H. Merriam. Muskogee—Okla. Free State Fair. Oct. 3-9. Ethel Murray Simmons. Okmulgee—Okmulgee Co. Fair Assn. Sept. 8-10. Clarence Humphrey. Oklahoma City—Okla. State Fair & Expo. Sept. 24-Oct. 1. Ralph T. Hemphill. Paris Fair—Garvin Co. Free Fair Assn. Sept. 13-17. W. R. Montgomery. Pawnee—Ozark Co. Free Fair Assn. Sept. 12-13. Fred Abberg. Pond Creek—Grant Co. Free Fair. First week in Sept. Deary E. Jacobs, Medford, Okla. Pottawatomie—Pottawatomie Co. Free Fair. Sept. 17-24. H. E. Bridges. Vinola—Craig Co. Fair & Will Rogers Memorial Show. Sept. 2-8. Frank Bailey. Watonga—Wagon Co. Free Fair Assn. Sept. 12-16. Floyd D. Dowell.

OREGON

Cashy—Clackamas Co. Fair. Aug. 31-Sept. 1. J. E. Telford, Oregon City, Ore. Eugene—Lane Co. Fair Assn. Sept. 31-24. Allen P. Wheeler, Coquille, Ore. Grants Pass—Josephine Co. Fair. Sept. 1-2. P. O. Roper. Gresham—Multnomah Co. Fair Assn. Aug. 22-24. H. R. Oregon Ridge, Portland. Hood River—Hood River Co. School Fair. Aug. 31-Sept. 1. L. H. Gibson. LeGrand—Union Co. Fair Assn. Last week in Sept. W. H. Orler. Madras—Madras Co. Fair. Sept. 1-2. Josiah Will, Dallas, Ore. Moro—Sherman Co. Fair Assn. Sept. 23-25. LeRoy C. Wright.

Myrtle Point—Coss Co. Fair Assn. Sept. 14-18. L. H. Peares. Ontario—Malheur Co. Fair Assn. Sept. 2-8. Ed Callan. Portland—Pacific Internatl. Livestock Expo. Oct. 1-3. O. M. Plummer, gen. mgr. Redmond—Deschutes Co. Fair Assn. Sept. 20-21. J. Glenn G. Coatsworth. Salem—Oregon State Fair. Sept. 5-12. Leo G. Spichartz. Tillamook—Tillamook Co. Fair. Aug. 17-20. C. H. Bergstrom. Tygh Valley—Wasco Co. Fair Assn. Sept. 13-18. J. W. Dodd.

PENNSYLVANIA

Abolts-town—United Farmers' Assn. Aug. 16-20. C. J. Muckley. Allentown—Great Allentown Fair. Sept. 20-24. M. H. Drury. Altoona—South Mountain Fair Assn. Sept. 14-17. A. D. Shely. Barron Hill—Barron Hill Firemen's Fair. June 17-23. Edwin Lightner, Lafayette Hill, Pa. Bedford—Bedford Co. Fair Assn. Aug. 28-30. J. Albert C. Brice. Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 1. Harry B. Correll. Hagerstown—Union Agril. Assn. Sept. 8-10. L. B. McCord. Butler—Butler Fair & Expo. Aug. 16-20. C. M. Miller. Cambridge Springs—Cambridge Springs Community Fair. Sept. 8-10. R. L. Whitple. Centre Hall—Centre Co. Fair & Grange Ex. Assn. Aug. 25-Sept. 2. Mrs. Edith H. Dale, State College, Pa. Columbia—Columbia Harvest Home Assn. Oct. 11-13. Lester Leber. Conowingo—Conowingo Community Fair Assn. Sept. 13-17. Kenneth Mowry. Creshocken—Spring Mill Fair. July 6-10. Samuel M. Glass. Cookport (P. O. Commodore)—Greene Township Community Fair. Sept. 13-17. E. L. Haskins, Colter, Pa. Dayton—Dayton Agril. Assn. Aug. 22-27. J. H. Bortland. Doylestown—Doylestown Fair Assn. Sept. 13-16. J. H. Allen. Ezensburg—Cambria Co. Fair Assn. Sept. 5-10. R. O. Davis. Elmboro—Elmboro Fair. Sept. 15-17. Niren S. Decker. Farmington—Farm Grove Improvement Assn. Aug. 10-13. D. M. Brown, Bridgeport, Pa. Flourtown—Flourtown Fair. Aug. 9-13. Wm. J. Goss. Ford City—Armstrong Co. Fair. Aug. 11-13. Ed. H. Bowers. Fort Mifflin—York County Fair Assn. Sept. 7-10. J. R. Whiteley. Grants—Grants Fair Assn. Sept. 20-24. Guy R. Kinger. Hanover—Forest Park Free Fair. Sept. 6-11. A. F. Kerst. Hatfield—Montgomery Co. Fair Assn. Sept. 5-10. Samuel D. Cuney. Hershey—Wayne Co. Agril. Soc. Sept. 20-23. E. W. O'Connell. Houshington—Lancaster Co. Fair Assn. Aug. 24-27. Edward E. Frons. Huntingdon—Huntingdon Co. Agril. Assn. Aug. 20-Sept. 3. James G. Morgan, bus. mgr. Indiana—Indiana Agril. Assn. Aug. 20-24. H. H. Liebkester. Jenessville—Jenner Fair Assn. Sept. 13-16. A. O. Lane, Jenner, Pa. Lehighton—Lehighton Fair. Aug. 20-Sept. 1. Frank R. Hilt. Lewisburg—Mifflin Co. Fair. Aug. 1-6. S. B. Russell. Linesville—Linesville Community Fair Assn. Sept. 2-8. O. A. Porter. Moonstown—York County Co. Fair Assn. Sept. 15-17. Lloyd W. Millott. Mansfield—Smythe Park Assn. Sept. 21-24. Frank Marvin. Mechanicsburg—Osgood (Picnic) Fair. Aug. 27-Sept. 3. H. Richards. Meek—Mercer Central Agril. Soc. Sept. 13-14. J. P. Orr. Mayvendale—Somerset Co. Fair Assn. Sept. 5-8. Wm. A. Adkins. New Castle—New Castle Agril. Assn. Aug. 23-26. A. C. Shoff. New Castle—New Castle Co. Fair Assn. Sept. 13-15. A. K. Ludwig. North East—North East Community Fair Assn. Sept. 29-Oct. 1. Mrs. Mildred Henderson. Pottsville—Juniata Co. Agril. Soc. Sept. 5-10. J. H. Hook. Pottsville—Schuylkill Co. Fair. Sept. 5-10. P. W. Stauss. Reading—Reading Fair. Sept. 11-18. Chas. E. Sawyer. Red Lion—Red Lion Gala Week Fair. Aug. 23-27. R. M. Spangler. Selinsgrove—Cumberland & Night Fair. Week of July 18. Holgar E. Pines. South Potosi—Potosi Co. Fair Assn. Sept. 5-8. H. W. Hillen, pres. Stoneboro—Great Stoneboro Fair. Sept. 1-3 and 5. Walter H. Parker. Sugar Grove—Sugar Grove Community Fair. Sept. 5-10. Spangler. Towanda—Bradford Co. Agril. Soc. Aug. 20-Sept. 3. Karl D. Shiner. Troy Agril. Soc. Aug. 27-29. H. D. Holcombe. Tuscarora—Tuscarora Co. Fair Assn. Sept. 1-3. Fred H. Runyan. Wallburg—Wallburg Agril. Soc. Aug. 30-Sept. 2. H. M. Durrans. West Alexander—W. Alexander Agril. Assn. Sept. 13-17. Paul Roberts. Wood Ridge—Richhill Agr. Soc. of Greene Co. Aug. 16-18. O. J. Dille. Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 20-23. Howard F. Fox, Loyalsock, Pa. York—York Interstate Fair. Oct. 4-8. Samuel H. Lewis, gen. mgr. Youngville—Yorkshire Community Fair Assn. Sept. 14-17. R. L. Albright.

ISLAND

Kingston—Rhode Island State Fair. Aug. 21-Sept. 5. A. N. Peckham, mgr.

SCOTLAND

Glasgow—Glasgow's Empire Exn. in Bellshouston Park. Sept. 1-10.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 21-Nov. 1. J. A. Mitchell. Anderson—Anderson Co. Colored Fair. Nov. 1-5. J. A. Mitchell. Bishopville—Lee Co. Fair Assn. Week of Oct. 31. M. B. McCutchen. Central—Pickens Co. Fair Assn. Oct. 18-13. L. B. Grimm.

Columbia—South Carolina State Fair, Oct. 17-22. Harry V. Moore.  
 Conway—Paul V. Asin, Oct. 10-15 (tentative). Chas. R. Scarborough.  
 Dallas—Dallas Co. Fair, Oct. 3-8. Joe Cabell Davis.  
 Florence—Pue Dee Fair, Oct. 11-13. Wm. B. Douglas.  
 Greenville—Greenville Co. Fair, Oct. 24-29. C. A. Harlow, Greer, B. O.  
 Greenville—Greenville Co. Colored Fair, Oct. 16-23. James A. Tolbert, pres.  
 Greenwood—Greenwood Fair, Oct. 17-22. A. T. Finson.  
 Lenoir—Lenoir Fair Assn., Oct. 23-29. J. H. Yon.  
 Newberry—Newberry Co. Fair, Oct. 21-Nov. 5. J. P. Moon.  
 Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-29. J. M. Hughes.  
 Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 11-14. W. G. Lewis.  
 Spartanburg—Spartanburg Co. Fair Assn. Oct. 11-13. John P. Yelder.  
 Union—Union Co. Fair Assn. Oct. 17-23. A. M. Vick.  
 Walterboro—Colleton Co. Fair Assn. Nov. 1-5. E. E. Jones.  
 Woodruff—Woodruff Fair Assn. First week in Oct. H. L. Robinson.

**SOUTH DAKOTA**

Aberdeen—Brown Co. Fair, Sept. 5-7. Ned Phillips.  
 Faith—Faith Fair Assn. Aug. 25-27 (tentative). Ray M. Bernard, mgr.  
 Fort Pierre—Stanley Co. Fair, Sept. 2-4. O. E. Sumner.  
 Glendurg—Pettit Co. Fair Assn. Sept. 1-2. H. Nilsson.  
 Huron—South Dakota State Fair, Sept. 11-10. Edgar A. Hornby.  
 Martin—Bennett Co. Fair Assn. Aug. 25-27. Fred A. Harris.  
 Mitchell—Cotton Palace Festival, Sept. 24-Oct. 1. Dyer H. Campbell.  
 Murdo—Jones Co. Fair Assn. Aug. 25-27. P. J. Carpenter.  
 Niswonger—Bead Co. Fair, Sept. 1-3. Dever Aune, Newell, H. D.  
 Parker—Turner Co. Fair, Aug. 24-25. L. F. Collins.  
 Sully—Walworth Co. Fair Assn. July 9-9.  
 Vermillion—Clay Co. Fair Assn. Aug. 20-Sept. 2. K. B. Ollar.

**TENNESSEE**

Alexandria—DeKalb Co. Fair, Aug. 31-Sept. 3. Bob Ray.  
 Camden—Benton Co. Fair Assn. Sept. 25-Oct. 1. H. L. Davis.  
 Carthage—Carthage Agri. Assn. Aug. 10-13. W. B. Hopwood.  
 Clarksville—Clay Co. Fair Assn. Aug. 3-6. W. G. Monroe.  
 Collins—Clay Co. Agri. Free Fair, Sept. 15-17. Guy B. Johnson.  
 Cookeville—Hickman Co. Fair Assn. Sept. 14-17. O. Grady J. Carothers, Jr.  
 Chattanooga—Chattanooga Inter-State Fair, Sept. 19-24. W. M. Beaton.  
 Cookeville—Putnam Co. Agri. Fair, Sept. 8-20. O. D. Messas.  
 Cottage Grove—Cottage Grove Community Fair, Sept. 16. Dan H. Knapp.  
 Cummins—Cumberland Co. Fair Assn. Sept. 5-10. John Laminack.  
 Dayton—Rhea Co. Fair, Sept. 8-10. Robert Dickson.  
 Dickson—Dickson Co. Fair, Sept. 25-Oct. 1. C. E. Betts.  
 Fayetteville—Lincoln Co. Fair Assn. Aug. 24-26. Hiram Higgins.  
 Greene—Greene Co. Colored Fair, Aug. 25-27. Edw. V. Anthony.  
 Greeneback—Greeneback Community Fair, Sept. 1-2. Wm. D. Kerr.  
 Huntington—Carroll Co. Fair, Oct. 4-6. J. W. Walker.  
 Huntingdon—Carroll Co. Colored Fair Assn. Sept. 14-17. W. A. Cox.  
 Jackson—West Tennessee District Fair, Sept. 12-17. A. V. Taylor.  
 Johnson—Madison Co. Agri. Assn. (Colored), Sept. 19-24. E. McNairy.  
 Knoxville—Tennessee Valley Agri. Fair, Sept. 26-Oct. 1. H. D. Faust.  
 LaFollette—Tri-County Fair, Sept. 5-10. R. Wallace.  
 Lexington—Henderson Co. Fair Assn. Week of Sept. 19. A. B. McElmurry.  
 McMinnville—Warren Co. Fair Assn. Sept. 6-10. H. B. Wilson.  
 Manchester—Carter Co. Fair Assn. Sept. 23-24. David W. Skelton, Jr.  
 Memphis—Mid-South Fair, Sept. 12-17. Frank D. Fuller.  
 Memphis—Colored Tri-State Fair, Sept. 22-24. Dr. I. O. Patterson.  
 Nashville—Tennessee State Fair, Sept. 10-24. Phil C. Travis, mgr.  
 Ocala—Scott Co. Fair, Sept. 12-17. E. C. Terry.  
 Paducah—Paducah Coll. Show Assn. Sept. 5-7. I. M. Davidson.  
 Sparta—White Co. Fair, Sept. 15-17. Wm. L. Little.  
 Trenton—Obion Co. Fair, Sept. 7-10. Jno. R. Wade, mgr.  
 Westmoreland—East Sumner Fair, Sept. 9-10. Cyrus Simmons.  
 Winchester—Franklin Co. Fair, Aug. 31-Sept. 2. J. F. Vaughan.  
 Winfrey—Jefferson Co. Fair Assn. Sept. 16-17. Mrs. Hester M. Cummings.

**TEXAS**

Ackerly—West Texas Fair Assn. Oct. 3-8. T. N. Caswell.  
 Addison—Crimms Co. Fair, Sept. 26-Oct. 1. Clarence Beck.  
 Alvin—Tarrant Co. Fair, Sept. 22-24. Mickey Maguire.  
 Baytown—Baldwin Co. Fair Assn. Probably Baytown—Day, J. E. Adams, Jr.  
 Beaumont—Beaumont Texas State Fair, Nov. 3-12. L. B. Herring, Jr.  
 Borino—Kendall Co. Fair Assn. Sept. 3-4. A. McD. Gilliam.  
 Busham—Brewster Co. Fair Assn. Sept. 27-Oct. 1. J. I. Ross.  
 Center—Stribling Co. Fair, Oct. 4-6. O. P. Menz.  
 Crockett—Houston Co. Fair Assn. Oct. 21-23. W. W. Mann.  
 Curo—Curo Turkey Trot, Nov. 10-12. J. W. Arnold.  
 Dallas—State Fair of Texas, Oct. 8-23. Roy Ruppard.  
 Dallas—Waco Co. Fair Assn. Late in Sept. R. C. McCurdy.  
 Denton—Denton Co. Fair, Oct. 4-8. O. L. Fowler.  
 Eastland—Eastland Co. Fair Assn. Sept. 29-Oct. 1. H. J. Tanner.

Embs—Hill Co. Fair, Sept. 26-Oct. 1. A. Dugree Davis.  
 Franklin—Robertson Co. Fair Assn. Sept. 29-Oct. 1. V. M. Harris.  
 Galveston—Orange Co. Fair Assn. Aug. 25-27. Claude Jones.  
 Greenville—Hunt Co. Fair, Aug. 20-Sept. 3. C. A. Duck.  
 Henderson—Hunt Co. Fair, Sept. 4-8. J. W. Hunt.  
 Huntsville—Walker Co. Fair Assn. Oct. 10-22. C. E. Sawyer.  
 Jova Park—Wichita Co. Fair Assn. Sept. 21-24. Mrs. R. E. Van Horn.  
 Lufkin—Fayette Co. Fair Assn. Oct. 12-16. O. A. Koenig.  
 Leonard—Leonard Fair Assn. Sept. 20-24. J. C. Dodson.  
 Liberty—Liberty Co. Fair Assn. Oct. 17-22. Max Karzinski.  
 Linden—Cass Co. Fair, Sept. 27-Oct. 1. W. D. Berry.  
 Livingston—Park Co. Fair Assn. Oct. 13-15 (tentative). H. M. Hooper.  
 Lovelock—Texas Exhibit Assn. Sept. 12-17. M. D. Abernathy.  
 Lubbock—Pampham South Plains Fair, Sept. 26-Oct. 1. A. B. Davis, mgr.  
 Maric—Hill County Fair Assn. Oct. 6-8. R. I. Marshall—Central East Texas Fair, Sept. 26-Oct. 1. John A. Bergotti.  
 New Boston—Bowie Co. Fair Assn. Probably carry part of Oct. M. R. Melton, Tezakraka.  
 Odessa—Fruit Palace Anderson Co. Fair, Oct. 10-13. C. O. Miller, Jr.  
 Paris—Lamar District Fair, Sept. 5-10. H. L. Baker.  
 Rosenberg—North East Texas Fair Assn. Sept. 14-15. W. B. Morgan.  
 Rosenberg—Richmond—Fort Bend Co. Fair Assn. Oct. 7-9. C. I. Snedcor, Richmond.  
 Sherman—Red River Valley Fair, Oct. 3-8. Frank Thompson.  
 Tyler—East Texas Fair Assn. Sept. 19-24. V. P. Fitzhugh.  
 Wharton—Wharton Co. Fair Assn. Oct. 18-23. H. C. Copenhaver.  
 Yorktown—Yorktown Fair Assn. Oct. 19-21. Paul A. Schmidt.

**UTAH**

Brigham City—Box Elder Co. Peach Days & Rodeo, Sept. 8-10. W. L. Holst, mgr.  
 Colville—Samuel Co. Fair Assn. Sept. 1-3. Walter Shepherd, R. P. D. 1, Hoystville, Utah.  
 Fort Duchesne—Utah Basin Indust. Conv. & Indian Fair, Aug. 22-24. Robert L. Bennett.  
 Heber City—Wasatch Co. Fair, Aug. 23-27. Jno. Barnard.  
 Logan—Cahoe Co. Fair Assn. Sept. 12-14. N. J. Crockett.  
 Murrain—Bonneville Co. Fair, Aug. 31-Sept. 2. L. B. Smith.  
 Murrain—Salt Lake Co. Fair, Sept. 3-5. Chester Bell.  
 Provo—Utah Co. Fair, Sept. 15-17. M. H. Harrison.  
 Richfield—Sevier Co. Fair Assn. Aug. 29-31. Ray E. Carr.  
 Salt Lake City—Utah State Fair Assn. Oct. 1-8 (tentative). E. S. Holmes, mgr.  
 Tremonton—Box Elder Co. Fair, Sept. 15-17. C. J. Devey.

**VERMONT**

Barton—Orleans Co. Fair, Aug. 18-20. P. C. Brown.  
 Essex Junction—Champlain Valley Exps. Aug. 18-19. Lewis R. Drury.  
 Hartland—Hartland Fair, Aug. 24-25. Wm. R. Jordan, mgr.  
 Morrisville—Lamoille Valley Fair, Aug. 18-23. Erwin H. Olinstead.  
 Rutland—Rutland State Fair, Sept. 3-10. Carl W. Chony.  
 Tushnet—Union Agri. Soc. Sept. 20-22. Edw. R. Mint.

**VIRGINIA**

Amherst—Amherst Co. Fair Assn. Oct. 2-5. L. H. Shadler.  
 Berryville—Clarke Co. Horse & Coll. Show Assn. Aug. 18-19. A. B. Hummer.  
 Blacksburg—Courier-Record Fair Assn. Sept. 23-24. Alexander Hudgins.  
 Chase City—Mecklenburg Co. Fair Assn. Oct. 11-14. E. I. Emory.  
 Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 6-8. Wm. C. Shawen, Chester, Va.  
 Christiansburg—Allegheny Co. Fair Assn. Sept. 5-10. Thos. R. McCarty.  
 Danville—Danville Fair Assn. Oct. 11-14. Col. H. B. Watkins.  
 Dugganston—Scott Co. Fair Assn. Sept. 7-10. H. R. Shifard.  
 Emporia—Emporia Fair, Oct. 18-22. B. M. Garner.  
 Farmville—Free-County Fair Assn. Sept. 19-24. R. A. Whitson.  
 Fincastle—Scott Co. Fair Assn. Sept. 24-28. Cecil E. Shaver.  
 Galax—Great Oxlay Fair, Sept. 12-17. G. F. Carr.  
 Keller—Eastern Shore Agri. Fair Assn. Aug. 18-Sept. 2. J. Milton Mason.  
 Lexington—Rockbridge Co. Fair Assn. Sept. 19-24. Curtis C. Humphris, Jr. Lexington.  
 Luray—Pass Co. Fair, Aug. 23-27. N. B. Smith.  
 Madison Heights (Lynchburg)—Madison Heights 6-County Fair Assn. Sept. 12-17. L. H. Shrader, Lynchburg.  
 Manassas—Manassas Horse Show & Fair Assn. Sept. 5-14. James M. Rancum.  
 Martinsburg—Martinsburg Co. Fair Assn. Oct. 17-22. O. R. Hendley.  
 Norfolk—Norfolk Fair Assn. Sept. 5-10. Mrs. Mary L. Piddy.  
 Petersburg—Southside Virginia Fair, Oct. 10-13. R. H. Willard Hazen.  
 Richmond—Virginia State Fair Assn. Sept. 26-Oct. 1. Chas. A. Somms.  
 Roanoke—Roanoke Agri. Fair, Sept. 5-10. Clarence Penn.  
 Roanoke—Roanoke Colored Fair Assn. Sept. 6-12. H. P. W. Williams, R. 2, Box 6A, Forest, Va.  
 Rocky Mount—Franklin Co. Fair Assn. Sept. 6-10. H. F. Phelan.  
 Shenandoah—Shenandoah Co. Fair Assn. Oct. 11-14. R. Kent Lovin.  
 South Boston—Halifax Co. Fair Assn. Oct. 4-5. W. W. Watkins.  
 Staunton—Staunton Fair, Aug. 29-Sept. 3. R. H. Willard Hazen.  
 Tazewell—Tazewell Fair Assn. Sept. 20-24. C. R. Farrell, Mebane, N. C.  
 Tipton—Tipton Fair Assn. Oct. 18-21. Wm. H. Crocker.  
 Warren—Warren Neck Fair Assn. Sept. 23-24. L. P. Atlander.  
 Woodstock—Shenandoah Co. Fair Assn. Sept. 12-16. D. O. Dymock.

**WASHINGTON**  
 Colville—Stevens Co. Orange Fair Assn. Sept. 8-10. A. K. Millay.  
 Lynden—Northwest Washington Fair Assn. Sept. 14-17. Jackson Elliott.  
 Puyallup—Puyallup Co. Fair Assn. Aug. 22-25. W. C. Oeller.  
 Puyallup—Western Washington Fair Assn. Sept. 12-25. A. E. Bertel.  
 Riverview—Adams Co. 4-H Fair, Sept. 2-3. C. W. C. Fuchsliker.  
 Walla Walla—Southwestern Washington Fair Assn. Sept. 1-3. H. F. Clark.

**WEST VIRGINIA**  
 Charleston—Kanawha Expo. & Four-H Fair, Sept. 2-11. E. M. Johnson.  
 Clay—Clay Co. Farm Bureau Fair Assn. Sept. 21-24. George C. Dennis.  
 Coopers—Webster Co. Fair, Sept. 5-10. Ralph Birmingham.  
 East Hamlin—Western Greenbrier District Fair, Aug. 15-20. L. Young, mgr.  
 Fayetteville—Fayette Co. Fair, Aug. 19-20. J. Haynes Miller.  
 Glenview—Clint Co. Fair, Sept. 8-9. Guy R. Young.  
 Halvett—Mingo Community Fair Assn. Sept. 13-15. Mrs. James McNeal.  
 Jackson Mills—Jackson Mill 4-H Fair, Sept. 18-20. O. M. Morganston, W. Va.  
 Lewisburg—Greener Valley Fair, Aug. 29-Sept. 3. W. L. Tabcoett.  
 Marlinton—Pocahontas Co. Fair, Aug. 23-27. Fred C. Allen.  
 New River—New River Fed. Dist. Co-op. Farmers' Club, Sept. 14-16. C. P. Hylton, R. P. D. 1, Box 78, Princeton.  
 Parsons—Tucker Co. Fair Assn. Aug. 31-Sept. 2. L. W. Sturm.  
 Pendergrass—Nichols Co. Fair Assn. Aug. 20-Sept. 2. H. J. Beck.  
 Petersburg—Tri-County Co-op. Fair Assn. Sept. 14-16. C. L. Silchler.  
 Phillips—Harbort Co. Hestart Fair Assn. Sept. 2-10. H. Snodder, East, sec'y.  
 Ripley—Jackson Co. Agri. Fair, Aug. 25-28. Frank McGraw Jr.  
 Summersville—Nicholas Co. Fair, Sept. 13-18. Wm. E. Simpson.  
 Sutton—Clay Co. Fair Assn. Sept. 12-17. Earle Morrison.  
 Wheeling—Fairhandle Regional 4-H Fair, Ochsley Park, Aug. 25-26. O. R. Myers.

**WISCONSIN**

Baraboo—Baraboo Co. Fair, Aug. 30-Sept. 3. Wm. J. Hartyll.  
 Beaver Dam—Beaver Dam Co. Fair, Sept. 14-13. J. F. Malone.  
 Black River Falls—Jackson Co. Fair Assn. Sept. 10-13. Douglas J. Orran.  
 Nechee—Chester Co. Fair, Aug. 12-14. H. F. Kaut, Thomsen, Wis.  
 Chilton—Calumet Co. Agri. Assn. Sept. 2-5. T. Henry Weeks.  
 Chippewa Falls—Northern Wisconsin District Fair, Aug. 27-31. A. L. Putnam.  
 De Pere—De Pere Co. Fair, Aug. 11-15. Wm. R. Klaus, De Pere.  
 Eau Claire—Eau Claire Co. 4-H Fair, Aug. 15-17. P. R. Eves, County Agent.  
 Fennell—Winthrop Co. Fair, Sept. 2-5. P. M. Porter.  
 Eroy—Eroy Fair Assn. Aug. 11-14. O. D. Whitten.  
 Fond du Lac—Fond du Lac Co. Free Fair, Aug. 15-18. H. H. Cameron.  
 Friesland—Adams Co. Fair Assn. Sept. 2-4. Robert M. Rousberry.  
 Galeville—Trempealeau Co. Fair, Sept. 2-5. Alfred N. Soren.  
 Green Bay—Green Bay Co. Fair, Sept. 8-11. Leonard Friedman, Green Bay, Wis.  
 Grantburg—Burlington Co. Co-op. Agri. Soc. Fair, Aug. 25-27. Ray O. Lidbom.  
 Hayward—Hayward Co. Agri. Fair, Sept. 2-5. P. J. Manning.  
 Iron River—Bayfield Co. Fair Assn. Aug. 26-28. R. J. Halverson, Washburn, Wis.  
 Janesville—Rock Co. 4-H Fair, Aug. 14-18. R. T. Glaszars.  
 La Crosse—La Crosse Inter-State Fair Assn. Aug. 9-12. Joseph J. Fair, Aug. 20-Sept. 2. LaSramith—Rusk Co. Fair, Aug. 20-Sept. 2. F. J. Manning.  
 Lancaster—Grant Co. Agri. Soc. Aug. 16-19. H. L. Sapp.  
 Luxemburg—Kewaunee Co. Fair, Sept. 3-5. Julius Cahn.  
 Manitowish—Manitowish Co. Fair, Aug. 17-21. George W. Kiel.  
 Marshfield—Central Wisconsin State Fair Assn. Sept. 4-8. R. R. Williams.  
 Mauston—Juneau Co. Fair, Aug. 15-18. John P. Heery.  
 Mendota—Taylor Co. 4-H Fair, Sept. 2-5. H. C. Hanson.  
 Monona—Dunn Co. Free Fair, Aug. 20-23. R. L. Pirce.  
 Merrill—Lincoln Co. Free 4-H Fair, Aug. 5-11. Gustave A. Seif, gen mgr.; Harold Edmund, Sec'y.  
 Milwaukee—Wisconsin State Fair, Aug. 20-24. Ralph E. Ammon State Fair Park.  
 Mineral Point—Southwestern Wisconsin Fair Assn. Sept. 2-5. C. L. Winn.  
 Mondovi—Buffalo Co. Agri. Soc. Aug. 14-16. A. R. Fecker.  
 Monroe—Green Co. Fair, Aug. 10-14. Leland C. White.  
 Neilsen—Clark Co. Agri. Soc. Aug. 16-20. H. C. Hanson.  
 Onkosh—Winnebago Co. Fair & Expo. Aug. 20-23. J. Taylor O. Brown.  
 Phillips—Price Co. Agri. Soc. Sept. 2-3. Karl Mess.  
 Fremont—Shoshonyan Co. Fair, Sept. 2-5. W. H. Eldridge.  
 Portage—Columbia Co. Fair Assn. Aug. 4-7. W. Horace Johnston.  
 Rice Lake—Rayon Co. Agri. Soc. Aug. 21-23. H. C. Hanson.  
 Richland Center—Richland Co. Agri. Soc. Sept. 12-16. H. J. Goehmann.  
 Rebooth—Hasthal Free Community Fair Assn. Sept. 2-3. Lester Peterson.  
 Superior—Superior Fair Assn. Aug. 5-8. P. W. Huth.  
 Shawano—Shawano Co. Agri. Soc. Sept. 6-8. Louis W. Gratias.  
 Siren—Bay-Dorr Co. Fair Assn. Aug. 26-28. John H. Miles.  
 Superior—Tri-State Fair Assn. Aug. 22-30. M. H. Levine.  
 Union Grove—Hazine Co. Agri. Soc. Aug. 30-Sept. 1. Earl A. Polgry, Rochester, Wis.  
 Wausau—Marathon Co. Agri. Soc. Aug. 14-18. Bert E. Walters.  
 West Bend—Washington Co. Fair Assn. Aug. 8-7. E. E. Skidmore.  
 Westfield—Marquette Co. Agri. Assn. Sept. 6-8. W. P. Lord.  
 Weyauwega—Waupesa Co. Agri. Soc. Aug. 24-26. H. W. Olcks.

**WYOMING**  
 Douglas—Wyoming State Fair, Sept. 14-17. F. E. Reid.  
 Powell—Park Co. Fair, Aug. 17-20. H. L. Hains.  
 Riverton—Carbon Co. Fair Assn. Sept. 9-10 (tentative). H. Brettingham.  
 Riverton—Fremont Co. Fair, Aug. 21-23. G. E. Hutchings.

**CANADA**

**ALBERTA**

Calgary—Calgary Exhn. & Stampede, July 11-14. E. L. Richardson.  
 Edmonton—Edmonton Exhn. Assn. Approx. July 5-8. C. R. Peck.  
 Edmonton—Edmonton Exhn. Assn. July 12-13. P. W. Abbott, mgr.  
 Lethbridge—Lethbridge Exhn. July 4-6. A. K. Russell.  
 Red Deer—Red Deer Agri. Soc. July 7-9. H. S. Gilstrap.  
 Vegreville—Vegreville Exhn. July 23-27. J. Fitzalan.  
 Vermilion—Vermilion Agri. Soc. July 23-29. G. C. Heckler.

**BRITISH COLUMBIA**

Agassiz—Agassiz Agri. Soc. Sept. 14. E. C. Bates.  
 Armstrong—Interior Provincial Exhn. Sept. 12-15. Max Hassem.  
 Burnaby—Burnaby Agri. Soc. Sept. 16.  
 Chilliwack—Chilliwack Agri. Assn. Sept. 20-22. E. H. Barton.  
 Cobble Hill—Cobble Hill Dist. Agri. Assn. Sept. 7-8. R. H. Macdonald.  
 Coombs—Coombs Agri. Assn. Sept. 14-15. J. M. Boyd, Hilliers, B. C.  
 Delta—Delta Agri. Soc. Aug. 17.  
 Edgewood—Edgewood Agri. Soc. Sept. 3-8. Mrs. M. E. Day.  
 Fulford Harbor—Fulford Harbor Agri. Soc. Sept. 2. Mrs. M. E. Drummond.  
 Hasey—Maple Ridge—Maney Agri. Soc. Sept. Harco—Harco Agri. Assn. Aug. 31. Mrs. W. J. McConnell.  
 Invermere—Invermere Agri. Assn. Sept. 2-3. T. W. Turner, Woodrumer.  
 Kamloops—Kamloops Exhn. Assn. Aug. 24-25. S. H. Baker.  
 Kimberley—Kimberley Agri. Assn. Aug. 20-21. E. M. Hughes.  
 Ladysmith—Ladysmith Agri. Assn. Sept. 14.  
 Langford—Langford Exhn. Assn. Sept. 3-8. Mrs. E. T. Millheap.  
 Matsqui—Matsqui Agri. Assn. Sept. 18. R. B. Whitton.  
 Nelson—Nelson Agri. & Indust. Assn. Sept. 21-22. O. Horsland.  
 Richmond—Richmond Agri. Soc. Sept. 10.  
 Squamish—Squamish Agri. Soc. Sept. 23-25. S. O. Stoddard.  
 Surrey—Surrey Valley Agri. Assn. Sept. 1-2. H. G. Preston.  
 Squamish—Squamish Agri. Soc. Sept. 13-15.  
 Surrey—Surrey Dist. Agri. Assn. Sept. 22.  
 T. W. Currie, R. R. 2, New Westminster.  
 Vancouver—Vancouver Exhn. Assn. Aug. 29-Sept. 3. P. D. Gross, acting gen. mgr.  
 Victoria—B. C. Agri. Assn. Sept. 10-17. W. H. Meares, Willows Park, Victoria.  
 Whonnock—Whonnock Agri. Assn. Sept. 22.  
 Williams Lake—Williams Lake Agri. Soc. Aug. 21. Jean K. Yorston.

**MANITOBA**

Brandon—Provincial Exhn. of Man. July 4-8. J. B. Rutledge.  
 Carleton—Carleton Agri. Soc. June 29-July 2. J. A. Mann.  
 Dauphin—Dauphin Agri. Soc. July 14-16. Dr. O. McQuirk.  
 Portage—Portage—Portage Indust. Exhn. Assn. July 11-13. Keith Stewart.

**NEW BRUNSWICK**

Fredrickton—Fredrickton Exhn. Sept. 19-17. C. L. Sypher.  
 Saint John—Saint John Exhn. Sept. 3-10. O. W. Pratt.  
 Woodstock—Woodstock Exhn. Sept. 18-24. J. W. Maxwell.

**NOVA SCOTIA**

Halifax—Nova Scotia Provincial Exhn. Aug. 29-Sept. 5. F. J. Lordy.  
 Lunenburg—Lunenburg Co. Exhn. Sept. 13-16. Donald White.  
 Little Brook—Clare Exhn. Oct. 4-8. Armand B. Comaus.

**ONTARIO**

Acton—Acton Agri. Assn. Sept. 20-21. F. L. Wright.  
 Alton—North Lanark Agri. Soc. Sept. 7-8. H. H. Kelly.  
 Aymer—Aymer & E. Elgin Agri. Soc. Sept. 20-22. H. Ryckman.  
 Belleville—Belleville Co. Agri. Soc. Aug. 20-Sept. 2. H. H. Kirkbride.  
 Brantford—Brantford—Muskega Agri. Soc. Sept. 22-23. Jerry Dickson.  
 Coldwater—Coldwater Agri. Soc. Sept. 3-10. C. M. Robinson.  
 Collingwood—Nettawawa & Great Northern Exhn. Sept. 23-Oct. 1. O. G. Bernhardt.  
 Delta—Delta Fair, Sept. 5-7. Isaac Stevens, Harlow, Ont.  
 Dresden—Camden Agri. Soc. Sept. 21-23. H. J. French.  
 Elmira—Elmira & Woolvich Agri. Soc. Sept. 2-5. H. W. Chiles.  
 Elveta—Poo Agri. Soc. Sept. 26-28. Thos. E. Smith.  
 Fort William—Port Arthur-Canadian Lake-land Exhn. Aug. 15-28. W. Walker, Port William.  
 Kingston—Kingston & District Agri. Soc. Sept. 20-22. O. H. Wilson.  
 Leamington—Leamington Dist. Agri. Soc. Sept. 26-Oct. 1. Emma Atkins.  
 London—Western Fair, Sept. 12-17. W. D. Jackson.  
 Markham—Markham Fair, Sept. 29-Oct. 1. R. H. Crosby.  
 Midland—Tny & Tay Agri. Soc. Sept. 15-17. Hon. G. Smith.  
 Napawan—Lanark Agri. Soc. Sept. 8-8. O. M. Van Leyen.  
 Oshawa—South Ont. Agri. Soc. Sept. 13-15. R. H. Pailth.  
 Ottawa—Ontario Can. Exhn. Assn. -Aug. 23-27. H. H. McKelvey.  
 Owen Sound—Owen Sound Fair, Oct. 1-4. Otto Johann.  
 Peterborough—Peterboro Indust. Exhn. Aug. 16-20. H. J. A. Hart.  
 Ripley—Ripley—Atwood Agri. Soc. Aug. 29-31. E. J. Gosselin.  
 Richmond—Carleton Co. Agri. Soc. Sept. 22-24. O. H. Stewart.  
 Ridgeway—Howard Agri. Soc. Oct. 4-8. J. D. Brien.

Rodney—Rodney Fair, Sept. 28-31. J. A. MacLean.
Blairstown—Blairstown—Chawkesa Agri. Soc. Oct. 11-12. Arthur Anderson, Oklawaha, Fla.

Lafayette—Lafayette Fair, June 15-18. Alex. Brown.
St. Pamel—Kamouraska Agri. Soc. Sept. 11-15. F. W. Levesque.

SASKATCHEWAN

Estevan—Estevan Exhn. & Regional Fair, July 2-6. Irwin Fahn, mgr.
Lloydminster—Lloydminster Agri. Exhn. Assn. Aug. 1-3. Gordon M. Cook.

PRINCE EDWARD ISLAND

Charlottetown—Charlottetown Driving Park & Provincial Exhn. Aug. 15-21. J. W. Beutler.

QUEBEC

Ayers Cliff—Stanstead Co. Agri. Soc. Aug. 19-27. H. G. Gaudin, mgr.
Brome—Brome Co. Agri. Soc. Sept. 5-7. E. Caldwell, Keweenaw, Que.

AMUSEMENT PARKS

ALABAMA

Mobile—Grand View Park, Inc., George W. Pearson, owner; Arthur Ford, mgr.; has three rides, six concession games, coin machines; books orchestras, free acts.
Oxford—Oxford Lake Park, J. A. Hickey, manager; has two rides, five concession games, pool; books pay acts.

ARKANSAS

Little Rock—Willow Springs Park, Mr. and Mrs. J. A. Jacobs, owners; Clara Jacobs, mgr.; has one ride, two concession games, pool, penny arcade; books free acts.

CALIFORNIA

Alameda—Nephele Beach, Alameda Park Co., owners; R. C. Strickland, mgr.; has 16 rides, nine concession games, pool; books free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

GEORGIA

Atlanta—Lakewood Park, Southeastern Fair, owners; Mike Benion, mgr.; has 11 rides, nine concession games, rink, coin machines; books orchestras, pay and free acts.
Atlanta—Sunset Amusement Park, Sunset Corp., owners; S. H. Spence, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras, acts.

IDAHO

Boise—White City Park, R. L. Hull, mgr.; has four rides, 11 concession games, rink, penny arcade; books orchestras, pay acts.

ILLINOIS

Aurora—Exposition Park, Frank Thieden, owner-mgr.; has 12 rides, 15 concession games, pool, penny arcade; books orchestras, acts.
Chicago—River View Park, River View Park Co., owners; George A. Schmidt, mgr.; has 40 rides, 60 concession games, rink, penny arcade, coin machines; books orchestras, acts.

CONNECTICUT

Bridgewater—Pleasure Beach Park, John G. Malley, mgr.; has 10 rides, concessions, pool, rink, penny arcade, coin machines; books orchestras, acts.
Bristol—Lake Compounce Park, I. E. Pierce, mgr.; has eight rides, concessions, lake, rink, penny arcade, coin machines; books orchestras, acts.
Hartford—Capital Park, Middletown—Lake Quaugusset Amusement Park, M. J. Leon, mgr.; has four rides, concessions, coin machines; books orchestras, acts.

IOWA

Arnolds Park—Arnolds Amusement Park, G. P. Arnold, owner-mgr.; has eight rides, 25 concession games, rink, penny arcade; books free acts.
Boone—Spring Lake Park, Robert McMorris, mgr.; has one ride, 10 concession games, pool, rink; books orchestras, pay and free acts.

DELAWARE

New Castle—Dremor Beach Amusement Park, Dremor Beach Corp., owners; Frederick J. Voss, mgr.; has six rides, 11 concession games, pool, rink, penny arcade, coin machines; books acts.

Wilmington—Lincoln Park, six miles north E. H. Campbell, mgr. (1646 Pine st., Philadelphia, Pa.)

DISTRICT OF COLUMBIA

Washington—Olin Echo (1645) Park, Olin Echo Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras; acts occasionally.
Washington—Suburban Gardens, J. H. Aley, mgr.; has seven rides, concessions, pool, penny arcade; books orchestras, free acts.

FLORIDA

Jacksonville Beach—Orlitta's Amusement Park, P. A. Griffen Co., owners; P. A. Griffen, mgr.; has six rides, 10 concession games, penny arcade, coin machines.
Tallahassee—Tallahassee Springs Park, Gordon G. Hunt, mgr.; has two rides, concessions, pool, coin machines; books acts.

MISSISSIPPI

Birmingham—Birmingham Park, Birmingham Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras, acts.

MISSOURI

St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.
St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.

NEBRASKA

Omaha—Kingsley Park, Kingsley Park Co., owners; Fred W. Perry, mgr.; has 10 rides, six concession games, beach, rink, penny arcade, coin machines; books orchestras.

NEVADA

Las Vegas—Flamingo Amusement Park, Joe Diehl, owner-mgr.; has eight rides, penny arcade.

NEW YORK

Albany—Albany Park, Albany Park Co., owners; R. C. Strickland, mgr.; has 16 rides, nine concession games, pool; books free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

NEW YORK (cont.)

Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

NEW YORK (cont.)

Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.
St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.

KANSAS

Boomer Springs—Lakewood Park, L. D. Ward, mgr.; has three rides, 13 concession games, pool, rink; books orchestras, acts.
Wichita—Sandy Beach, N. B. Blauvelt, owner-mgr.; has one ride, one concession game, pool, rink; books orchestras, acts.

KENTUCKY

Lexington—Jayland Park, Jayland Am. Co., owners; J. W. Bauer, mgr.; has three rides, 15 concession games, pool, penny arcade; books orchestras; acts occasionally.
Louisville—Fountain City Park, R. G. Brink, mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free acts.

LOUISIANA

New Orleans—Ponchartraine Beach, Playland Corp., owners; Harry J. Metzger, mgr.; has 10 rides, 12 concession games, penny arcade, coin machines; books free acts.
Camp Hills—Camp Hills Pier, John H. Hildebrand, mgr.; has two rides, two concession games, penny arcade, coin machines; books acts occasionally.

MAINE

Orono—Orono Beach, Orono Beach Amusement Park, Orono Beach Amusement Park Co., owners; Howard A. Duffy, mgr.; has four rides, concessions, coin machines.
Orono—Orono Beach, Orono Beach Amusement Park, Orono Beach Amusement Park Co., owners; Howard A. Duffy, mgr.; has four rides, concessions, coin machines.

MARYLAND

Baltimore—Bay Shore Park, Raymond Thompson, mgr.; has five rides, concessions, penny arcade, coin machines; books orchestras, pay and free acts.
Baltimore—Bay Shore Park, Raymond Thompson, mgr.; has five rides, concessions, penny arcade, coin machines; books orchestras, pay and free acts.

MASSACHUSETTS

Amherst—Amherst Park, Amherst Park Co., owners; Arsh E. Clair, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.
Fall River—Sandy Beach, Laurent O. Dubois, owner-mgr.; has two rides, penny arcade; books orchestras.

MICHIGAN

Bay City—Periton Park, H. W. Jennison Jr., mgr.; has three rides, concessions, coin machines; books orchestras, acts.
Bay City—Periton Park, H. W. Jennison Jr., mgr.; has three rides, concessions, coin machines; books orchestras, acts.

MINNESOTA

Excelsior—Excelsior Amusement Park, The Fred W. Pearce Corp., owners; Fred W. Pearce, mgr.; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras, free acts.
Excelsior—Excelsior Amusement Park, The Fred W. Pearce Corp., owners; Fred W. Pearce, mgr.; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras, free acts.

MISSISSIPPI

Birmingham—Birmingham Park, Birmingham Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras, acts.
Birmingham—Birmingham Park, Birmingham Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras, acts.

MISSOURI

St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.
St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.

NEBRASKA

Omaha—Kingsley Park, Kingsley Park Co., owners; Fred W. Perry, mgr.; has 10 rides, six concession games, beach, rink, penny arcade, coin machines; books orchestras.

NEVADA

Las Vegas—Flamingo Amusement Park, Joe Diehl, owner-mgr.; has eight rides, penny arcade.

NEW YORK

Albany—Albany Park, Albany Park Co., owners; R. C. Strickland, mgr.; has 16 rides, nine concession games, pool; books free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

NEW YORK (cont.)

Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
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KANSAS

Boomer Springs—Lakewood Park, L. D. Ward, mgr.; has three rides, 13 concession games, pool, rink; books orchestras, acts.
Wichita—Sandy Beach, N. B. Blauvelt, owner-mgr.; has one ride, one concession game, pool, rink; books orchestras, acts.

KENTUCKY

Lexington—Jayland Park, Jayland Am. Co., owners; J. W. Bauer, mgr.; has three rides, 15 concession games, pool, penny arcade; books orchestras; acts occasionally.
Louisville—Fountain City Park, R. G. Brink, mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free acts.

LOUISIANA

New Orleans—Ponchartraine Beach, Playland Corp., owners; Harry J. Metzger, mgr.; has 10 rides, 12 concession games, penny arcade, coin machines; books free acts.
Camp Hills—Camp Hills Pier, John H. Hildebrand, mgr.; has two rides, two concession games, penny arcade, coin machines; books acts occasionally.

MAINE

Orono—Orono Beach, Orono Beach Amusement Park, Orono Beach Amusement Park Co., owners; Howard A. Duffy, mgr.; has four rides, concessions, coin machines.
Orono—Orono Beach, Orono Beach Amusement Park, Orono Beach Amusement Park Co., owners; Howard A. Duffy, mgr.; has four rides, concessions, coin machines.

MARYLAND

Baltimore—Bay Shore Park, Raymond Thompson, mgr.; has five rides, concessions, penny arcade, coin machines; books orchestras, pay and free acts.
Baltimore—Bay Shore Park, Raymond Thompson, mgr.; has five rides, concessions, penny arcade, coin machines; books orchestras, pay and free acts.

MASSACHUSETTS

Amherst—Amherst Park, Amherst Park Co., owners; Arsh E. Clair, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.
Fall River—Sandy Beach, Laurent O. Dubois, owner-mgr.; has two rides, penny arcade; books orchestras.

MICHIGAN

Bay City—Periton Park, H. W. Jennison Jr., mgr.; has three rides, concessions, coin machines; books orchestras, acts.
Bay City—Periton Park, H. W. Jennison Jr., mgr.; has three rides, concessions, coin machines; books orchestras, acts.

MINNESOTA

Excelsior—Excelsior Amusement Park, The Fred W. Pearce Corp., owners; Fred W. Pearce, mgr.; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras, free acts.
Excelsior—Excelsior Amusement Park, The Fred W. Pearce Corp., owners; Fred W. Pearce, mgr.; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras, free acts.

MISSISSIPPI

Birmingham—Birmingham Park, Birmingham Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras, acts.
Birmingham—Birmingham Park, Birmingham Park Co., owners; Leonard J. Schless, mgr.; has nine rides; pool, penny arcade; books orchestras, acts.

MISSOURI

St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.
St. Louis—Garden of Eatin', Mrs. J. C. Schaefer, mgr.; has 10 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, acts.

NEBRASKA

Omaha—Kingsley Park, Kingsley Park Co., owners; Fred W. Perry, mgr.; has 10 rides, six concession games, beach, rink, penny arcade, coin machines; books orchestras.

NEVADA

Las Vegas—Flamingo Amusement Park, Joe Diehl, owner-mgr.; has eight rides, penny arcade.

NEW YORK

Albany—Albany Park, Albany Park Co., owners; R. C. Strickland, mgr.; has 16 rides, nine concession games, pool; books free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

NEW YORK (cont.)

Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.
Long Beach—The Pike, L. B. Bath House & Am. Co., owners; C. C. Matfield, mgr.; has one ride, 10 concession games, pool, penny arcade, coin machines; books acts, free acts.

NEW JERSEY

Ashbury Park—Palace Amusement, A. M. Williams, mgr.; has four rides, concessions, penny arcade.

Atlantic City—Steel Pier Amusement Pier, A. C. Steel Pier Co., owners; F. P. Gravat, mgr.; books orchestra, vaude, circus acts.

Atlantic City—Hamid's Million-Dollar Pier, Samuel W. Gumpert, gen. mgr.; books orchestra, acts.

Atlantic Highlands—Allentons Beach Park, Peter Dorfman, mgr.; seven rides, concessions, penny arcade, coin machines; books vaude, free acts.

Bound Brook—Riverside Amusement Park, Riverside Am. Co., owners; J. W. Dayer, mgr.; has four rides, 13 concession games, Burlington-Rose Valley Park, J. Rosenfeld, mgr.

Burlington—Sylvan Lakes Park; has one ride, concessions, pool, rink; books orchestra.

Chester—Chester Lakes Park, Theo. W. Cobbs, mgr.; has 15 rides, concessions, lake, rink, penny arcade, coin machines; books orchestra, acts.

Irvington—Olympic Park, Olympic Park, Inc., owners; Henry A. Gumbert, mgr.; has 25 rides, 23 concession games, pool, penny arcade, coin machines; books free acts.

Keansburg—Belvedere Beach Amusement Park, Thomas H. Ryan Jr., mgr.; has five rides, 16 concession games, pool, penny arcade; books pay acts.

Keyport—Point Comfort Beach, W. A. Oelhaus, mgr.; has 12 rides, concessions, pool, rink, penny arcade, coin machines; books orchestra.

Madison—Madison Beach, Madison Beach Co., owners; D. W. Leonard, mgr.; has five rides, eight concession games, pool, penny arcade, coin machines.

Marlborough—Marlborough Beach, Atlantic Beach & Bridge Co., owners; E. O. Petry, mgr.; has concession games, coin machines; books orchestra, acts occasionally.

Wilmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestra.

Wilmington—Sylvan Lakes Park, Miller Estate, owners; Frank Rafus, mgr.; has five rides, concession games, pool, rink, penny arcade, coin machines; books orchestra, acts.

Wilmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestra.

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NORTH CAROLINA

Asheville—Asheville Recreation Park, Robert Fraytor, mgr.; has five rides, three concession games, pool, rink.

Graham—V. P. W. Amusement Park, S. H. Holt, mgr.; has four rides, 19 concession games, pool, books orchestra, acts.

High Point—City Lake Park, R. D. Penny, mgr.; has six rides, concession, pool; books orchestra; acts occasionally.

Morehead City—Atlantic Beach, Atlantic Beach & Bridge Co., owners; E. O. Petry, mgr.; has concession games, coin machines; books orchestra, acts occasionally.

Wilmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestra.

OHIO

Akron—Summit Beach Park, Miller Estate, owners; Frank Rafus, mgr.; has five rides, concession games, pool, rink, penny arcade, coin machines; books orchestra, acts.

Akron—Bandy Beach Park, W. J. Waresford, mgr.; has six rides, concession, pool; books orchestra; acts occasionally.

Alliance—Lake Park, R. D. and H. C. Williams, owners; H. D. Williams, mgr.; has two rides, five concession games, pool; books orchestra, acts occasionally.

Ashtabula—Mitsky Park, Harry Marchese (Tiffin, O.), mgr.; has 12 concession games, pool, rink; books orchestra, acts.

Badcom—Meadowbrook Park, H. L. Waller, mgr.; has four rides, pool; books orchestra, acts.

Brady Lake—Brady Lake Park, D. M. Wilson (Javenna, O.), mgr.; has six rides, 10 concession games, lake, rink, penny arcade, coin machines; books orchestra, acts.

Buckeye Lake—Buckeye Lake Park, Andrew M. Brown, mgr.; has seven rides, concessions, pool, rink, penny arcade, coin machines; books orchestra, acts.

Butler—Butler Beach, Butler Beach, Inc., owners; R. A. Jolly, mgr.; has 21 rides, 15 concession games, pool, penny arcade, coin machines; books orchestra, acts.

Canton—Myers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestra; free acts occasionally.

Celina—Edgewater Park, C. M. Myers, owner; Wm. W. Bechtler, mgr.; has four rides, 15 concession games, pool, penny arcade, coin machines; books orchestra, pay and free acts.

Chippewa Lake—Chippewa Lake Park, A. M. Beach, owner; Parker Beach, mgr.; has 10 rides, concessions, lake, rink, penny arcade, coin machines; books orchestra; acts occasionally.

Cincinnati—Coney Island, Inc., Ed L. Schott, mgr.; has 20 rides, 18 concession games, pool, penny arcade; books orchestra, free acts.

Cleveland—Parish Springs Park, Parish Springs Park Co., owners; J. E. Vlosky, mgr.; has 12 rides, 12 concession games, pool, rink, penny arcade, coin machines; books orchestra.

Cleveland—Euclid Beach Park, Harvey J. Humphrey, gen. mgr.; has 23 rides, concessions, pool, rink, penny arcade; books orchestra.

Columbus—Orientany Park, Leo and Elmer G. Haelein, mgrs.; has 29 rides, pool, rink, penny arcade; books orchestra, acts.

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OKLAHOMA

Enid—Lake Helms Park, Dr. H. D. Helms, owner; has two rides, eight concession games, pool, rink, penny arcade; books orchestra, acts.

Oklahoma City—Willow Springs Amusement Park, H. L. Vinyard, mgr.; has four rides, concessions, beach.

Weslaco—Lake Weslaco Park, A. W. Norvell, owner-mgr.; has three rides, two concession games, pool.

OREGON

Portland—Jantzen Beach Park, Hayden Island Am. Co., owners; Harvey Wells, mgr.; has 11 rides, 12 concession games, pool, penny arcade; books orchestra.

Portland—Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has nine rides, six concession games, rink, penny arcade; books orchestra, acts.

Albion—Lakewood Park, Blair County Concession owners; E. J. Higley, mgr.; has five rides, one concession game, pool, penny arcade; books orchestra, acts.

Barnesville—Lakeside Park, Mrs. A. Tomat, mgr.; has 19 rides, concessions, pool, coin machines; books orchestra, acts.

Belling Springs—Belling Springs Park, France McCarty, mgr.; has six rides, concession, pool, rink; books orchestra, acts.

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PENNSYLVANIA

Allentown—Central Park, C. P. Am. Co., owners; F. A. Burkhardt, mgr.; has 12 rides, 16 concession games, rink, penny arcade, coin machines; books acts occasionally.

Allentown—Dorsey Park, R. L. Vinyard, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestra, acts.

Altoona—Lakewood Park, Blair County Concession owners; E. J. Higley, mgr.; has five rides, one concession game, pool, penny arcade; books orchestra, acts.

Barnesville—Lakeside Park, Mrs. A. Tomat, mgr.; has 19 rides, concessions, pool, coin machines; books orchestra, acts.

Belling Springs—Belling Springs Park, France McCarty, mgr.; has six rides, concession, pool, rink; books orchestra, acts.

Cardsboro—Newton Lake Park, F. E. Wagner, mgr.; has 14 rides, 14 concession games, pool, penny arcade, coin machines; books orchestra, acts.

Chambersburg—Red Bridge Park, E. F. Coetz, mgr.; has four rides, four concession games, pool, rink, penny arcade, coin machines; books orchestra, acts.

Connellsville—Connellsville Lake Park, Connellsville Lake Park Co., owners; T. O. Foley, mgr.; has 14 rides, 49 concession games, lake, rink, penny arcade; books orchestra, acts.

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RHODE ISLAND

East Providence—Crescent Park, Crescent Park Am. Assn., owners; John W. Clark, mgr.; has 10 rides, 20 concession games, penny arcade, coin machines; books orchestra; acts occasionally.

Newport—Newport Beach, Arthur McGowan, mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books free acts occasionally.

Warwick—Rocky Point Park, Alfred M. Castiglione, mgr.; has 15 rides, 50 concession games, pool, penny arcade, coin machines; books free acts occasionally.

SOUTH CAROLINA

Georgetown—Kendington Park, J. W. Darr, mgr.; has three rides, six concessions, pool, books orchestra; acts occasionally.

Idle of Palms—Idle of Palms Seaboard Realty Co., owners; K. J. Klump, mgr.; has three rides, three concession games, coin machines; books orchestra, free acts.

Chattanooga—Lake Winnepesaukee, Mrs. Minnie Dixon, owner-mgr.; has three rides, pool, rink, coin machines; books free acts.

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Chattanooga—Lake Winnepesaukee, Mrs. Minnie Dixon, owner-mgr.; has three rides, pool, rink, coin machines; books free acts.

TENNESSEE

Knoxville—Chilhowee Park, H. D. Faust, mgr.; has 11 rides, concessions, rink; books acts.

Memphis—Fair Crooked Park, Mid-South Fair, owners; Frank D. Fuller, mgr.; has 14 rides, pool, penny arcade.

Cisco—Lake Cisco Am. Co., owners; P. O. Berry, mgr.; has three rides, pool, rink; books orchestra, pay and free acts.

Corpus Christi—Beach, Anacostia Corp., owners; John B. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.

Dallas—Kidd Springs Park, Guy Draper, mgr.; has two rides, concessions, pool, penny arcade, coin machines; books orchestra, acts occasionally.

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TEXAS

Cisco—Lake Cisco Am. Co., owners; P. O. Berry, mgr.; has three rides, pool, rink; books orchestra, pay and free acts.

Corpus Christi—Beach, Anacostia Corp., owners; John B. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.

Dallas—Kidd Springs Park, Guy Draper, mgr.; has two rides, concessions, pool, penny arcade, coin machines; books orchestra, acts occasionally.

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UTAH

Salt Lake City—Saltair Beach, Thomas H. Wheeler, mgr.; has four rides, concessions, lake, coin machines.

VIRGINIA

Buckner Beach—Buckner Beach Park, T. M. McCulloch, mgr.; has 12 rides, 12 concession games, pool, coin machines; books orchestra, free acts occasionally.

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Norfolk-Ocean View Park, Ocean View, Inc. owners; Otis Wells, mgr.; has 18 rides, 13 concession games, penny arcade, coin machines; books orchestra, free acts.

Virginia Beach-Silver Park, K. C. Gerard, mgr.; has eight rides, six concession games, pool, penny arcade, coin machines; books orchestra, free acts.

WASHINGTON

Redondo-Redondo Beach Park, Mr. and Mrs. W. J. Britz, owners; W. J. Britz, mgr.; has 18 rides, six concession games, pool, penny arcade, coin machines; books orchestra, free acts.

WEST VIRGINIA

Chester-Block Springs Park, C. G. Macdonald, owner; R. L. Hand, mgr.; has eight rides, 19 concession games, pool, penny arcade, coin machines; books orchestra, free acts.

WISCONSIN

Appleton-Waverly Beach, Howard Campbell, mgr.; has three rides, concession lakes, penny arcade, coin machines; books orchestra, free acts.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rides and book orchestras and acts.)

ALABAMA
Pensacola-North Alabama Amusement Park, C. E. Reynolds, mgr.; has pool; books orchestra, free acts.

ARIZONA
Phoenix-Riverside Park, Public, Richards, Nace, owners; John P. Hutchens, mgr.; has four concession games, pool, penny arcade; books orchestra, free acts.

ARKANSAS
Russellville-Crescent City Park, E. H. Butler, mgr.; has one concession, pool, penny arcade, coin machines.

CALIFORNIA
Guerrwood Park-Guerrwood Village, R. A. Belden, mgr.; has one ride, 12 concession games, pool, penny arcade, coin machines; books pay, free acts.

COLORADO
Trinidad-Trinidad Central Park; has rink; books orchestra.

CONNECTICUT
Killingly-Wildwood Park, F. J. Sheridan, owner-mgr.; has 12 concession games; books orchestra, free acts.

FLORIDA
Pensacola-Bayview Park, L. L. Bertas, mgr.; has pool, penny arcade, coin machines; books orchestra.

GEORGIA
Macon-Recreation Park, Will C. Hagan, mgr.; has lake; books orchestra, free acts.

ILLINOIS
Homer-Homer Park, W. J. Nagel, mgr.; has pool, rink; books free acts.

INDIANA
Cambridge City-Wehl Lake Park, Edwin Wehl (Pawling, Ind.), owner; has concession, pool; books acts.

MISSOURI
Chicago-Blue Water Park, H. L. Kelley, owner-mgr.; has three concessions, pool; books orchestra.

IOWA
Montrose-Sloan Park, Walter Phillips, owner-mgr.; has rink; books pay acts.

KANSAS
Coffeeville-Green Pasture Park, Earl Hackney, mgr.; has pool; books orchestra, free acts.

LOUISIANA
Morgan City-Morgan City Beach, D. C. Walsh, mgr.; has concession, lake, coin machines.

MAINE
Farmington-Blanwood Park Zoo, Archie S. Frail, mgr.

MASSACHUSETTS
Athol-Brookside Beach, W. Tandy, mgr.; has rink; books orchestra.

MICHIGAN
Benton Harbor-Eden Springs Park, House of David, owners; Edmund Hickey, sup.; has coin machines; books orchestra, free acts.

MINNESOTA
Battle Lake-Camp Ransmore Park, C. J. Matthews, owner-mgr.; has lake, rink, coin machines; books orchestra; acts occasionally.

MISSOURI
Chillicothe-Campbell's Park, Dr. T. K. Campbell, owner; Dan Campbell, mgr.; has pool; books orchestra, pay, free acts.

MISSOURI
Kansas City-Play-Mor Amusement; has 2000 ft. book orchestra, pay acts.

MISSOURI
Miles City-Lion Park, Leon Bros., owners; F. E. King, mgr.; has coin machines; books orchestra, pay, free acts.

MISSOURI
Alma-Alma Park, O. C. Battin, owner-mgr.; has pool, rink; books orchestra.

MISSOURI
Beatrice-Beverly Park, owned by city; has pool, rink; books orchestra.

MISSOURI
Deaver City-Horton Park, Tom Kelley, owner-mgr.; has pool, rink.

MISSOURI
Venus-Oak View Park, Albert Popeshil, mgr.; has one concession game, pool, rink; books orchestra.

NEW HAMPSHIRE
Bradford-Massachusetts Casino Park, Max Israel, owner-mgr.; has lake, penny arcade, coin machines; books orchestra.

NEW HAMPSHIRE
Keegan-Lakeview Park, George P. Sargent, mgr.; has lake; books orchestra, free acts.

NEW JERSEY
Atlantic City-Garden Pier; has light shows, sports.

NEW JERSEY
Atlantic City-Central Pier; has exhibits, novelties.

NEW JERSEY
Watsonville-Lake Worth Park on White Horse Pike, 12 miles from Philadelphia; Albert and Hayden Holmes, mgrs.; has beach, roller rink.

NEW YORK
Amsterdam-Mohawk Mills Park, Mohawk Mills Assn., owners; Wallace McQuatters, treat.; has one ride, rink; books orchestra.

NEW YORK
Oardenville-Island Park, George P. Finkel, owner-mgr.; has one ride, 19 concession games, coin machines; books acts.

NEW YORK
Kenmore-Sunset Bay Park, Gordon Irving and Silver Creek on Lake Erie, Wm. Burghard, mgr.; has rides; books free acts.

NEW YORK
Brookfield Springs-Cataraqua Park, J. Mace, owner-mgr.; has lake, rink; books orchestra, free acts.

NEW YORK
Rochester-Onondago Beach Park, Stephen-Duysen Day Park, Gerson Rubenstein, mgr.; has concession, beach, rink, coin machines.

NORTH CAROLINA
Raleigh-Fullen Park, Perry Lees and John Baker, mgrs.; has one ride, pool.

NORTH CAROLINA
Wilmington-Lumina, Writheville Beach, Clyde Medham, mgr.; has concession; books orchestra.

NORTH CAROLINA
Winston-Salem-Crystal Lake Park, R. T. Davis, owner-mgr.; has one concession game, pool; books orchestra occasionally.

OHIO
Brookfield-Yankee Lake, Paul Jerko, mgr.; has pool, coin machines; books orchestra, free acts.

OHIO
Canal Winchester-Edgewater Park, Chas. E. Gerling, owner-mgr.; has five concession games, coin machines.

OHIO
Cincinnati-Breedside Park and Eco, Capital City Wilson, mgr.; has concession, pool.

OHIO
Columbus-Indiana Park, Chas. E. Miles, mgr.; has pool; books orchestra.

OHIO
Cincinnati-Lake View Park, A. H. Kananen, mgr.; has refreshment stands, rink; books acts occasionally.

OHIO
Dayton-Franconia Park, W. B. Myers, mgr.; has three concession games; books acts.

OHIO
Kenton-Lake Idlewild, H. Dookhan and H. J. Pfeiffer, owners; George Orlman, treat.; has pool, rink; books acts occasionally.

OHIO
Lakewood-Springfield Lake Park, A. V. Lakromer, mgr.; has one concession game, pool, rink, penny arcade.

OHIO
Lakewood-Lakeview Park, Lakeview Park Co., Inc., owners; C. D. Neidley, mgr.; has pool, coin machines; books orchestra, free acts.

OHIO
Oral-Oral Lake Park, O. B. Gouza, owner; has five concession games, penny arcade; books vaude acts.

OHIO
New Philadelphia-Mount View Park, F. E. Angel, owner-mgr.; has three concession games, pool.

OHIO
New Philadelphia-Tuscarora Park, owned by city; W. E. Oelzer, mgr.; has pool, rink, penny arcade; books orchestra, free acts.

OHIO
North Beach-Paradise Park, Earl E. Gantje, owner-mgr.; has concession games, penny arcade; books orchestra, free acts on special occasions.

PENNSYLVANIA
Dellafonte-Reda Park, A. F. Hockman, mgr.; has one ride, pool, rink, penny arcade; books orchestra, free acts.

PENNSYLVANIA
East Greensville-Mill Side Park, W. J. Letting, mgr.; has one ride, concession; books vaude acts.

PENNSYLVANIA
Eaton-New Park Beach, Daniel Shecho, owner-mgr.; has eight concession games, beach.

PENNSYLVANIA
Hanover-Wilow Beach Park, D. M. Wiltner, owner-mgr.; has one concession game, pool, rink; books acts; orchestra occasionally.

PENNSYLVANIA
Indiana-Dreanland Park, J. J. Cleere, owner-mgr.; has pool, rink; books orchestra, free acts.

PENNSYLVANIA
March Chunk-Playland Park, Herbert H. Newwood, mgr.; has one penny arcade; books orchestra, pay, free acts.

PENNSYLVANIA
Mt. Carmel-Bright Park, et al. Ruppia, mgr.; has one penny arcade, coin machines; books orchestra.

PENNSYLVANIA
St. Marys-Milk Castle Park; has pool, coin machines; books free acts.

PENNSYLVANIA
Spring Mount-Edging Mount Park, Walter Taylor, mgr.; has two concession games, pool, rink; books acts.

PENNSYLVANIA
Sunbury-Island Park Island Amusement, Inc., owners; A. J. Chamberlain, mgr.; has pool, rink; books orchestra, free acts.

PENNSYLVANIA
Trevorton-Bell Hall Park, C. P. Wathner, mgr.; books orchestra, free acts.

PENNSYLVANIA
Williamsport-Sunset Park, Henrietta Baumgart, owner; has rink; books orchestra.

SOUTH CAROLINA
Charleston-Foxing Mount Park, mgr.; books orchestra, free acts.

SOUTH CAROLINA
Charleston-Riverside Beach Park, W. A. Hamilton, mgr.; has one ride, concession, coin machines; books orchestra, free acts.

SOUTH DAKOTA
Forestburg-Rustin Park, Ray Dowdell, mgr.; has rink; books orchestra, free acts.

SOUTH DAKOTA
Sioux Falls-Neptune Park, Benn R. Abel, mgr.; has two concessions; books orchestra; acts occasionally.

TENNESSEE
Memphis-East End Garden, H. D. Forman, mgr.; has pool, rink.

TEXAS
Beaumont-Happland on the Neches, J. D. Rowth, mgr.; has concession, rink, coin machines.

UTAH
Farmington-Lagoon Park, Lagoon Am. Co., owners; Julian M. Hamberger, mgr.; has pool, penny arcade.

VIRGINIA
Virginia Beach-Playland, J. E. Ross, mgr.; has pool, penny arcade, coin machines; books orchestra, free acts.

WEST VIRGINIA
Martinsburg-Millside Lake Park, H. M. Pritts, owner-mgr.; has pool, rink; books orchestra, free acts.

WEST VIRGINIA
New Cumberland-Natural Springs Park, C. H. Pease, mgr.; has pool, rink; books orchestra and acts occasionally.

WEST VIRGINIA
Philippi-Smith's Park, J. H. Smith, mgr.

WEST VIRGINIA
Pinetown-Lake Shawnee Park, C. T. Shidow, mgr.; has concession, pool; books orchestra.

WEST VIRGINIA
Wet-Coney Island Park, H. P. Howard, mgr.; has pool; books orchestra, free acts.

WEST VIRGINIA
Lake Delton-Lake Delton Beach, Wm. Della, R. M. Hines, mgr.; has coin machines; books orchestra, pay, free acts.

WEST VIRGINIA
Cockeys-Keweenaw Park, Chas. Maloney, owner-mgr.; has lake, rink; books orchestra, free acts.

WEST VIRGINIA
St. Croix Falls-Tippary Park, Thos. A. Pruit, owner-mgr.; has rink; books orchestra, free acts.

CANADA
Fort Frances, Ont.-Shore Point Park, D. W. Muckle, mgr.; has beach; books orchestra, pay, free acts.

CANADA
Raynes Beach, N. B.-Donation Park, Bud Tippitt, owner-mgr.

CANADA
Thunder, Ont.-Riverside Pavilion, W. P. Wilson, mgr.; has pool; books orchestra, pay acts.

CANADA
Victoria, B. C.-George Park, H. Takata, mgr.

CANADA
Wallaceburg, Ont.-Milton Park, M. J. Irwin, mgr.; has pool; books orchestra, free acts.

INTERNATIONAL

(Continued from page 78)

Sweden, Byers & Beach Shows; Matt M. Dawson; Abner, Adolph and Florence Guth; Frank Paulson and Jerry Sellers, Acme Premium Supply Corp.; Mr. and Mrs. Francis L. Deane and Mr. and Mrs. Arthur Sands, Fulton Bag and Cotton Mills; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Mr. and Mrs. Mike Shapiro, Globe Poster Corp.; Fred Burrell, Charles McCoy and Peter O. Root, St. Louis Specialty Co.; Mr. and Mrs. Arthur C. Ojiliana, Darwin and Billie Louise Schutte, Illinois Plastic Products Co.; Sam Davis, Crescent City Smelting Co.; Mr. and Mrs. J. O. Meyer and Mr. and Mrs. John H. Bolen, Cresco (Ia.) Pair; Mrs. Ruth Martone, Mrs. O. Holm, Mr. and Mrs. E. C. Wren, Ed Weismiller, Virginia Evans, Joseph Butera, John and Ruth Shea, George H. Dauer, Bertha Converse, Charles Lubert, Viola Balas, Harry Taylor, Charles E. Dudley, Ida Weberlin, Mr. and Mrs. Cusley James, Mr. and Mrs. Bud Graves, George C. Oertlich, Ed C. Reiter, Mrs. Otto Richter, Arthur and Edward Saunders, Edward Martin, Rose Mary Reynolds, William L. Adams, Dave Israel, Mr. and Mrs. Francis Fabick, Mr. and Mrs. E. B. Wellers, Ralph Olenstead, Evelyn Neudeck, Maurice Fabrick, Aurelia Laux, Mr. and Mrs. Edward A. Warnal, Sylvester Kessler, W. B. and Clara Belle Clayton, Louis Singleton, L. E. Owens, Loretta Stanley Sullivan, Joe Williams, Mrs. L. Grimes, M. C. Littlejohn, Mr. and Mrs. L. N. Dunstaff, Mr. and Mrs. G. Smith, Cordelia Farrell, Steve Lubach, Rossell and Estelle Moseley, Charles Oster, Mary Trout, J. R. and I. E. Paul, Bob Merlock, Lou Finch, Larry Coulson, Mickey Ferrell, Harry Moore, Mr. and Mrs. George B. Shaw, Charles Decker, Ed Warnal, Chuck Dillon, L. J. Smith, A. A. Gorden, E. F. Moberg, Art Dally, Mr. and Mrs. Raymond L. Vary, Mr. and Mrs. E. Maiden, J. W. Winters, Loney LaRue, Carol Brems, Vilma Schuessler, Mr. and Mrs. Harry Wunderlich, Pat Amara, Patrick Roselle, Mr. and Mrs. William Dolans, George Soeks, Tony DeSalvo, Bob McKenna, Mr. and Mrs. E. J. Egan, Tony Battisto, Mr. and Mrs. George Jacobson, Mr. and Mrs. Hemple Ewing, Mrs. Catherine Oliver, L. B. Richter, J. J. Florio, Mr. and Mrs. Earl Hebe, Cecil R. Reeves, James Danby, Frank Schuessler, Edna Ralley, Mr. and Mrs. Clarence E. Schwarz, Leonard Graves, John Englis, Sandra Roe, Cecil Ogil, Joseph Tierney, John and Florence Cradock, Mel and Edna Coffe, Joseph Wilton, John Valenta, Ralph and D. C. Bouche, Mr. and Mrs. Tom W. Allen, Ray Calvin, Dick Wayne Barlow, Elmer Brown and Mr. and Mrs. Frank B. Jeering.



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African Greys, Sooty Mangutby, Monas, Spot Neos, Rhusus, Ringtails, etc. Many very tame youngsters. **NEWTON CAPRON**, Inc., Montclair, N. J.

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Ninety Cents Dozen. All Kinds Live Animals, Birds, Reptiles for Show Purposes. Prompt shipment. Live arrival guaranteed. **ZOOLOGICAL SUPPLY CO.**, Laredo, Tex.

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Texas Diamond Back Rattles on hand. All fresh healthy stock; also plenty Harmless Reptiles, Iguanas, Peccaries, Lynx, Badgers, South American Pumas, Pumas, Cougars, Coat-Mundi or Snookum Bears, Squirrels, Donkeys, Monkeys, Pea-Fowls, Owls, Mexican Yellow Head and Red Head Parrots. Many other kinds stock suitable for shows at wholesale. Illustrated folder on request. **ZOOLOGICAL SUPPLY CO.**, Laredo, Tex.

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Good Feeders. Each, \$2.00; Pair, \$3.50. Also sizes. Prompt delivery. **APLET ARMADILLO FARM**, Comfort, Tex. ad23x

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Sensational Money Making Plan. Don't  
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Pound Pilex makes 64 Quarts; 100 Labels,  
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information. Keep money; we fill your orders  
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—Sensational new Popcorn. Happy Days  
Products; sell. Big money. Write today.  
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Covered Kettles, Criddle Stoves, Tanks, Burners  
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Money maker for Parks and Carnivals. Low  
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frame allows customer to walk in, no steps,  
nothing quite like it. Bodies designed for  
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Guaranteed. Mystic Rug Cleaners, \$1.00.  
Fast demeritator. Practical Formulas for all  
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**YOU CAN RECEIVE 25 LETTERS DAY CON-**  
taining \$1.00 with my unequalled working  
Plan and Formula. \$1.00. FLOYD COAST,  
Route 3, Emeston, Pa.



**THIS PICTURE** of members of a women's social club on the D. D. Murphy Shows was taken in 1926. Standing, left to right, are Flossie Walker, Edna Morgan, Madge Martin, Flo Blovinis, Kathleen Riebo (now secretary of the Missouri Show Women's Club), Georgia Harvey and Helen Karns. Seated are Gloria Wolf, Emma Nichols, Esther Kemp, Lena Kidder and Helen Newland.

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.

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It's here. Cost 5c, profit \$1.00. A 25c  
seller for 1c. Instructions, 25c. SYSTEM,  
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**\$1.90 PROFIT FROM EACH \$2.00 ORDER—**  
Selling by mail. Details, stamp. Sensation-  
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**100 WAYS TO GET MONEY—LATEST BOOK**  
of smart, simple ideas, only 50c; satisfaction  
guaranteed. LBM, 24 Dolcourt Bldg., Indianapolis,  
Ind.

**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 Bill-  
board.

**A-1 CONDITION—A. B. T. TARGET SKILLS**  
(10-Shot, 1c), \$15.00; Hand-Ten, \$10.00,  
3 for \$25.00; Short Sox, Excels, Mid-Cad, Top-  
Hat, Screamo, Ball-Fan, Gunner, Action Sr.,  
Crazy Lane Sr. \$5.00; Jennings Star, 1c, Ciga-  
rette, Mills Bell Boy, \$7.50 each; Real Races,  
Superior Cigarette, 1c, \$4.50; Cent-A-Pack  
(reprinted), \$6.00; 32-volt inverter for Rock-  
Ola Phono. (like new), \$17.50. 1/3 deposit.  
HALL BROTHERS, Guntersville, Ala.

**A. B. T. ONE CENT PISTOL TARGETS WITH**  
Meters, \$10.00; also one Exhibits Novelty  
Candy Vender, floor sample, like new, \$175.00,  
or will trade for late Slips and Pares Races.  
We buy, sell, trade. ORA SALES CO., Kalli-  
pell, Mont.

**A. B. T. MODEL F TARGET SKILLS, 10 SHOTS,**  
1c, \$17.50; Master No. 77 Vending  
Machines, \$7.50; Yuchi Gum Venders, \$4.00.  
Deposit required. SAMUEL KLEIN, 1859  
Nedro Ave., Philadelphia, Pa.

**AIRWAY, \$36.00; TURKINGS, \$30.00; AU-**  
tometer, \$12.00; Stoner's Race, \$20.00;  
Tournament, \$16.00; Skooky, \$12.00; Bechoo,  
Booster, Crosline, Choo-Jerry, \$9.00 each;  
Scowband \$7.00; Happy Days, Neck W Neck,  
\$5.00 each. MUNVES, 555 West 157th St.,  
New York.

**AIRWAY, \$27.50; BEAMLITE, \$29.00; CHI-**  
cago Express, \$35.00; Dix, \$28.00; Long  
Beach, \$17.50; Rose Bowl, \$29.00; Silver  
Flash, \$29.00; Stoner's Races, \$25.00; Turf  
Kings, \$28.00; Wurlitzer Skeeball, perfect  
condition, \$55.00. EASTERN, 350 Mulberry,  
Newark, N. J.

**ARCADE MACHINES FOR SALE—LET US**  
know what you want and we will let you  
know if we have it. ARCADE AMUSEMENT  
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**ARCADE MACHINES FOR SALE CHEAP—**  
Mutoscopes Calioscopes, Punchers, Ath-  
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choose from. DETROIT AUTOMATIC, 70  
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\$5.00; Rockola 21,000, \$5.00; Rock-Ola Bom-  
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Madcap, \$5.00; Stoner Short Sox, \$5.00; Bolo,  
\$5.00; Man-in-the-Moon, \$5.00; Exhibit  
Shoot-a-Lite, \$50.00; Real Races, \$4.00; Real  
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\$4.00; Cyprian, \$3.00; Magic Beer Barrel,  
\$4.00; Die-a-Matic, \$4.00; Gem Cigarette  
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Daytona, \$15.00; Carnival, \$25.00; Chio  
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DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIOS, Columbus, O.

SCENERY—ALL KINDS FOR ALL TYPES. Shows painted to order. Prices reasonable. Write for estimates. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn.

TATTOOING SUPPLIES

TATTOO SUPPLY LIST FOR STAMP, LATEST in Design, Inks, Photo. Make this your best season. ZEIS, 728 Lesley, Rockford, Ill.

ACCUMULATION TATTOO MATERIAL, Design, Stencils, Display Sheets; also Tattoo Remover, Cuts, Oddities, Don items, unusable. MILLER, 433 Main, Norfolk, Va.

TATTOO BOOK—CLIPPINGS AND COMMENTS pertaining to the art, 3c. 16-page "Fun at the Party" Book, 3c. ENGLISH PRESS, 1119 English, Indianapolis, Ind.

TATTOOING OUTFITS, SUPPLIES—PAIR BEST Machines, \$5.00. Big special used Designs, Stencils. Illustrated lists free. "WATERS", C-965 Putnam, Detroit, Mich.

TENTS—SECOND-HAND

SIDEWALL BARCAINS — 7.65 OZ. DRILL Hand Roped, clean, white, good as new, 7 ft. high, \$16.50; 8 ft. high, \$21.50 per 100 ft. long. KERR COMPANY, 1934 Grand Ave. Chicago. ap9

14x24 CORN SHELS—NEW CANVAS, Complete, Wiring, Shelving, etc., \$250.00. Used canvas, 30x50 Tent, 14x40, used five times, \$175.00. SIGMUND BROS., Keokuk, Ia.

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ENVELOPES, LETTERHEADS, 1,000, \$2.00; 5,000, 6x9 Circulars, \$8.00, postpaid. Write for prices on other printing. MARCUS, 1627A S. Mainline, Chicago.

POSTERS FOR ALL OCCASIONS—CELEBRATIONS, Carnivals, Dances, Fairs, Firemen's Shows and Theatres. Write for new low Price List. CATO SHOW PRINT, Cato, N. Y.

PRINT YOUR OWN EMBOSSED STATIONERY without press or type. Very distinctive. Instructions and Gold Embossing Outfit, 25c. HAYES, 60 E. 18th, Chicago.

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500 LETTERHEADS, \$1.00 CASH. NO C. O. D. Limit 6 lines neatly printed on white bond. Guaranteed. Samples 25c. DODDS-M, Cedar Rapids, Ia. x

1,000 PRINTED LETTERHEADS, 20-LB., 8 1/2 x 11, \$2.25; Mimeographing, \$2.85. Envelopes, Cards, Samples. COP-Y-CAT, Box 540, Milwaukee, Wis. x

2,000 BUSINESS CARDS, \$1.50; 1,000 Letterheads, \$2.50; 1,000 Photo Postcards, \$8.95. Lowest prices. What do you need? KWAN, Woodridge, N. J.

WANTED TO BUY

FOUR FOR A DIME STRIP PHOTO MACHINE. Also Long-Range Shooting Gallery. EMIL STROHSCHHEIM, 117 Sheffield Avenue, Brooklyn, N. Y.

ROLLER SKATING RINK OR SKATES OR what have you. Would buy Pool Tables. O. E. VINE, Iola, Kan.

WANTED TO BUY—CAMERA FOR 4-FOR-DIME Photo Booth. F. W. CRANT, 409 Wood Ave., Bemidji, Minn.

WANTED FOR CANADA FOR CASH—TWO Abreast in good working order. Send full description with photo and price to PERCY F. BROWN AMUSEMENT ATTRACTIONS, 305 1/2 Ellice Ave., Winnipeg.

WANTED—USED TENT, 40x100. REASONABLE. EDWARD MELOCCHI, No. 1 Boundary St., Pittsburgh, Pa. x

LES ROBINSON'S ORCHESTRA, FEATURING Yvonne Marie, vocalist, available April 9—Five Men and Girl Vocalist. Fully equipped and own P. A. Experienced in all lines. On present engagement since November at Childs Restaurant. Willing to augment. Wire or write. LES ROBINSON, Childs Restaurant, Miami, Fla. ap9

NATIONALLY KNOWN ENTERTAINING Band, featuring Dixie Modern Swing also Hill Billy and Brass Band if required. All members do fast Specialties, Class, Comedy for floor show, free act, etc. Outstanding for Dance Resorts, Fairs, Parks. Have feature Publicity Novelties, fast M. C. ORCHESTRA, 654 Gilmour St., Ottawa, Ont.

NINE-PIECE BAND OPEN FOR SUMMER location. Organized for two years. 3 Saxs, Double Clarinet, 2 Trumpets, Trombone, double Violin, Drums, Piano, Bass. Men are college students. No weeders or drunks. Carry uniforms, fronts, good swing library. GAYLORD HUFSTADER, 312 Ep House, Mt. Pleasant, Ia.

ROY SANDERS SYLVANIANS—11 MEN, union, desire summer location; now on location. DEL EDWARDS, 1017 N. 9th St., Reading, Pa.

SIX-PIECE ORCHESTRA AVAILABLE IMMEDIATELY—Experienced in all branches of the business. Have been together seven years. Guarantee satisfaction. Last job eight months. Would like to locate at some club or summer spot. Only reliable managers or booking agents answer. HERBERT MULLINS, Dixie Hotel, Tallahassee, Fla.

THE GEMIAL GENTLEMEN OF SWING—OUTSTANDING six-piece band, uniformed, up-to-date library of specials, vocals, novelties. Open for spring and summer engagements. Suitable hotels, cafes, ballrooms. Live agents and managers contact immediately. LEADER, Box CH-46, Billboard, Chicago, Ill.

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 Colfax St., Buffalo, N. Y.

4-PIECE NOVELTY SWING BAND—SINGING, Entertaining, Strutting; cut fine show. Sax, Clarinet, Baritone, Trumpet, Drums, Piano, Accordion. Young, single, sober; several changes of wardrobe. DAVIE, 1331 W. 25th St., Chicago, Ill.

ATTENTION, HOTEL CLUB Managers—Five All-around, six-piece band, uniformed, up-to-date library of specials, vocals, novelties. Open for spring and summer engagements. Suitable hotels, cafes, ballrooms. Live agents and managers contact immediately. LEADER, Box CH-46, Billboard, Chicago, Ill.

ENTERTAINING FIVE-PIECE ORCHESTRA—Piano, Drums, Trombone, Sax, Clarinet, Clarinet and Baritone. Large Library (Sax) stands, novelties changes in uniforms. Equipped to travel and accommodate. All present working JERRY HANSEN, 111 11th St., Columbus, Ga.

NEIL WRIGHTMAN ORCHESTRA—The ultimate in dance music for every occasion. Now booking locations for spring and summer. Write for complete information. WALTER, 1331 W. 25th St., Chicago, Ill.

ORGANIZED TRIO—Available June 1st. Piano, Sax, Trombone, Clarinet, Bass, Clarinet, Clarinet and Baritone. Large Library (Sax) stands, novelties changes in uniforms. Equipped to travel and accommodate. All present working JERRY HANSEN, 111 11th St., Columbus, Ga.

SIX PIECES OR MORE—dancing, singing, arrangement sound like 12 pieces. Open for single or steady engagements. WALTER, 1331 W. 25th St., Chicago, Ill.

SWING QUINLET—Conformed Boston club; available at all; prefer location. Average age: 25; neat, reliable, well uniformed. Versatility. Doubling singers and this included in band. Can transpose for others. Plans month as well as relief. Send for details in first communication. Contracts accepted. Reliable Bookers, take notice. Write or wire. HENRY, 495 East Fourth St., South Boston, Mass. ap16

THE SOPHISTICATORS OF SWING—Smooth or hot; first-class music; dance experience. Eight pieces or will out. Library, double vocals, P. A. marks, uniforms, fronts; strong swing. Can do anything. Everybody write FLANK ETHERTON, Boston, Illinois.

THE FOUR SWINGERS available at all. Plenty of specialties, well uniformed. Excellent P. A. system with velocity solo. Suitable; average age 24. This band plays hot and sweet. Send transcripts for shows; send appearing set on. Best full information in first communication. Write or wire. E. L. WATERS, 37 E. Springfield, St. Boston, Mass.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY — YOUNG MAN CONCESSION Agent. Co anywhere. Strictly sober and dependable. Reliable offers only. No gift. Write AL FATMORE, Box 15, Greenfield Park, N. Y. ap9

CHIEF YELLOW HAWK, SQUAW AND PAPPoose—Champion Fancy Roping, Whip Cracking, Knife Marksmanship, and Princess Erid, the Human Snake. A sure drawing attraction. Just from the World's Best Tours. Open for first-class outfits only. 6224 South Broadway St., Louis, Mo.

COOK — FIRST-CLASS CHEF FOR COOK House. Sober and reliable, references. Can take charge. C. C. BRANNAN, 1235 Vine St., Cincinnati, O.

HENDERSON FAMILY SHOWS—FIVE-PIECE Brass Band, Dogs, Tippy and Monkey; Singing and Dancing Novelty Acts, Thirty-Six Foot High-Diving Dog for High Jump. HENDERSON FAMILY, New Paris, O.

WORLD'S GREATEST ALLIGATOR WRESTLERS, Capturing Alligators (Barbarous) Spectacular, Educational Sensation, Headline Attraction. ALLIGATOR JACK COPPINGER, 1350 N. W. 19th St., Miami, Fla.

KLEONIGRAN desires connection with a well-equipped outfit. Capable of any electrical emergency that may arise on the show lot. Was former Chief Electrician of a large manufacturing concern. Also taught electricity in the Chicago School System. Have three knowledge of transformers and portable power plants. Also able to install and repair. Write for own card and can join on moment's notice. Will work for a reasonable salary. Send to: Phone, write or wire. GREGORY KOZM, 223 West 115th St., Chicago, Ill., Pullman 1288.

STEWART AND CHEF for small shows. Thirty years' experience. H. B. HATES, Depot Square Hotel, Oshkosh, N. Y. ap23

AT LIBERTY COLORED PEOPLE

DANCER—WOULD LIKE TO BE AFFILIATED with dance group. Modern, ballet or acrobatic. Also Dramatist and Reader, free for recitals. Will consider summer stock. EVELYN ALLEN, 5634 Helen Street, Elmwood Place, Cincinnati, O.

EXPERIENCED PIANIST—Grand, Feltz, Tripp, 1000. Theatrical Club, Beer Garden or similar show engagement. Also have Five-Piece Band, Vocals included. Write salary and full details when answering. TED ARSLICK, 415 E. Columbia Street, Detroit, Mich. ap9

RANDOLPH'S FAMOUS RHYTHM Wonders of Harmonization of Chicago, at Liberty for summer engagement. Plenty of features and novelties. All details when answering. Best of references. Will go anywhere. Write CHAS. T. RANDOLPH, 928 Angulo Ave., Baltimore, Md. ap7

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—W. TIPP WALKER, JUVENILES or General Business. Age 21; Singing and Guitar Specialties. Wardrobe, experience, ability. Strictly sober and reliable. Clendenen, W. Va.

CHARLES MISER—LEADS OR AS CAST. Eugene Kellier, General Business, as Cast. Up in Bits and Acts. Have car. EUGENE KELLER, General Delivery, Asheville, N. C. ap16

YOUNG GENERAL BUSINESS MAN—DOUBLES Specialties and Alto Sax. Also Young Leading Man. All essentials. Let us hear from you. Write CHESTER BROWN, Duff, Ind.

JOEL NASH—Young, Character Actor, open for any engagement with reliable stock company. Has just finished Broadway long-run engagement. Featured singing part. Also doing work on Radio "Ezra's Workshop." Equals in character role and versatility at Broadway and Radio. Write for resume and further information. Box 839, Care of Billboard, 1364 Broadway, New York City.

AT LIBERTY MAGICIANS

F. M. FARRELL, VENTRILOQUIST, 208 1/2 East, Ithaca, N. Y.

A-1 MAGICIAN and Knight of Honor, Two Modern Pranks and Jests with P. A. System. 2 Duff and Bruce B. and J. and J. Will accept reasonable proposition from reputable show clubs or musical. Write or wire all to PROF. PONCE DE LEON, 432 W. 164th St., Apt. 10, New York City, N. Y. ap16

FIRST-CLASS MAGICIAN at Liberty, Change the two weeks; work by Act; small effects. Rich money and serious Magic. Absolutely sober and reliable. Applying considered that pays well. MAGUIAN, Cincinnati, Ind.

WANT LONG BOOKING with a Show. Do Magic, Ventriquoism and Mindreading. Many shows. Need topic. State all. L. KOBAN, 150-12 10th Ave., Whitestone, L. I. N. Y. ap20

YOUNG MAN—Capable of doing short set of Magic, Double and single music for the season. Second May 1. Write H. PATRICK, 261 Belmont, Fairport Harbor, Ohio.

AT LIBERTY MISCELLANEOUS

BEACH UMBRELLA MAN—LIFE GUARD. I have Beach Umbrellas, Beach Chairs, Back-Rests, Foot-Rests, Windbreakers, Surf Boards, Life-Saving Equipment, etc. Seven successful winters Palm Beach. Married. At Liberty after May 1. State proposition in first letter. Tackett! No! CAPTAIN HAPPY, 411 So. Dixie Highway, West Palm Beach, Fla.

HUSTLER WANTS GOOD PROPOSITION TO work on rural routes. Legitimate deals only. References furnished. State all. L. C. IVEY, Schoolfield, Va.

SECRETARY—GIRL AGE 22. DESIRES WORK with Dance Band, Theatrical Agency. Will travel. JEAN NOLEN, 509 No. 12th, Waco, Tex.

LECTURER—Young Man, owns Grand New Broadway 1938 Ford and equipped. Desires association with high-class outfit, lecturer or similar work. Clean cut, salary only. Write KEN, Box C-447, Billboard, Cincinnati, Ind. ap16

TWO YOUNG MEN, 19—High school graduates; desire any position connected with the Young Men's Association; late on car or money. Will do anything. BOX 844, Care of Billboard, 1364 Broadway, New York.

At Liberty Advertisements

IN WORD, CASH (First Line Large Black Type). IN WORD, CASH (First Line and Name Black Type). IN WORD, CASH (Small Type) (No Ad Less Than 10¢). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY TO JOIN TRAPEZE OR HIGH Wire Act—Young Girl, experienced in both. Age 21; height, 5 ft. 2; weight, 117. State all first letter. MICKEY DU VAL, Saylor Falls, Reading, Pa.

BOUNDING LINDSLEY—TWO ACTS, FEATURING Two Consecutive Back Somersaults as fast as a Double. Second Act: Ten feet in height, doing Somersaults and Chair Balancing. Would like to hear from early booking. Reliable people answer only. Address Billboard, Cincinnati, O.

PHILIP PIANTONE — ACROBAT, CLOWN, Hand-Balancer, 1649 Washington Blvd., Chicago, Ill. Telephone, Canal 1633.

AERIALIST—Would like to join a High Aerial Act. Can do Trapeze, Bars, Rings and Marble Globes. Age 21, weight 150 lb. BESSIE STANKE, 110N, 34 Ellsworth St., Trenton, N. J. ap9

AT LIBERTY AGENTS AND MANAGERS

RELIABLE ADVANCE Agent—Best reference, to book high-class Magic Show in churches, schools and clubs for fall and winter seasons. Pictures and reference upon request. GORDON WESLEY, 12 N. Judson St., Cloverville, N. Y.

ROAD SHOW MANAGER—HONEST, RELIABLE, with car. Years of successful experience. BOX C-462, Billboard, Cincinnati.

ARTIST'S REPRESENTATIVE—Personal Manager to a star, band leader, outstanding act or solo. Thirty years of regular amusement knowledge. GEORGE ENGELBRETTER, Care of Billboard, Cincinnati, Ohio.

CIRCUS CONTRACTOR, Free Agent, 24-Hour Man—Full size steel official capacity twenty-two years' experience. Eight animals Barbara Ross, H. R. Chorn, Contractor, publicity man. Make salary. Solo on wire. G. ROBERT SACK, 118 North Webster, African, Mich.

SWIMMING POOL MANAGER—Will put men pool on a better paying basis. Expert swimmer and reliable Promotional Man. BOX C-483, Billboard, Cincinnati, Ohio.

AT LIBERTY BANDS AND ORCHESTRAS

EDDIE HOLT'S DIXIE Swing Music, Trumpet, Clarinet, Sax, Piano, Bass-Vocals, Drums. All special arrangements, union. Young. Co anywhere. 141 Laurel St., Fitchburg, Mass. ap9

NOTICE! NOTICE! NOTICE! Band Buyers for Night Clubs, Hotels, Amusement Parks, Summer Resorts, Ballrooms and Booking Agencies write ORCHESTRA LEADER, Box C-476, Billboard, Cincinnati.

ALL-GIRL ORCHESTRA—"THE DEBUTANTES," eight or ten pieces, all young, available May 26. Prefer location job. Write VIRGINIA BUKKETT, 3127 Farrow, Kansas City, Kan.

AT LIBERTY FOR SUMMER ENGAGEMENTS 7 or 8-Piece Band—3 Saxs, 2 Trumpets, Piano, Drums and Bass. Radio and floor-show experience. Well organized and free to travel. prefer resort or boat work. ORCHESTRA, Box 25, Dravosburg, Pa. ap9

AT LIBERTY—FIVE-PIECE HILLBILLY STRING Band, available April 10th. Theaters, night clubs and radio work. Co anywhere. Want a reliable booking agent. Write 134 GOODMAN ST., Charlestown, Va.

AT LIBERTY—FREDDIE CHASE'S ORCHESTRA. For information, write W. FRED TUTTLE, P. O. Box 376, Haverhill, Mass. State all particulars.

AT LIBERTY—RHYTHM HEIKS, FIVE-PIECE Band. Strutting or dance work, hotel or night club. Instrumentation: Accordion, Trumpet, Clarinet, doubling Tenor Saxophone; Guitar and Bass Fiddle. Have Vocals and Novelties. Experienced and schooled musicians. Write RENO FILIPPI, 5522 23d Avenue, Kenosha, Wis.

ATTENTION, RELIABLE AGENTS, RESORTS. Ballrooms, available May 15th—Very modern Ten-Piece Orchestra and Girl Singer. Plenty personality and what it takes to go over. Sweet swing or cak stamp it out. Plenty Doubles. Flashy fronts, P. A., two-change wardrobe, complete library, have own Arranger, Floodlights and transportation. Band also has Two Men Vocalists, one a Featured Comedian. All young, neat, reliable. Prefer one-night stands thru Missouri and Kansas or resort location. Write or wire. JIMMIE MCGOWAN, 935 S. Pece St., Independence, Mo. ap16

EDDIE MANN'S HAWAIIANS—AVAILABLE for Lodge Clubs, Amusement Parks, Dances, Furnishing Floor Shows. Free to travel in Ohio and vicinity. Six Pieces. 1517 18th St., N. E., Canton, O.

FOUR OR FIVE-PIECE ALL GIRLS NOVELTY Swing Band available for Night Clubs or Resorts—Sax, doubling Clarinet; Trumpet, Electric Hawaiian Guitar, doubling Banjo; Piano and Drums. Two good Vocalists, Tap Dancer, Novelties, Uniforms and Sound System. Write NAM CALK, 2915 Stevens, So., Minneapolis, Minn.

IDEAL COMBINATION—FOUR PLAYBOYS. Violin, Accordion, Guitar, Bass. All types of music. Non-union; average age 20. Available June 15. EUDY PRASHINA, 4513 19th Ave., Kenosha, Wis.

MASSEUR—Age 22, with own transportation. Can keep house or group of apartments and be available by daily hire. Full body massage and facial treatments. Massage constantly renewed for accuracy, scientific, delicate, efficient. Write or wire CECIL GEORGE, 701 Fifth St., Miami Beach, Fla.

AT LIBERTY M. P. OPERATORS

SOUND SYSTEM OPERATOR—SIX YEARS' experience. Can secure latest equipment. KENNETH STOLL, Mt. Pleasant, Ill. ap30

CAMERAMAN with Production experience wants assignments to shoot motion pictures. Write 14 and 15th streets, room 401, Adams 1335. ALY BELGIO, 26-22 86th St., Long Island City, N. Y.

AT LIBERTY MUSICIANS

SOUSAPHONE BBb—CAN be featured or Soloist. Concert or dance. Double Bass. Go anywhere, best offer gets. MUSICIAN, 4300 Riverside Drive, Tampa, Fla.

VIOLINIST AVAILABLE—Young, experienced, reliable, union. Go anywhere. STEPHEN STADNYK, 1613 Lyons Ave., Lansing, Mich.

YOUNG LADY BANJO AND Guitar Player. Eight years' experience. Union. Prefer West Coast. DIXIE DIXON. Post Office Box 557, Willowbrook, Calif.

ALTO SAX—CLARINET, BARITONE, VIOLIN. Viola. Feature sub-tone Clarinet and Fiddle Soloist at mike. Excellent tone on all. Fast reader! all essentials. Play first, third or fourth. Name band experience. Travel or locale. Salary only. N. HOLME, 921 Rockhill St., Ft. Wayne, Ind.

AT LIBERTY—MUSICIAN, ALTO SAX, Doubling Clarinet. Can also Arrange. Willing to join traveling band. D. R. BELASCO, Cochen, Ind.

BASS FIDDLE AND GUITAR AVAILABLE—Fully experienced in every field of music from the Classics as they should be played to getting the band in the groove. We are hard workers and intelligent enough to let the leader run his band. Long as the contractor pays off his word is law to us. Both of us are average arrangers and can stylize your unit in imitation of nearly any name on the air. Can also take off and sell it in those rare intervals when you want one of the rhythm section singing out. Can go anywhere. Write or wire. MUSICIANS, 50 S. Goldthwaite St., Montgomery, Ala.

DRUMMER—VOCALIST—MODERN, RELIABLE. Union. Age 26. Prefer nice club, hotel location. Cut shows. Must be reliable. Join immediately. DRUMMER, General Delivery, Parkersburg, W. Va.

DRUMMER—FINE FLASHY EQUIPMENT. Chimes, Vibraphone, Soloist, union. Thirty-two, good appearance, sober. Absolutely guarantee satisfaction anywhere. MUSICIAN, 307 Glen Lake Ave., Toronto, Ont. ap9

DRUMMER—EXPERIENCED DANCE AND Show. Young union. DRUMMER, 4 Union Ave., Danbury, Conn.

DRUMMER—AGE 28, UNION, WILL TRAVEL. Reliable, experienced, can read and fake. Would like to locate with northern band. CHUCK ANDREWS, 6500 N. E. 2d Avenue, Miami, Fla. ap10

DRUMMER, XYLOPHONIST, DOUBLING SOME Trumpet, for night club, hotel, location dance band. No traveling. Union. Read, cut floor shows. Age 32. Solid, steady rhythm. DRUMMER, 2028 Kincaid, Eugene, Ore. ap16

DRUMMER—DOUBLES MARIMBA, VOCALS. For small band, location. Join immediately. Young, reliable, union. Feature Marimba in softest band. DRUMMER, General Delivery, Parkersburg, W. Va.

GIRL TRUMPET—TAKE OFF, GOOD RANG. Doubling Sax, Clarinet, Arrange. Prefer location, Union. BOX C-473, care Billboard, Cincinnati, O.

GIRL ALTO, DOUBLING CLARINET, BARITONE and Trumpet. Prefer location, Union. BOX C-674, care Billboard, Cincinnati, O.

GIRL—FIRST ALTO SAX, DOUBLING BARITONE, Clarinet, Read, take off, transpose. Experienced Ballrooms, Night Clubs, etc. Want to join organized Dance Band. State all in first. BOX 97, Billboard, St. Louis, Mo.

GUITAR MAN WANTS WORK IN DANCE Orchestra. Solid rhythm, good reader. May feature if necessary. Agreeable, hard worker. Anything considered. PAUL VAN DYNE, Jamestown, O.

GUITARIST—RHYTHM AND ELECTRIC. Street, Experienced in all lines. Will go anywhere. Can join immediately. BOX C-673, Billboard, Cincinnati. ap16

MODERN DRUMMER—ROAD AND NITE CLUB experience. Young, single, union, read. Complete equipment. Write for particulars. MUSICIAN, Box 297, Strasburg, N. D.

STRING BASS MAN WHO DOUBLES BRASS Bass. Have new Recording Bass. Plenty experience all kinds of bands. Prefer semi-location, but will travel. ARLEY COOPER, 1716 Polk St., Amarillo, Tex.

TENOR SAX, CLARINET—READ, CUT ANYTHING, modern tone and style, transpose Eb parts. Play any chair. FRANK SULLIVAN, Houston, Texas.

TENOR MAN, DOUBLE CLARINET, UNION. Ride, Tone, Good Reader. Young. PRESTON HUDSON, 112 Pennsylvania Ave., Salisbury, Md.

TROMBONIST—AVAILABLE IMMEDIATELY. Thoroughly experienced. Tone, range and read well. Want connection with band or orchestra. Troupe or location. Only reliable offers considered. State all. MUSICIAN, 518 Grant Ave., Martins Ferry, O.

TROMBONE, DOUBLE VIOLIN—2 YEARS First Trombone, 2d Infantry, U. S. Army; 1 year First Trombone Albion College, 25, sober; band or orchestra, prefer band. Travel or location. If not reliable, don't answer. Union. J. E. HENDERSON, 1581 St. Jean, Detroit, Mich.

TRUMPET—SWING SWEET OR TAKE OFF. Tone, range and phrasing. Union, age 22, single and sober. Dependable and appearance. Go anywhere for reliable party. References if necessary. Give heads and panics lay off. Write, don't wire. State all. MERTON SCHMOLKE, Waynoka, Okla.

TWO CIRCUS EXPERIENCED MUSICIANS—Trombone, Baritone. Young, sober, slight readers, dependable, ambitious. Steady work preferred. Will not split join at once. Write or wire. JOE SHAY, 950 Washington Ave., care Wiemann, Bronx, New York.

VIOLINIST—UNION, SOBER, RELIABLE. 20 years' experience in theater, radio, dance. Age 28, go anywhere if steady. DAN SALAZAR, Hotel Palma, San Antonio, Tex. ap16

ALTO, BARITONE, CLARINET—Nine years' experience. Young, married, union, cut, reliable. Two years past band. Prefer location. Answer all questions. MUSICIAN, 2153 N. Elizabeth, San Antonio, Tex.

ALTO SAX-CLARINET—Dance, Concert and Studio. Good experience! have exp. MUSICIAN, 1760 N. W. 84th St., Miami, Fla.

ALTO SAX-CLARINET—Conquial, good reader. Read AHA and Clarinet. Experienced, big tone, willing worker, single; age 22, union. First hand man. I read, arrange; will play along with any band, working on special dance orchestra. State details; write immediately. JIM J. JIHAN, 52 W. 84th Ave., Coatesville, Penna. ap14

AT LIBERTY—Lead, Trumpet, Doubling Clarinet, Saxophone, Violin, Piano, experience. Write J. E. KULP, 112 2nd St., Albany, N. Y.

CIRCUS DRUMMER—Experienced, Troupe or Soloist no longer. Circus or carnival where salary is sure. Age 47. DRUMS, House 222, Spring Building, Washington, D. C.

DRUMMER—22 years' experience. Young, reliable. Can play tenor, tuba or any. Nice outfit and appearance. Join immediately. Write or write stating to BEN JAVISH, 3792 Tabasa Ave., Richmond, Va. ap16

DRUMMER—Age 27. Union, troupe with unit or dance job. Can cut it; join up with. Ask for wages all inquiries. DICK DIXON, 318 East Magnolia, Louisville, Tenn.

GUITARIST—Violin, Trumpet, Steel Guitar, Tenor Sax and Jazz. Play one and double the others. Read and jazz all essentials. Union, age 29, all essentials; some vocal; prefer small band on night club, hotel, location. Write or wire. ap16

HARPIST—Experienced in Orchestras. Also excellent Harp Soloist and Song. Attractive appearance. Travel any place. Union. BOX 297, Billboard, Chicago.

LADY BASS PLAYER at Liberty May 1. Write BOX 858, c/o Billboard, 1314 W. 1st St., N. Y.

MUSICAL DIRECTOR-LEADER—Vanderbilt, Union, read, good, best. Write or wire. Can also act as company or stage manager. MUSICAL, 436 Crown St., Brooklyn, N. Y.

SAX, TENOR AND ALTO. Read and fake, modern take-off. Age 28 and read arranging. JIMMY STRAUSS, General Delivery, Miami, Fla.

SENSATIONAL STUNT Driving Exhibition. Right attendance-driving facilities, including guaranteed complete followers. Midwest Parks/Celebrations, Reliable; reasonable. LLOYD SHELDON, 66 Arthur Ave. S., Minneapolis, Minn. ap20

STEEL GUITAR PLAYER at Liberty for Circus, Carnival, Old Show or Hawaiian Show. HOWARD PARSON, Route 1, Springfield, Ky. ap9

STRING BASS—Solid rhythm, fully experienced, all essentials. No tricks. Just closed Northside engagement. First time at liberty in five years. All reliable offers considered. A occasional band that pays off Money Money or otherwise! Louisville, Ky. Write or wire. No job bands or parties. State all. BOY CAMPBELL, Gen. Del., Kansas City, Mo. ap16

SWING TENOR and Feature Girl Singer want part-time summer location only. Tenor, Baritone, side corner, Melodrome, Clarinet, deep vocal soloist and Vocal Soloist with Girl. Small smart suit preferred. Cut or girl. BOX C-470, The Billboard, Cincinnati. ap16

TENOR SAX-CLARINET—Read, fake, swing, modern. No-union, soloist, singer. Prefer swing music. MUSICIAN, 148 Mill, Monrovia, Tenn.

TRUMPET—Modern, fine tone, phrase well, wide range, good reader, job and union. Location preferred. State all in first letter. BILL CASTWELL, 165 W. Eldorado, Decatur, Ill.

AT LIBERTY PARKS AND FAIRS BALLOON ASCENSIONS

Modern equipment, prices reasonable. Death defying Parachute Drops Trapeze on Open Parachute. BALDRIDGE BALLOON CO., Gen. Theater, Flint, Mich. ap9

BALLOON ASCENSIONS, Parachute Jumping. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. CLAUDE L. SHAFER, 4704 West Washington St., Indianapolis, Ind. ap10

BALLOON ASCENSIONS furnished. Experienced operators. Three to five parachutes. Parks, fairs, celebrations. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

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

BALLOON ASCENSIONS furnished for all occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo.)

TALKING TEAKETTLE that actually talks and sings and Lovely Blond Lady available for summer season. Write or wire FRED CERLETTI, Sparta, Wis.

TUMBLING ATWOODS—Boso, Raggady Ann, Falling House. Billboard, Cincinnati, O. ap30

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. au27

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ap16

ART ZIKES EDUCATED LIBERTY, MENACE and Dressage Horse, including that sensational star Reddin, Tony, in roaring flames; platinum dressage, Billy Hind Leg, and Gorgeous Sweetheart, the dainty albino high-school marvel. Available Fairs, Rodeos, Celebrations. Write or wire. A. M. ZIKE, Sidney, Neb. ap23

AT LIBERTY—STERLING-ROSE TROUPE, FOR Fairs and Celebrations. 3 different Free Acts. One Sensational Aerial Trapeze Act, also Comedy, Acrobatic Circus Act with 2 Tables and Novelty Confection Act. Presenting flashy and attractive entertainment. For terms, address 124 North Delaware St., Indianapolis, Ind.

CHIEF BIG BUFFALO AND COMPANY, Presenting War and Ceremonial Dances in Regalia, with a Fine Collection of Indian Relics and Curios. Something different. A real curiosity. A good moral show for educational purpose. Troupe of five Indians. For Parks, Fairs and Celebrations after June first. Write LEO WISTAR, Colma, Kan.

LOC-ROLLING CONTEST AND EXHIBITION—For parks, fairs, celebrations, sportsmen's shows and tournaments. Write or wire E. H. WANSLOW, World's Champion Log-Roller, Brimmon, Wash. D. C. ap30

A. A. A. STANDARD ATTRACTION—Dog, Puma, Snake and Unusual Presented by Prof. Parnaska himself. Managers who want a Good, Clean Attraction address GEO. E. ROBERTS, manager, 415 Erie Ave., Philadelphia, Pa. Tel. RA 5338.

AERIAL COWBOYS—Three Standard ACTA. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and prices on request. Address The Billboard, Cincinnati, O. ap9

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHRISTOPHER W. WALKER, 215 W. 1st St., ap14

AT LIBERTY—Trapeze and Water Ringed Features. Big Circus Ringed Open for our good reliable Boden, Circus of Fairs, Good wardrobe. Have been with the best can deliver the goods; last season 7,000,000. Hometown Boden, At the Circus World Fair in 1937. Ticket? Yes! JAMES R. HAYDON, c/o Radio Station WYVA, Wheeling, W. Va.

ATTENTION COLORED FAIRS—Ottwell J. Johnson and Company Present Magic, Illusion and escapes. The greatest Colored Act of this day. Continuous changes and apparatus of best make. Featuring "Shooting the Wagon" and "The Joneses" Houdini's Trick. For terms, write John, Winston-Salem Fair, and "The best Colored Act we have ever had" come back. Gen. Mgr. W. H. Govey; we want you back again. A real Colored Grandstand Act for Rural Colored Fairs. Write MISS CATHLENE W. THOMAS, P. O. Box 442, Fort Worth, Tex.

ATTENTION—I am booking the summer season with my Comedy, Straight, Clown Acts and Bits. Reasonable terms. Literature, see address CLOYD HARRISON, Billboard, Cincinnati, Ohio.

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, including the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap16

BEAUTIFUL, Outstanding Animals, Birds, Marine, reptiles Performances. An Attraction of long standing, reputation. Parnaska's Famous Dog, Pony, Monkey and Bird Circus. Address Gen. E. Parnaska, 615 W. Erie Ave., Philadelphia, Pa. Tel. RA 6096. 5338.

CHARLES LA CROIX (In Person)—Original Outstanding Novelty Trapeze Act. A High-class Platform Free Attraction. Available for Fairs, Celebrations, etc. Very attractive program. See all Jerry Chappell's Fair Advertising Folder. See Wonderful Act! elaborately equipped. Price for set reasonable. Address CHARLES LA CROIX, 1204 S. Anthony, Fort Worth, Tex.

FOUR GYPSY SERENADERS (Linger Family), Musical Entertainment for Fairs, Parks, Celebrations. Versatile, lively, colorful Piano-Accordions, Trumpets, Saxophones, Xylophones, Drums, etc. CHILDS LIGEL, Newcomerstown, Ohio. ap16

FRED AND MARIE GUTHRIE—Four separate acts with Double Tight Wire Act, Single Trapeze Act, Lady Butterfly from Jaw Act and Double Trapeze Act. Reasonable. Responder. OGDEN, Ill. ap16

LICENSED PARACHUTE and Blind Man. Let us be the Driving Feature in your show with our Dangerous, Thrilling, Guaranteed All-Weather Also Free Ground Act. Now Booking. STEWART PARTRIDGE, 2071 E. 1st St., Ft. Worth, Tex. ap16

PROF. PEAK—Punch and Juggl. Ventriquoism, Magic, etc. For terms, write or wire and answer reports. Parks. PROF. PEAK, Parnaska's Studio, 615 W. Erie Ave., Philadelphia, Pa. Tel. RA 6 5338.

"SUM SUM." the Hollywood Circus, puts life into your program. Close A. Cowen, also the Inland Performing Dogs. Two separate acts. Write for details. Care Billboard Office, Chicago, Ill.

THREE ACTS—Tight Wire, Slack Wire and Billie Globe. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CRIBBY, Kankakee, Ill. ap1

TWO ACTS—Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Dred if desired. BOX C-483, care Billboard, Cincinnati, O. au27

VAUTELLE'S DOG and Monkey Circus, Two Acts. Act No. 2 Acrobatic Circus and Monkey. For Northern and Eastern early Celebrations and Fairs. Address Tallahassee, Fla.

AT LIBERTY PIANO PLAYERS

AT LIBERTY—DANCE Pianist. Reads, non-union; age 32, single, sober, reliable. Write MUSICIAN, 329 E. First St., Ridgeville, Ind.

EXPERIENCED PIANIST—READ, FAKE, ETC. Union, all essentials. BOX C-478, Billboard, Cincinnati, O.

MALE PIANIST—MODERN TAKE OFF, SOLID Rhythm; union. Have car. Reliable parties only. RUDY REED, 905 E. Main St., Decatur, Ill.

DANCE PIANIST—Read, Fake, etc. Young, reliable, neat, sober, union. Ten years' experience. References. Small or large band. State all first class. No parties. Address PIANIST, 92 Bell St., Fort Jervis, N. Y.

RHYTHM PIANIST—Arrange, read, transpose, improvise. Modern take-off; six years' experience. Sober, neat, reliable. At liberty April 10. Write or wire. BOB ANDERSON, 571 Peabody, Lexington, Ky.

AT LIBERTY SINGERS

FEATURED BARITONE SINGER—(25) Available for long engagements anywhere in hotels, clubs, bars. Thoroughly experienced. N. B. C. and screen. Liquors? Not \$3 DRISCOLL, Tucson, Ariz.

LYRIO TENOR (Trained Voice)—Also play Accordion, double Bass. Would like orchestra work or soloist club work. Will travel. WARREN STEELE, 145 Brook Ave., Bronx, N. Y., N. Y., Matthew 9-4510.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—VERSATILE Vode Team. Comedy Singing. Talking Musical, change for week. Also DeVry STAM. Sound on Film Unit, Sound Films, Turn Table Transcription, complete, transportation for the above. Will work percentages only, with versatile team or family, that has tent outfit. Let's hear from you with particulars. J. E. G. 26 Charles St., Totowa, Bro. N. J.

AT LIBERTY—A-1 FEATURE BACKFACE, Singing and Hooping, Bits and Afterpieces. Produce. Clean, fast Comic. Age 28, single, sober, reliable. First ad in five years. HONEY BOY WEBSTER, 437 W. Forest, Detroit, Mich.

FOR REPERTOIRE—FEATURE COMEDIAN. Produce, direct; reliable shows only. TOMMY MULLALLY, 471 Downing St., Denver, Colo.

SPECIALTY TEAM—MAN SINGER, YOYELER, Comic Characters. No black. Lady Piano and Accordion. Sing some. Have car. SPECIALTY TEAM, General Delivery, Asheville, N. C. ap16

TROUPE AT LIBERTY—FOUR MEN, ONE Woman, available for theater tent, circus, concerts, night clubs, dances and theaters. Nothing too large or too small. Play Modern and Hillbilly Music. Three Singers, Good Comedy. Act consists of Pistol Shooting, Australian Bullwhip, Lady Roper. Have Sound Truck, Cabin Trailers and Good Salfy-hoo. ANN MIX SHOW, General Delivery, Wilkes-Barre, Pa.

PANAHASIK'S INC. Pony, Monkey, Bird Circus. For a Good Standard Attraction. Gen. E. Roberts, Manager. PANAHASIK'S BLDG. 515 W. Erie Ave., Philadelphia, Pa. Tel. RA 6096. 5338.

VERSATILE NOVELTY TEAM—Five male or male show. Salary or per cent. Have outfit and transportation. Lecturers or teams write GLENNY & BIRD, Billboard, Cincinnati, O.

SHORTS

(Continued from page 97) New York. Added attraction is ski-jumping champions. Piano Festival, also to be in the Coliseum, will have 200 people playing grand pianos simultaneously. Increased utilization of State Fair grounds is shown by booking of Slovak Sokol, national Scandinavian gymnastic exhibition.

MERLE A. BEAM, Windber, Pa., readying for his outdoor season, expects to produce 10 or more sponsored events in addition to usual farmers' picnics, and free acts will be featured at all dates.

An \$800 appropriation voted by city council for Veterans of Foreign Wars and Oshkosh (Wis.) Market Day Association for a 4th of July Celebration was vetoed by the mayor, who said he believed

council had acted without due consideration.

At annual Watertown (Wis.) Home Show on March 25-27, under sponsorship of Watertown Turner Society, entertainment included Eddie Kuba, Russian dancer; Three Centa, tumblers; Hepp, impersonator; Jack Bogart, singing and dancing comedian; Draf and Daton, balancers; Concertina Eddie and Renee Sisters, dance team.

WHEN Al G. Hodge Shows opened on April 2 at Kerman Grotto Spring Festival, in Terre Haute (Ind.) Stadium, it marked the first time in 10 years a carnival has exhibited in city limits, with exception of Vigo County Fair dates, reports Charles Schweitzer, press agent. Bob Hallock, general agent, secured the date.

**H. & W. End Good Season**

McLEANSBORO, Ill., April 2.—Hodges & Ware Indoor Circus, which closed here today, played seven dates in Illinois and one in Missouri. Management reports a successful winter season. Volunteer Fire Department was auspices here. Bobby Gordon, wire set, and Happy Starr, producing clown, will return to Sells-Sterling Circus. Hodgins Brothers have not announced plans. F. B. Ware, manager and general agent, will join a small unit as agent.

**MAX GRUBERG**

(Continued from page 72)  
renovated and painted in quarters looked better than ever before. Rides, very attractive, occupied entire center of midway in one long line, shows surrounding them. Only used one Big Eli Wheel here, other being still in shop for a thoro going over. Always a strong believer in illumination, Max Gruberg has gone limit in lighting and electrical department, show using now over 300 kw. capacity.

**New Fronts**

There are several new fronts in Monsieur de Loupe's, French Casino, Rainbow Prolies, Alcatraz Prison, Esquire and Monkey Circus, and new canvas over practically all major attractions. Mrs. Gruberg has built one of the finest bingo concessions; everything new and equipped with seats for 144 persons. Her Prozen Joy wagon is also a midway adornment, with electric sign and other attractive gadgets. All the shows and rides carry illuminated signs.

Barkoot Pasha has an enlarged and new cafe, titled "The Oriental," and a new wife. A charming Spanish lady who is already one of favorites of midway. Happy couple are honeymooning on show. Front gate is thing of beauty, built by Whitney Hewitt, who had charge of all quarters activities and to whom congratulations are in order for very fine show equipment be turned out.

**Rides Attractive**

Rides: Merry-Go-Round, Charles Wright, foreman; George Bakerfeld, clutch. Whip, Phil Metzler, manager; Ernst Metzler, foreman; Big Eli Wheel, Eddie Evans, foreman; J. B. Cucco, assistant; Frank Logan, tickets. Loop-o-Plane, Frank Rupp, manager; Ellis Hall, foreman; Kiddie, L. J. Lottion, foreman; Tilt-a-Whirl, A. W. Cunningham, foreman; W. B. Blackman and Joe Newberry, assistants; Lindy Loop, Roy Luther, foreman; M. J. Morrow and Clyde Russell, assistants; Norman Hayes, tickets. The Octopus, Gus Eisner, manager; Red Wilford, foreman. Osterpillar, Cotton Rogers, foreman; Jean Lockwood, Fred Smith, Charles Murray, assistants; Mrs. Cotton Rogers, tickets. Chairplane, Tommy Messick, foreman; Bedell Green, clutch; George Offenbergt, tickets. Thriller, Manny Church, foreman; Bill Davis, assistant. Autos, Wilson James, foreman; William Hayes, assistant.

**Shows**

Shows: Royal Midgets, Bob Holmes, manager; Princess Tiny, Virginia Campbell, Tiny Rajo, Lorrain Sigdell, Mrs. Bob Holmes, Baby Peggy and two babies; Jack Brummitt and Eddie Lynch, tickets. Walls-of-Death, Del Crough, manager and trick rider; Dorothy Stone (Mrs. Del Crough), feature rider; Pat Bell, rider; Howard Johnson, construction; M. E. Raffendorf, mechanic; George Dixon, talker; Melvin Douglas and Theatlon Terry, tickets. Monkey Circus, Del Crough, manager; O. P. Vance, talker; Randolph Williams, trainer; Jack Reynolds and Ray Jackson, tickets. French Casino, business manager, Norman Wolf; Mons. De Loupe, producer; M. Panaramus, talker; Bill Perry and

Joe Deck, tickets; models are Emille Godwin, featured as "Girl in the Moon"; Ruby Davis, featured as Miss Montgomery; Loretta Huff, Mildred Batchelor, Dusty Broadway, Gertrude Schaeffer, Lillie Dawn, Betty Perry, Olga Natasha and Millie Pellitteri, Esquire, Norman Wolf, manager; Esde Wolf, lecturer; Arthur Preley, talker; Patrick Landers, tickets; Louise, Polly Hall, Peggy Dulcize, Louise Simpson and June Kennedy, Aphrodite, Norman Wolf, manager; talker, George Beggs; featuring Gene-Eugene, Hall of Science, Monroe Brothers, managers; Mrs. Jack Monroe, mentalist; Tucker Key, magician; Billy Taylor, mystic man; Mrs. Tucker Key, miracle woman; William Johnson, emcee; Joan White, burning alive set and circle saw; George Estell, inside assistant; Chester Castello, second openings and tickets, with Ira Margolis; William Monroe, chief orator. International Crime Exhibit, C. A. Morris, manager and front; Rena Morris, tickets; Arthur Gilson, inside lecturer; Marie Williamson, special attraction. Life, Raymond P. Kennedy, manager; Kna La Strand, ballyhoo; Jack Moran, canvas. Laughland, Paul Faun, manager; Stubby Groves, assistant. Rainbow Prolies Revue, Charles Joy Gramlich, manager and producer, featuring Pancakes Montanaro, premiere danseuse, with Eprit Drawwell, Boots Daniela, Joan McKinney, Judy Saunders, Bobbie Robinson, Mark Adkins and Mush M. McKinney, Band, C. R. Watson, drums; Jimmie Moore, piano; Elsie W. Williams, saxophone; Tom Franklin, cornet; Tex Saunders, tickets; Felix Hutman, canvas; Sam Collins, electrician. Look Side Show, management of William Sytvan; Dan Foster, talker; Ned Hutchinson and Bonington, tickets; Noma Estelle, feature mentalist; Frank McElugh, assistant; Mrs. William Sylvan, sword box; Jean Seales, glass dancer; Peggy Blue, sword ladder; Professor White, human pin cushions; Elias Whaley, anatomical wonder; Alfred Green, alligator boy; Captain Sig, tattoo artist. In annex, only double-sexed horse.

**Concessions**

Concessions operated by Mrs. Rose Gruberg with J. J. Reis, concession secretary; Frozen Joy, F. King, R. Merritt and B. Astroff, Bingo, Don Vining, manager; Mrs. N. Stokes, checker; George Dunlap, A. W. Stokes, B. Jones, George Smith, assistants. Ball games, Winde Wright, Helen Lorenz, Jimmy Robson, Hoop-la, Anna Yeomans, Clothepins, Don Lorenz, Independent concessions, popcorn, Mrs. Rose Kahn; Carl Beator, assistant. Groceries, Harry Kahn. Two Add-a-Ball stores, operated by Dave Fineman with Mose Kalin; operators include Edgar G. Hart, Jack Fisher, Blower and radio wheel, Dave Ehneman, owner; assistants, Nick Bazar, John William Higgins, John Freeman, Harry Goldberg and George Kelley; operating a new and novel wheel concession, "Charlie McCarthy" dolls. Walter Dahl has one of most attractive stores, Jerry Lutz, operator; Taki also has restera and hams. Photo gallery, J. Hill, Mrs. J. Hill and son, Mickey. Shooting gallery, H. W. Hufford. Ham and bacon wheel, Mrs. Van; Eddie Yeomans, operator. Jimmy Martel operates two wheels. Barkoot Pasha's Oriental Cafe, Barkoot Pasha, owner; Mrs. Barkoot, cashier; Hermann Genauer, headwaiter; Jack Lester and Robert Watson, grill men; Henry Dixon, chef; Howard Perrin, J. D. Atkin, night watchmen. Whitey Hartzman manager grab stands.

Staff: Max Gruberg, owner and general manager; Eddie Bahn, general agent; Joe Mannheimer, contracting agent; Hannibal Van, secretary-treasurer; Ed Stokes, advance advertising; Mrs. Elizabeth Penn and Jack Sullivan, promoters; J. J. Reis, concession secretary; electrician and general boss, Whitney Hewitt; lot superintendent, George Conaster; trainmaster, J. C. Robson; carpenter, Louis Pirpo; front gate, Bill McNeally with ticket cashiers Mrs. Grace Pirpo, Mrs. Rose McNealley and Mrs. George Conaster.—Reported by Dick Collins, press agent.

**OVER 300 CARNIVALS—**

(Continued from page 72)

lead and in many instances has supplemented the light and socket styles, and the stringer style illumination has almost disappeared from the midways of the major railroad and motorized carnivals.

**Shows More Elaborate**

It is recognized that equipment of the physical nature is highly essential to the general appearance and make-up of the carnival, but those who will tour this season have gone way beyond that and have paid more attention to the entertainment end.

More and better tent theaters are in evidence now than last season and more flesh talent is being employed than at any time in the industry's history. The trained wild animal show has come back strong after many long years' absence from midways. There are by far better girl, side, monkey and funhouse shows than last season. Thrill shows have gone the old-style motordromes one better by adding new features and more ferocious lion and lioness motordrome rides. The girl type of show has taken on new life in every department, in production, talent and scenic environment. Taken as a whole the "back to the flesh" movement has been given greater impetus than in any season since the inception of the carnival.

Bands and free acts are now employed and are in greater number than as of season 1937.

**Business Done to Date**

In Florida the largest carnival to tour that State reported business as very satisfactory during the winter months and two of the smaller ones claim some profit for the time and effort spent in touring that State since early in January. In Texas some of the early dates proved profitable when weather was favorable to outdoor amusements, indicating that the season in that State in due time will be good territory.

California business was affected by the recent floods and "most unusual weather," but none of the carnivals playing that State have reported any losses on stands played to date.

**Opposition Rapidly Fading**

For the larger and meritorious carnivals opposition has practically subsided, but for the smaller ones there yet remains some objection to their appearances in some communities, due more or less to indifference on the part of their managements to heed the demand for better offerings.

**BLUE RIBBON—**

(Continued from page 72)

show fame. Mr. and Mrs. Barnett arrived late opening night and will be connected with show.

**Free Acts and Band**

Free acts went over big. Great Fuzner and Page's Kiddie Band are engaged for season. Business was best ever reported for an opening night by shows, rides and concessions.

New front marquee made an attractive appearance, 24-foot high, with "Welcome" in large letters across top and large clown head on each side. Top is trimmed in red, white, blue and green. Office and house trailer in each wing of marquee with crowds passing thru center. Page's Kiddie Band give a concert each night at time of opening.

Staff: L. E. Roth, manager; Mrs. L. E. Roth, secretary-treasurer; E. K. Johnson, general agent; George Wheeler, lot superintendent; Niel Masaro, banners; Jack Gallup, publicity; Ernest Summerall, chief mechanic; Larry Pietch, assistant mechanic; Mary Lee Newton, office assistant; Pat Brady, electrician; Raymond Lockwood, assistant.

Free acts: Great Fuzner, presenting Will Fuzner on spiral tower and aerial seesaw. Elmer Schile and William Overfield are Fuzner's assistants. Page's Kiddie Band play street concerts, parades, radio, schools and clubs as ballyhoo for Blue Ribbon Shows and is composed of Harvey Page, trombone; Almo Page, trumpet; Mildred Page, trumpet; Ethel Page, tenor saxophone; Mariner Page, alto saxophone; Melvin Page, bass drum; Leverett Page, drums.

**Rides**

Rides: Twin Big Eli Wheels, Oliver Eddy, foreman; James Thomas, clutch; Frank Durham, tickets. Merry-Go-Round, James Paden, foreman; Floyd Miller, clutch; Mabel Eddy, tickets. Kiddie Autos, Bernard Brown. Tilt-a-Whirl, Otis Tyrone, foreman; Mike Barclay, second man; Al Crayton, tickets. Ride-o, Lamon Morgan, foreman; Larry Pietch, clutch; Henry Haynes, tickets. Chairplane, Tyre Robertson, foreman; Harry Harris, second. Sky-Ride, K. P. Chester, foreman; Roy Moore, second. Loop-the-Loop, Doc Newton, foreman; Bill MacLain, tickets; Ernest Summerall, assistant.

**Shows**

Shows: Animal, Tex Estridge made 240-mile trip to get his show in readiness for opening. He reports another baby born in Thunderbolt, Ga., on H. W. Campbell's Tip Top Shows, as an addition to his show, on February 15. Side Show, Madam Kay Bronnaffon, owner; Victor-Victoria. "Human paradox"; Miss, Lynn Nagel's Dog Circus; Schackels,

"escape king"; Woodie, magician; Madam Kay, "mental marvel"; Mrs. M. F. Pherson, lecturer; Stella Ford, "half lady"; Baby Ann Marie, "two-headed baby"; Brener, "man with iron hand"; Boola-Boola, "missing link"; Son Toy, Chinese torture chamber; Tom and Ruth McCullen, tattooed artists; Princess Zenobia, Vanishing Venus; W. E. Wood-ALL, announcing and manager; Hubert Terry, tickets. Big Apple, Patey Stevens, serpent dancer; Marie Evans, Seminole Indian dancer; Dolly Hemmings, fan dancer; Edna and Ethel Edders, aster team. Operated by Sailor Joe Simmons. Models in the Flesh, Catherine Bowen, Lillian Sampson, Irene Donnelly, Stella Garner. Operated by Sailor Joe Simmons. Showboat, one of feature attractions on show's midway, is managed by Capt. Harry Seidler; assistant, Emmett Johnson. Motordrome, Roy Woods, owner and operator; Jean Woods, "Mile-a-Minute Girl"; Joe Woods, straight walk rider; Johnny Woods, emcee; Robert Oving, ticket seller and mike, Brown Skin Vanities, Hi Lamrock, front; Johnnie Haddock, manager and saxophone; Pocketbook Harris, stage manager, trumpet and comedian; Oil Tokey, band leader and drums; Tommie Manns, piano and saxophone; Leroy Skagas, comedian; Eddie Smith, bass drum and assistant stage manager; Ida Smith, Baby Max Tokey, Rachel Skagas, chorus; Fred Reed, comedian, Marie, Doc Swain, manager; Mrs. Doc Swain, Music; Kenneth Bowman, ticket seller.

**Concessions**

Cookhouse, Jack Galluppo, manager and griddle; Harry Bratton and Joe Willie, waiters; Susie Jenkins, chef; Sarah Sorrell, cashier; Jessie Brown, Willie Peterson, kitchen. Mrs. and Mrs. Niel Masaro, frozen delight; Connie Ann, cashier. Mr. and Mrs. Pope Hudgins, diggers; Ralph Murray, Carlton Hudgins, operators. Mr. and Mrs. Art Alexander, 24-foot ball game; Evelyn Blackford and Irene Perry, agency. James Howard, bottles, 25-foot; Pearl Rife, Ruth Morrell, agents. Dan Tex, bottles; Penny Pitch, Joe MacDonald, agent. Pop corn, Mr. and Mrs. George Wheeler. Guess-Your-Weight, Joe LaMonte. Corn game, Mr. and Mrs. John Galligan, owners; Steve Lako and James Anders, assistants.—Reported by Jack Galluppo.

**FORT WORTH—**

(Continued from page 62)

ties except bath-house and beach, operated by the city recreation department, calls for payment of \$50,000 in rentals to the city during the 10-year period. Annual rent the first three years will be \$4,000, during the next four years \$5,000 annually and from then on \$6,000.

A principal consideration in the agreement is that operators are to invest in new rides and other attractions and they must show that \$35,000 has been spent in this way during next three years. About \$10,000 is to be spent this year, as per agreement. Operators reserved right to remove their buildings in 1945, lease covering ballroom, concessions and rides and providing that the park is to operate a minimum of 130 days yearly. City owns property on which the Casino is situated and park board owns the surrounding property.

**ADDED SPACE—**

(Continued from page 62)

that "all available space was taken by the first of the year." Because of success of last season, together with elaborate special event bookings and an extensive advertising and promotion campaign, Rosenthal and his prediction that "this summer will be one of the greatest in the park's history."

Besides operating the salt-water pool, management also has taken over the Casino bar and dance floor and will feature it as a free attraction. Lake Placid Bobbed Run, constructed last year, will be in operation again, as well as most of the other rides used in 1937. Park has increased its free-attraction budget to take care of an array of George A. Hamid acts thruout summer.

Flagpoles and similar decorative material recently purchased from Great Lakes Expo, Cleveland, have been installed and park is seeing usual activity at this time of year in renovation of show, concessions and ride fronts.

New attractions scheduled to appear in May include miniature railway, occupying space formerly held by Captain Walker's Zoo; modernistic glass house and a modernized cafeteria. Whip has been changed completely, and Unborn Show will be in a new building. Doc Morris has been engaged to handle picnics and outing bookings, and Bert Nevins will again have charge of publicity.

# Wholesale merchandise

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## First City Bingo Nets \$300 for Woburn Needy

1,200 attend opening game—parade precedes opening  
—Mayor Kane carries thru on exhibition of "Drunk  
Cage"—game to continue once a week on Wednesday

WOBURN, Mass., April 2.—Over 1,200 bingo fans from cities and towns throughout Greater Boston poured into Woburn last Wednesday, paid an admission gate of \$600 at 50 cents a head and debuted as participants in the bingo industry's first municipal bingo game, concocted by Mayor William E. Kane, the proceeds to go for purchasing milk for the city's needy. Game started at 9 p.m. Wednesday morning. Mayor Kane received official notice from Alfred J. Marion, Captain Co. G., Infantry, Massachusetts National Guard, that no beano game would be allowed if the mayor's cage for inebriates touched the premises of the Woburn Armory. The cage had been promised the public by Mayor Kane.

With a shut-down of the much-publicized bingo game seemingly a certainty, Mayor Kane, City Solicitor Joseph Gerassi, and the mayor's secretary, Harold McDonough, made a hurried junket to the office of Adjutant-General Charles H. Cole at the Statehouse to query his order, thru Marion, of the ultimatum.

Mayor Kane, after much discussion and pressure on General Cole, in his attempt to discern why the seventh-hour dictum was thrown down after the cage gimmick had received so much publicity, won out with a written check as follows: "Amendment to permission granted. The permission granted to T. J. Martin, treasurer of the Woburn Direct Relief Fund Committee, for use of the State Armory at Woburn, March 23, 1938, for a beano game, is amended by the addition of the following paragraph: This permission includes the displaying and unveiling of a cage to be used in the City of Woburn to prevent drunkenness. By command of the Commander-in-Chief for Adjutant-General Charles H. Cole, by Forster B. Chase, Colonel, Massachusetts National Guard, Retired."

When the cage idea was conceived, Mayor Kane decided to use it as a showmanship item in promoting his beano game. The public and press were skeptical about the idea. Wednesday night the mayor brought the cage into public scrutiny in conjunction with the beano game. Covered by canvas, it was led by a black horse down a one-mile route along Main street to the Armory. A sound truck preceded the cage. Mayor Kane, City Solicitor Gerassi and Harold McDonough walked ahead of the cage to the Armory. At the Armory the cage was admitted into a basement garage.

The beano game was interrupted to allow Mayor Kane to speak to the 1,200 beano fans. Because of the cage's height, it could not be carted into the hall, so the mayor announced an invisible unveiling to the public. Shortly after the cage was officially christened before the press. Mrs. Ella M. Knowlton, of the Daughters of Union Veterans and a temperance woman, smashed a bottle of sparkling water against the iron bars.

Beano fans, who paid admission, were later allowed a glimpse of the cage free of charge.

The beano fans have an opportunity to win \$50 for the name selected for the cage in a contest announced by Mayor Kane. The \$50 comes out of the beano proceeds.

Excepting payment for beano paraphernalia, the first municipally conducted game showed a "profit" of close to \$300. The game will be run weekly on Wednesdays, the evening given over to the city of Woburn by the Woburn Lodge of B. P. O. Elks, No. 908, formerly its night of play.

The door totaled \$600. The series, two cards for 25 cents, gave the crowd \$250 plus four drawings at \$25 each. Series of four sets of games, three cards for 25 cents, tallied this way. First series, four games, collection \$120, prizes out, \$80. Second series, 4 games, collection, \$87, prizes out, \$50; third series, three games,

collection \$48, prizes out, \$45; fourth and last series, one game, collection \$48, prizes out, \$25.

## BINGO BUSINESS

By JOHN CARY

TWO OF THE SMARTEST OPERATORS in the bingo business passed on to us this past week a number of their ideas about operation. They told us things about bingo in general that we never knew before. We mean operators Gordon and Krinsky, working as Fraternal Sales Co. Gordon and Krinsky work with organizations in a number of up-State New York towns and cities. Their home base is Yonkers, and there probably isn't an organization in that city which hasn't found the services of Gordon and Krinsky invaluable.

SOME OF THE PRACTICES THE BOYS FOLLOW are mighty interesting. For instance, they have a standing policy to offer to any reliable organization wishing to conduct a benefit bingo for any charitable purpose the complete facilities of their company. They will supply men to work the games, supply merchandise, cards, markers and everything necessary for conducting a successful bingo absolutely free. This may sound like a Pollyannaish policy and one that would bankrupt the average operator very fast. But, of course, operators Gordon and Krinsky investigate organizations making a benefit request thoroughly before running the game for the organizations. And they also make sure that the money netted on the game is actually going to a really worthy charitable cause. They have run many such benefit bingos and it has cost them a good deal of money. But the reputation it has built for them, the esteem it has brought them in the eyes of all persons with whom they have come in contact has made it altogether worth while. They have found it not only a soul-satisfying way of operating but good business as well.

GORDON AND KRINSKY SEEM TO GET a great deal of pleasure out of spending their money without getting a direct dollar and cents return for it. Another plan they use is one which we consider as smart as any we have ever heard. Operators for many years have been complaining about the trouble they experience in working with various organization committee members. This practice of Gordon and Krinsky which we are about to relate may prove the answer to such operators' problems. Every month or every other month the Fraternal Sales boys plan a beef-steak party, a dinner or banquet of

## Vent Dolls Recall Kewpie Days; May Break Kewpie Sales Records

NEW YORK, April 2.—Remarkable rage for Charlie McCarthy and his ventriloquist dummy companions brings back memories of the good old days to operators and concessioners who have been in the business 30 years or more.

Just about two decades ago show business merchandise industry enjoyed a vogue similar to the current craze for ventriloquist dummies. That vogue was started by Rose O'Neill, famous doll designer, when she brought out the design for her still well-known Kewpie doll. Concession boys went for the Kewpie like a starving man goes for a slab of steak and it wasn't long before manufacturers were turning out doll numbers similar to Miss O'Neill's Kewpie, and both they and the jobbers and distributors made veritable fortunes filling the ranks of orders from concessioners all over the country.

For years thereafter no midway or park stand was complete without the Kewpie or some similar doll.

Current epidemic for ventriloquist dummies is in certain respects even more remarkable than the Kewpie craze of 20 years ago. Remarkable mainly from the production aspect. Whereas doll manufacturers generally had little trouble turning out numbers similar to the Kewpie, it was expected that the average doll manufacturer would have considerable difficulty in making workable ventriloquist figures.

Before the popularity of Edgar Bergen's Charlie it was firmly believed that only a few men scattered over the country could turn out the vent dolls satisfactorily. The professional ventriloquist's dummy is, of course, hand carved and contains a great deal of intricate mechanism.

Vent doll manufacturers were faced with the problem of simplifying this mechanism and turning out the simplified version inside an appealingly dressed doll. Many observers felt that this was a hopeless task.

Manufacturers, however, proved their ingenuity. Since the advent of the Charlie McCarthy many months ago, literally scores of vent dolls have been introduced. Most popular among these in addition to Charlie himself are Willie

Talk, Dummy Dan, Gabby Joe, Lippy Lou, Talker Tim and Tom the Talker.

During the past months the dolls have proved sensations on salesboard deals, in chain and department stores and among house-to-house men, and certain operators have even found them to have a great deal of appeal as bingo prizes.

Concessioners, according to opinions of a number of them, should find the dolls one of the most popular items this season, and if they give them half the play workers in other fields have given them the vent dolls bid fair to smash the record sales made by Kewpie and her cohorts.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Operators who have had trouble finding a new item to work on a deal should find this issue a gold mine. Just turn the pages and you'll find a wealth of merchandise numbers which can be profitably worked on a fast turnover. All items featured are specifically shown for spring business, and as the spring season is one of the best for placing and moving deals operators who are on the alert should really go to town.

We hear that Dummy Dan's new formal outfit has given this popular salescard item a new lift and that it is still going strong in all sections of the country.

Bex Baser Blade Co. was all set to spring a deal this week but has found it necessary to hold off for another week or two. However, when it does break operators should find it one of the fastest on the market.

It may sound a bit superfluous for us to mention this—but we have seen many operators who seem blind to the fact spring is definitely here and spring items of innumerable varieties will go better on boards and cards than items with a general year-round appeal with which the public has become fed up. Many swell spring items (and summer, too) in the pages of this section this week. We're sorry to keep harping on that fact, but it's true. And we honestly feel that operators can derive a good deal of value out of a study of our pages this week.

Happy Landings.

## Bingo Slipping? Hell No, Says Lowe

NEW YORK, April 2.—Expressing great confidence in the future of bingo, E. S. Lowe, of the company of the same name, has just purchased an additional floor of space, some 1,300 feet, in his plant which is now devoted exclusively to bingo supplies and equipment production.

Firm is dropping the handling of merchandise and devoting itself solely to the production of such bingo equipment as cards, markers, balls, discs and cages.

some sort to which all working members of the committees are invited. The committeemen really enjoy getting together, eating, drinking and making merry, and the party is always on Gordon and Krinsky. That costs a pile of money, you say. Sure it does. But it also keeps the committee members working with and not against the operators. It is in the main responsible for the fact that committee members working with the Fraternal Sales Co. swear by and not at Gordon and Krinsky.

THESE TWO AGGRESSIVE, HUMAN AND HUMANE operators now have a (See BINGO BUSINESS on page 119)

## 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 those 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.



# A FEW OF SPORS 4000 FAST . TOP PRIZES AND FLASHY PREMIUMS



**ZIPPER COIN PURSE DISPENSER**  
 No. M110—Made from genuine calfskin. Size about 2 1/2 x 3 1/2 inches. Holds up to 8 quarters, 15 dimes, 10 pennies and 8 nickels in 4 separate rows. Fitted with a genuine "Talon" zipper. A quality product. Early in a box. Suggested selling price \$1.00.  
**Sample 59c Dozen \$6.00**

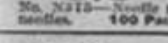
No. M112—Imitation leather. Holds 100 compartments for currency, passes, identification cards, etc.  
**Sample 5c Dozen 45c Gross \$4.98**



**IDEAL DEAL FOR 69c COUPON SALES**  
 No. D381—Three-page deal that's new. When sold at 69c yields you over 100¢ profit. Long, variety and department stores are ideal locations for these sales. Suggest you sell 100 to 200 deals at each sale—sometimes you, sometimes, for a week, a month, a year. Deal consists of 3 full-sized packages of beautiful Little face powder and 1 bottle of high quality perfume, both wrapped together with cellophane, and 1 even smaller perfume bottle which may be tied in plain or fancy designs. A remarkable value at \$1.50—a bargain at 69c that's irresistible.  
**Sample Deal 20c. Dozen \$2.16 Gross \$24.48**



**NEEDLE BOOKS**  
 No. N231—Rustic shaped—beautiful cover in 4 colors. Contains an assortment of 115 golden-eyed needles and a handy needle threader.  
**Dozen \$6c. Gross \$6.60**  
 No. N232—Illustrated design needle book. Contains 2 packages of 14 needles each and 1 paper of 7 darning needles.  
**Dozen \$6c. Gross \$1.48**  
 No. N233—Needle package. Contains 20 golden-eyed needles, 100 Papers \$6c. 1,000 Papers \$6.75



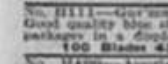
No. N210—Needle package. Contains 10 assorted silver-eyed needles. 100 Packages 29c. 1,000 Packages \$2.60.



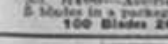
**PEARLIZED OPERA GLASSES**  
 No. V223—Fitted with non-scratchable lens. Reinforced light weight metal body, covered with imitation pearl. Includes carrying case in shell pink and other colors. Black suspension ribbon and mounting. Each in velvet bag with draw string.  
**Sample 25c Dozen \$2.48**



**GUARANTEED RAZOR BLADES**  
 No. H13—Our best quality double edge blades. Made from high quality steel. Guaranteed with each package. Packed 5 blades to a package, 20 packages in a carton.  
**1 Package 7c. 100 Blades 68c. 1,000 Blades \$6.80.**



No. H111—Our new brand double edge blades. Guaranteed. Good quality blue steel. Packed 5 blades to a package, 20 packages in a handy carton.  
**100 Blades 43c. 1,000 Blades \$4.15**



No. H410—Assorted brand double edge blades. Packed 5 blades in a package, 20 packages in a carton.  
**100 Blades 29c. 1,000 Blades \$2.48**



**Wrist Watch**  
**Guaranteed Watch \$1.59**  
 No. V201—Fine quality watch. Tarnish resistant, waterproof, shockproof case, with unbreakable crystal and adjustable metal band. A three-year guarantee is given with each watch.



**TOOTH PASTE**  
 No. T400—Whitens and cleanses the teeth. Attractively packaged. Comes in assorted brands. 25c size.  
**Sample 4c Dozen 45c Gross \$4.85**  
 No. T350—Lather shaving cream. Attractively packaged. 25c size.  
**Sample 4c Dozen 45c Gross \$4.85**



**ASSORTED MINIATURE CHARMS**  
 No. V85—Consists of lion, cat, frog, alligator and other subjects. Made of white and colored celluloid—looks like carved bone or ivory, some made from stone. Each fitted with ring and silk cord attached. Packed 1 gross of one style to a box.  
**Gross \$7c. 10 Gross \$6.00**



**BLACK ACETATE POCKET COMB**  
 No. N310—A fine quality comb. Length 5 inches.  
**Dozen 29c. Gross \$2.90**



No. N284—Black Acetate Clip Comb. Has attached nickel-plated clip. Length 5 in. Dozen 32c. Gross \$3.60.

## A HIT! GETS THE LOCATIONS

**Play Ball! The National Game**

WINNER EVERY TIME

10¢

FREE

LEGAL — 70 NAMES — 70 PRIZES

It has the names of 70 outstanding baseball players on the cabinet. The fan will put the player's name to see the prize it will bring. Deal consists of 16 prizes, each worth 10¢ or more. Each fan will receive a gift, worth 50¢ or more. Brings in \$7.00 at 10¢ a sale. (Shipped express or freight).  
 Sells to dealers for \$6.25 to \$6.50  
**Costs you \$3.50. Lots of 15, each \$3.35.**

No. D320—Baseball is played in practically every city and town, every wind, and uniformly in the U. S. Therefore it has wide appeal. Just as fans are enthralled over baseball so they will be likewise enthralled over "Play Ball" as it is based on the names of well-known baseball players.  
**"LEGAL — 70 NAMES — 70 PRIZES"**  
 It has the names of 70 outstanding baseball players on the cabinet. The fan will put the player's name to see the prize it will bring. Deal consists of 16 prizes, each worth 10¢ or more. Each fan will receive a gift, worth 50¢ or more. Brings in \$7.00 at 10¢ a sale. (Shipped express or freight).  
 Sells to dealers for \$6.25 to \$6.50  
**Costs you \$3.50. Lots of 15, each \$3.35.**

**LEATHER TIES**  
 No. C264—Millmen, foremen, sportmen, gas station workers and railroad men are a few of those ready purchasers. Wipes clean with a damp cloth. Richly-embossed pattern in silk-like weave. Fits any size neck—has elastic backband. A fast seller. Suggested selling price 45c to 50c.  
**Sample 25c Dozen \$2.35**

**WIND POCKET LIGHTER**  
 No. M223—Fitted with a sliding cylinder which protects the flame from wind and danger of being blown out. Fine for barbers, golfers, fishermen, fishermen, etc. Small enough to be carried in the pocket.  
 Suggested selling price 25c.  
**Sample 10c Dozen \$9c**

**TWO-COLOR PENCIL**  
 No. B371—Comes in double-effect colors instead of black as shown. A turn of the cap to the left or right reveals a new color to the right or left. A wonderful marking and checking pencil.  
 Suggested selling price 25c.  
**Sample 8c Dozen 75c**

**PENCIL WITH MAGNIFYING GLASS**  
 No. B372—Bullet shaped magnifying glass at top. Comes in assorted colored colors.  
 Suggested selling price 25c.  
**Sample 6c Dozen 75c Dozen Pair 13c**

**SHOE LACES**  
 No. C382—Imported shoe laces, 27-inch length. Black or brown.  
**6 Dozen Pair 35c**  
 No. C383—American-made shoe laces, 27-inch tip, 27-inch length. Black or brown color.  
**Dozen Pair 60c Gross \$7.05**

**HAMILTON PLUNGER PEN SETS**

**PENS \$16.70 A Gr. and up PENCILS \$10.60 A Gr. and up**

Price come in plain black; mottled and pearl colors. They have a plunger type filler and transparent barrel; fitted with smooth, writing non-scratchable Carsten point, size 4 or 6. Mechanical pencils to match have steel and steel movement. The pens range in price from \$16.70 per gross and up; and pencils to match range in price \$10.60 per gross and up. Here is your opportunity to make a big profit on quality pens and pencils.

**SEND \$1 FOR 3 SAMPLE PENS AND PENCILS TO MATCH AND CATALOG SHOWING WHOLESALE PRICES**

## SNAP-ON-A-KEY KIT

No. M120—One of the biggest developments on the market. A demonstration makes a sale nearly every time. Made of genuine calfskin leather, in black or brown color. Snap-on-key feature found only in this business. Keeps frequently used keys—secure. No. M120s to lose, no loss of keys, no time wasted changing keys. Holds 4 keys on or off in a second. Will hold 8 to 4 keys. Each on a card. Suggested selling price 10c to 15c.  
**Sample 6c Dozen 60c Gross \$6.00**



## LADIES' FANCY RAYON PAJAMAS

No. C202—Styled, sized and cut to fit average figure. Comfortably cool for winter, smart to bring in. Made of 100% lustrous rayon material for durability. Loose style jacket without belt, essential style neckline with contrasting color trim; sub-pocket of self-material and contrasting trim; colorfast flower design. Drawers to match, have strong elastic waistband; length about 32 inches. Colors: blue, black, red. Sizes: small, medium, large.  
 Suggested selling price \$1.75.  
**Sample 77c Dozen \$8.70**



## MEN'S RAYON PAJAMAS

No. C215—High quality, fine appearing. Made from blue rayon, closely woven rayon for long service. Full cut, cool style jacket with notched collar; long trimmed front; unbuttoned design on pocket; trousers have draw-string waist, buttoned front. Chest sizes: A (32 to 36 in.); B (38 to 40 in.); C (42 to 44 in.); D (46 to 48 in.). Assorted regular colors. Suggested selling price \$1.25.  
**Sample \$1.25 Dozen \$14.60.**



## LA JOLIE FACE POWDER AND PERFUME DEAL

No. T225—A high quality, bargain package. Consists of 1 fancy bottle of perfume and 1 square box, clear and red colored with window top filled with a fine grade of face powder. Cellophane wrapped. A fast selling 10¢ pack out.  
**Sample 6c Dozen 64c Gross \$5.76**



## A REAL SENSATION

No. D226—Department, drug and variety stores should long these un-packing combinations on sight. Consists of society dog figure with a bottle of perfume, which tied to dog's neck. A fine gift or prize.  
**Sample 7c Dozen 78c Gross \$6.48**



## MEN'S FANCY IMPORTED HOSE

No. C384—Here is one of the best values in men's socks. 200 quality construction, strong knit and durable. Latest patterns. Sizes 10 1/2 to 11 1/2.  
 Suggested selling price 15c to 25c.  
**Sample pr. 8c Dozen 85c Gross \$9.84**



## TERMS:

All prices are F.O.B. Le Center, Minn. 20% deposit required on C.O.D. orders.

**FREE Wholesale Catalog of 260 Pages**

**SPORS 4000 MONEY MAKERS**

WHOLESALE CATALOG NO. 50

**SPORS COMPANY**

1000 LE CENTER, LE CENTER, MINNESOTA



**BIGGER and BETTER THAN EVER BEFORE!**

*Our New 1938 Catalog will be ready about April 25th*

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EVERYTHING FOR

- CONCESSIONAIRES
- PITCHMEN
- SPECIALTY MEN
- NOVELTY WORKERS
- AUCTIONEERS
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- PARKMEN

The greatest and most extensive lines of merchandise we have ever offered are presented to you in our New 1938 Catalog—AT PRICES THAT DEFY COMPETITION!

GLASSWARE — CHROMIUM GOODS — CHINAWARE — ELECTRICAL APPLIANCES — "BEACON" BLANKETS AND SHAWLS — LUGGAGE AND TOURIST CASES — STUFFED TOYS AND DOLLS — CORN GAME MERCHANDISE — NEWEST PLASTER GOODS — BALLOONS — CELLULOID DOLLS — WHIPS — CANES — CHARMS AND SLUM.

Hundreds of illustrated pages featuring thousands of clever, original Novelty Creations. If you're a live-wire, you simply can't afford to pass up the hundreds of "money-making" values our new 1938 General Catalog presents. Don't fail to send for your FREE COPY today!

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The Only American Made  
**COWBOY MUFFLERS**  
7 BRILLIANT COLORS  
Rayon Satin, 25 in. sq.  
All the vogue this year,  
\$4.50 Dozen.  
Rayon Taffeta, 25 in. sq.  
A fast seller everywhere,  
\$3 Dozen.  
Also 18 in. sq.  
\$2.25 Dozen.  
Send Postage for Samples.  
**MILLER & CO.**  
Box 5410, DENVER, COLO.

# 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.

## Perfumed Earrings

Perfumed earrings, a new jewelry novelty, has recently made its appearance. Chaperrone Products, operated by H. Weinberg, is sponsoring the innovation and reports that he holds a United States patent on the novelty. Earrings are of the screw-back type and the metal is a chrome finish product. They come in several designs, including what the firm terms a Crown design fashioned after one which appeared in England during the Coronation. Perfume odors are assorted, such as Lily of the Valley and Charme Orientale. Catalin set in the earrings is of assorted colors suitable for both winter and summer use. Observers regard the idea as novel and it should meet with success.

## Bug Pins

Lasco Products is introducing a line of low-priced costume novelty pins. Assortment consists of spiders, bugs, ants, frogs and other insects. They come in gold and silver finish and have sparkling stones, agates and rhinestones set in the figures. Ben Cohen says the women have taken up the fad and use the pins on their hats, coats, dresses and handbags. He claims it is a fine concessioner and streetman item as women buy it in quantities, using it to match different styles and color of their apparel.

## Vegetable Peeler

Hi-Speed Manufacturing Co. has introduced a new vegetable peeler and cutter for peeler workers and pitchmen. Al Morris, ace peeler worker, is in charge of the organization and has himself demonstrated the item to exceptionally fine results. Berk Bros. Novelty Co. is the distributor.

## Monkey Mitts

Five years ago the Monkey Mitt was one of the most popular pitch items. This season many merchandisers look for it to stage a comeback. Improvements in de-

sign and production methods are said to make the little fellows more popular than ever with buyers and sellers. Anyone can operate the monkeys with the fingers and thumb of one hand. Monk's strong appeal combined with a forceful demonstration is said to make them big sellers. Casey Concession Co. and Nu-Style Products Co. are offering them.

## Ciggie Filter

William Gordon is marketing an item that is enjoying a nation-wide sale. Called the Master Cigaret Filter, it is a carded item and suitable for sale in drug stores, stationers, cigar stores and barber shops. It is reported as being so constructed that it removes the objectionable nicotine effects of cigaret smoking. Holders are made of lustrous black.

## Carved Wooden Plaques

Typically Mexican  
11x15 Inches  
**7 COLORED DESIGNS**  
By dozen lots only.  
**\$16.50**  
\$4.00 with Order, Balance C. O. D.  
We pay postage.

## PHILLIP ROWE—Palm Beach, Fla.

1000 ELGIN & WALTHAM  
WRIST WATCHES—R. B. New  
Yellow Tornado Case, made by  
Waltham Watch Case Co., With strap  
in box and price tag. Lots  
of 5, Each \$3.50  
POCKET WATCH—ELGIN A  
WALTHAM, 7 1/2, 18 Size, R. B.  
with New RR Chrome \$1.90  
Case, Lots of 5, Each \$2.00  
Special Prices for Quantity Users,  
25% Deposit, Balance C. O. D.  
Sample 50c Extra. Send for Catalog  
N. SEIDMAN 173 Canal Street,  
New York, N. Y.

**SENSATIONAL  
OUTSTANDING**

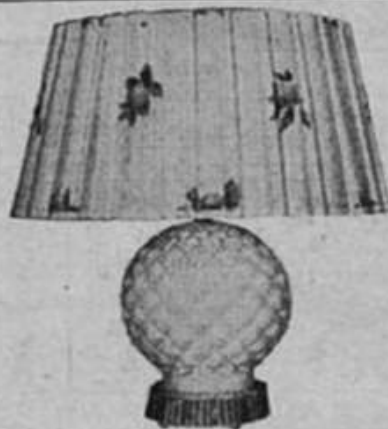
**GREATEST VALUE  
TABLE LAMP  
EVER OFFERED**

18" overall with 15 1/2" as-  
sorted floral shades. Packed  
12 to a carton. Weight 58  
pounds. Colors—Green, Rose  
Amber or Crystal.

**JOBBERS ONLY - RATED  
ACCOUNTS ONLY**

No cash orders or samples.

**GLASOLIER COMPANY**  
420 Blvd. of Allies, PITTSBURGH, PA.



**WE HAVE "IT"**  
A Full Line of Soaps for Your Sales Plans  
**HAPPY HOME MAKER SHAMPOO**  
Medicated and Perfumed Toilet Soap; Shaving Creams—Lathering and Brushless.  
Shaving Soap, Tooth Paste and Tooth Soap; Liquid Shampoos.  
Everything You Need for Store or Demonstration Sales  
Private formula and special compounding also.  
Write for full details on these profitable items.  
**GEO. A. SCHMIDT CO., 236 W. North Ave., Chicago, Illinois**

**WE ARE PREPARED**  
JOBBERS AND DISTRIBUTORS  
THESE PRICES REFLECT QUALITY

No. 10X MEN'S NEW WASHABLE CRAVATS, at...	\$6.50 Per Gross
No. 15X MEN'S DE LUXE WASH CRAVATS, at \$5	9.00 Per Gross
No. 200B MEN'S ALL-RAYON CRAVATS, at	9.00 Per Gross
No. 400B MEN'S SILK MARGINAL LINED, at	13.50 Per Gross
No. 600B MEN'S SILK MARGINAL LINED, at	16.50 Per Gross
No. 700B MEN'S SILK MARGINAL LINED, at	18.00 Per Gross
No. 900 MEN'S HAND-TAILORED TIES, at	33.00 Per Gross

Send 10% Deposit with Order, Balance C. O. D.  
Shipment same day order is received. Money back if not satisfactory.  
**KEYSTONE MFG. CO., Atlanta, Ga.**

**OUR GOLDEN ANNIVERSARY OFFERS YOU A GOLDEN OPPORTUNITY**

Our new lines are ready. During the past 50 years we have been the Leaders in supplying the needs of SHOWMEN, CONCESSIONAIRES, PARK MEN, CARNIVALS, PITCHMEN, STREETMEN, etc. This year and in the years to come we will continue to lead with new, up-to-date money-makers in all lines of merchandise suitable for your needs.

Watch for our Ads featuring Golden Anniversary Special Values.

**WITH YOUR FIRST ORDER FOR \$25.00 WE WILL UPON REQUEST INCLUDE ONE OF OUR ANNIVERSARY SOUVENIRS WHICH ARE BOTH PRACTICAL AND USEFUL.**



**EDGAR BERGEN'S**  
*Charlie McCarthy*

Edgar Bergen has made "CHARLIE McCARTHY" known in every man, woman and child in America. This little limp whom everybody is clamoring to hear and see offers you one of the greatest sales possibilities on the market today.

Full 18 inches high, Charlie has a fine looking full dress suit, white shirt, red silk hat and white tie. A monocle with black cord adorns one eye. The mouth moves like Edgar Bergen's own "Charlie McCarthy" does. Competition head and stuffed body.  
B36N01—Per Dozen.....\$48.00

**JUST A FEW OF THE MANY ITEMS WE OFFER YOU**

- BLANKETS
- BALLOONS
- BINGO GAMES
- CANES
- CHINAWARE
- DOLLS
- GLASSWARE
- HOOP-LA OUTFITS
- LAMPS
- NOVELTIES
- FITCHMAN GOODS
- JEWELRY
- SUN GLASSES
- CLOCKS
- ELECTRICAL GOODS
- PADDLE WHEELS and ACCESSORIES
- STUFFED ANIMALS
- RUBBER NOVELTIES
- PARASOLS
- INTERMEDIATES of all Description
- FLASH ITEMS

- BADGE BOARD ITEMS
- FLYING BIRDS
- CHARMS
- FLAOS
- CUTLERY
- THOUSANDS OF SLUM ITEMS
- FUR MONKEYS
- CHARLIE McCARTHY DOLLS
- NOTSY TOTSY GLASSES
- LEATHER GOODS
- VENDING MACHINE ITEMS
- SILVERWARE
- LOVING CUPS
- FOUNTAIN PENS
- MECHANICAL TOYS
- PILLOWS
- TABLE COVERS
- SMOKER ARTICLES
- TOILET SETS
- MUSICAL INSTRUMENTS
- WATCHES and THOUSANDS OF OTHER ITEMS



**HOTSY TOTSY GLASSES**

BEVERAGE GLASSES with Snappy Girls in colors. When the Glasses are filled, everybody gets a laugh.  
B1N10.

**Per Gross \$13.50**

In Lots of 2 Dozen. Per Dozen \$1.20.  
Per Box of 8 Glasses, 55c. Shipping Weight of Glasses, 1 Dozen 6 Pounds.  
Be sure to include transportation charges with order. Glasses and Decals Shipped By Express Collect.  
Our Prices on Glasses are Guaranteed.  
We Will Not Be Underbid.

**THE FAMOUS CHARLIE McCARTHY**

The Hottest Item of The Year!

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.  
B33N309. Per Dozen.....\$4.50



**WILLIE TALK**

**WE'LL SAY HE WILL**  
Presenting our line of "WILLIE TALK" DOLLS.

All are attired in full dress suits. Made with stuffed bodies, composition heads and hands. Each has a moving jaw.  
B36N50—23 inches tall, Full Dress Suit. Per Dozen.....\$8.50  
B36N55—28 inches tall, Full Dress Suit and High Hat. Per Dozen.....17.50  
B36N57—33 inches tall, Full Dress Suit and High Hat. Per Dozen.....24.00



**NOW YOU CAN MAKE YOUR OWN PICTURE GLASSES**

HOTSY TOTSY GIRL DECALS

B1N5—Per Dozen Strips (8 Girls on each Strip), enough to make 8 Doz. Glasses... \$3.00



**BALLOON WORKERS**

B10—Blows up to almost 8 feet long. FLASHY—8 bright colors. DIFFERENT—Corkscrew shape that stops the crowd. Everybody wants to buy them!  
B32N71—Per Gross \$3.25  
LARGE SPIRAL—Over 12 Feet Long. Bright Red Only 30c  
B32N72. EACH

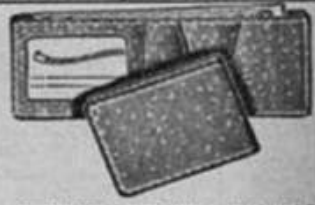


**INGERSOLL CALENDAR POCKET WATCH**

Lapel Card Free with each Watch



A novelty that has real sales appeal. An ideal item for promotion purposes. Thin metal chromium finish case. Guaranteed movement, attractive dial, unbreakable crystal. Calendar feature gives you day, date and the year all at a glance.  
No. 11W83—Regular price \$1.30. Our price while stock lasts. Each 95c



**GENUINE PIGSKIN BILLFOLD**

Size open 8 1/2 x 3 1/2 inches. Max large pockets for currency, transparent identification and two card pockets. One in two.  
B4405B—Per Gross \$9.00  
Key Case to match above Billfold. 4.50  
B40735—Per Gross

**1888—N. SHURE CO. ADAMS ST. CHICAGO, ILL.—1938**

**Now! THE RADIO SENSATION! PEE WEE POCKET RADIO**

USES NO ELECTRICITY NO BATTERIES NO TUBES NO UPKICK COSTS

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. Fits pocket easily. Takes it with you. No electric socket connections required. COSTS NOTHING to OPERATE. Brings in stations with one tone quality. Turns breakfast band. Should last for years. Music comes direct from built-in speaker phone. Easy instruction for using anywhere. Rightly made, accurately tested. The Pee Wee is guaranteed (worth most lines in new price.) For use in HOME, OFFICE, CAMP, HOTEL, AUTO, BOAT, BEACH, etc. Can be used by anyone. An ideal gift. Don't wait, order now. Concessionaires, Pitch and Salesboard Men—Four price \$21.50 per Dozen, plus postage, or send \$21.50 cash or money order and we try postage. 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Sample, \$2.50 Each.

**PEE WEE RADIO MFG. CO.**  
202 W. 3rd Street, Dept. 10-P, LOS ANGELES, CALIF.

**SENSATIONAL OFFER**  
JEWELLED LADIES BAGUETTE WATCH  
With 50 Sparkling Fac-Simile Diamonds

SPECIAL: No. 150—HIGH GRADE 17 1/2 Brand New Movement. Guaranteed to keep accurate time for 3 years. Moulded from a \$300 Article. In Lot of 3 Each.....\$6.95  
Sample, \$1.00 Each.  
25% Deposit, Balance C. O. D.  
SEND FOR NEW 1938 CATALOGUE.  
**FRANK POLIAY**  
25 Bowers, NEW YORK CITY.

Send your correspondence to advertisers by mentioning The Billboard.

bakelite with gold and chrome plated rings. Gordon has put over some fast selling smoking specialties in the past and states that he has been putting the resources of his entire organization behind the Master Cigaret Filter, feeling that it is a winner.

**Mickey McQuire**

Mickey McQuire is the latest recruit in the growing army of ventriloquist dummies. Mickey looks like a blood brother of Charlie McCarthy, according to Standard Sales Co., which is distributing the item to salesboard and premium trade. With many outdoor spots scheduled to open soon, firm believes it stands first in line to benefit from the demand for Mickey McQuires, which they expect from the outdoor amusement world.

**X-L-All Bagger**

W. C. Burrell, successor to World Nut Product Co., is marketing the X-L-All Bagging Machine, which it is claimed will not break or crush nut meats, candy, coffee beans and similar products. Burrell claims the machine will bag one-half to three ounces accurately at the rate of from 700 to 800 per hour. Other items marketed by Burrell are the E-Z Foot Power Stapler and the X-L-All Cost Cutting Junior Bagging Equipment.

**Horoscope Salescard**

That's the name of a new salescard deal which Ruden-Kaye Enterprises, Ltd., has just introduced. Card measures 14x28 inches, is made of heavy-ply cardboard and is lithographed processed

**CASH IN WITH TIL-O-WIN**

New, sensational trade stimulator. Fully upright to taverns, restaurants, cigar stores, lunchrooms, other locations. Legal, seven colors, fast action, rugged construction. Instantly demonstrated and quickly installed on or near ANY cash register without tools. Electrically actuated by action of till drawer which sets arrow in fast action. If arrow stops on number matching amount of receipt customer wins in trade. A watching of the till—a robot stand pipe—entertainment for customers, incites repeat purchases. Size 12 1/2 x 12 1/2, weighs 4 1/2 lbs. Trade price

RETAILS.....\$12.50 Location owners want it.  
\$6.00 Customers like it.  
F. O. D.—25% Deposit. Quick Sales—Long Profits.

**L. & H. SPECIALTIES**  
301 Syndicate Bldg., 1448 Broadway Oakland, California

**Here It Is At Last! A BEAUTIFUL LEADER**

FOR EXTRA PROFIT AND INCREASED SALES VALUE — PRICE — BEAUTY

In a special American-Made Exact Alarm Clock. Made by 4-Jewel Mirror Co., 40-Year Guaranteed Winding Alarm. Movement of Pined Construction, with particularly attractive Case, Metal Dial, Chrome Finished Glass Covered Face to protect hands. Size 5x3 in. \$22.50 Doz. A REAL \$5.00 VALUE.  
25% DEPOSIT WITH ORDER. BALANCE C. O. D. SEND \$2.00 FOR SAMPLE CLOCK. WRITE FOR CATALOG OF WINDING AND ELECTRIC CLOCKS.  
**MAJESTIC CLOCK MANUFACTURING CO.**  
167 CANAL STREET, NEW YORK, N. Y.

**3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each**

11 1/2" Long Assorted Color Backgrounds. Minimum Quantity 250.  
With Indian Head or Local Scenes Painted in Colors. 2c Each.  
**AMCO EMBLEM CO., INC.** (Painted Pennant Div.), 35 East 21st Street, New York City.



**ZIP BOOM! BANG! FLASH SERVICE! BOOM! BANG! FLASH**

**START THE SEASON RIGHT**

**NEW CATALOG READY MAY 1ST!**

Be sure we have name on our mailing list so that you will be the first to receive our most complete catalog catering to Concessionaires, Auctioneers, Novelty Men, Coin Game Operators! Write for full information on Charlie McCarthy Dolls, also Dummy Dan, Gabby Joe, Willie Talk, Fanda Bears, Latest Drum Majors, Novelty Stand, Coin Games, Grind Stores, etc.

**WISCONSIN DELUXE CORPORATION**  
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

**CANDID CAMERA NEWS**  
PRODUCES 16 PICTURES ON 8 FILM ROLL

**NEW FALCON MINIATURE Camera** is the lowest priced "CANDID TYPE" using standard Eastman No. 127 film, equipped with Wallensaak 50MM. lens made of black neolite with chrome plated metal parts guaranteed for the year. **\$2.75**  
Doz. Lofs, Each. **\$3.25** Each.  
Sample \$3.25 Each.

**FALCON JUNIOR** regular Folding type, takes Eastman No. 127 film, bakelite cases in black or colors, spring extensor type. **Dozen Lofs, Each. \$1.25**  
Sample \$1.75 Each.

**FALCON No. 4**, as above, large size in black enameled metal body, spring opening front, takes Eastman No. 120 film. **\$3.75**  
In Dozen Lofs, Each. **\$4.25** Each.  
Sample \$4.25 Each.

We carry a complete line of gift merchandise and paraphernalia for parks, carnival, bazaar, bingo and punch board operators. Before doing your buying write us. We can save you money on your needs.  
25% Deposit on Orders, Balance C. O. D.

**JACOB HOLTZ**  
589 BROADWAY, NEW YORK CITY.

bottle cap opener. Measures 6 by 1 1/2 by 1/4 inches. Attractively finished in a blue rippled color, which gives it plenty of flash. For pitchmen or streetmen looking for an item that can be really demonstrated, this one looks like a natural.

**Hart Midget Radio**

The midget radio which Hart Products is offering is said to be scarcely larger than a brick of ice cream, yet a giant in value. Item is only 6 1/2 x 4 1/2 x 4 1/2 inches, yet it is precision built, with all the care of expensive sets, according to the maker. Radio is claimed to be the first midget with an illuminated dial, four RCA licensed tubes and a full dynamic speaker. Cabinet is streamlined and comes finished in molded ebony or antique ivory metal. Aerial is self contained and set operates on either AC or DC current.

**LEATHER TIES**

Everybody wants one. We undersell all others.

**OUR PRICES**  
1 dozen lots.....\$2.00 per dozen  
6 dozen lots..... 1.75 per dozen  
12 dozen lots..... 1.60 per dozen  
**BOW TIES are \$1.00 per dozen**  
All Prices are F. O. B. Salem, Mass. Sample Tie and Bow Tie, 35c.

**ACME LEATHER NOVELTY CO.**  
152 Washington St. SALEM, MASS.

**Carnival Novelties** *New Stock - Just Arrived*

BH1 Men's Top Wrist Watches, 3 7/8 In. ....	Gr. \$3.75	BH9 High Hat Fur Minks, 6 In., Gr. \$4.75	BH10 Paper Wigs, Combs, 8 1/2 In. Gr. 1.25
BH2 Girls' Style Hats, Black, Per 1000	3.00	BH8 Coll. Insl. 2 In., with Plume, Ivory	Gr. 5.50
BH3 Flying Birds, Outside White, Gr. 1.45		BH10 China Head Swaggar Birds, Gr. 6.75	BH11 Jap. Cl. Caps, Gr. 4.50
BH4 Flying Birds, Inside White, Gr. 2.35		BH12 Beath Boulder Balls, No. 8, Gr. 2.35	BH13 Carnival Pinet Balls, No. 8, Gr. 2.50
BH5 High Hat Fur Minks, 4 1/2 In., Gr. 3.75		BH14 Royal Balloons, 4 1/2 In., Gr. 2.50	

Parade Caps, Balloon Toss-Up, Baby Cuck Goose and Cuck, Wood, Aluminum and Iron Milk Bottles, Coin Rings, Huckle Rings, Cooties and More Hats, all sizes; Men, Straw Hats, Beams, Cloth and Paper Pouches, Coin Game Merchandise, Banzers and Plaster Novelties.

**1938 CATALOG READY SOON. WATCH BILLBOARD FOR ANNOUNCEMENT. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.**

**LEVIN BROS. TERRE HAUTE, IND.**

**COSTUME NOVELTY PINS**

The women are going "bug" over our Novelty Pins. This latest fad is taking the country by storm. Women pin them on their hats, coats, dresses and hand bags. They buy them by the dozen to match color of their wearing apparel. They come in Gold and Silver Finish, having either Sparkling Rhinestones, Agates, Jewels, or Rhinestones in the center. We have an assortment of Spider, Bug, Ashy, Frog, Wasp, and other insects, etc. They are approximately 2 inches square. This novelty will be the biggest money maker for Street Vendors, Concessionaires, Carnival, Fair Workers and Housewives.

**WE CARRY THE LARGEST ASSORTMENT AT THE LOWEST PRICES.**

25% Deposit, Bal. C. O. D. Send \$1.00 for Assl. Sample Dozen.

**LASCO PRODUCTS, Manhattan Building, 108 Park Row, New York, N.Y.**

**Bingo Operators Attention!**  
JUST OFF THE PRESS — 1500 SERIES 7 COLORS SPECIAL GAME CARDS.  
If you want to save money send for confidential price list, our complete line of Bingo Supplies and Equipment.

**WORLD TRADING CORP.**  
873 Broadway, New York City.

**SELL POST CARDS**

M W M Color-Litho Cards... most famous and fastest selling post cards on the market. Make \$10.00 and up on each order. Hotels, Cafes, Tourist Centers and many others demand good postcards. Our prices lowest you will qualify the best. Write today for samples, prices and details.

**MWM COMPANY, Dept. B-40, AURORA, MO.**

**PLASTER**

Send for Illustrated Circular and Price List

**K. C. NOVELTY STATUARY COMPANY**  
315 SOUTHWEST BLVD., KANSAS CITY, MO.

# ATTENTION

**JOBBER ONLY**



RB2448: Granite Case complete with 5-Piece Dresser Set. Fabricated carrying on case.



20-Piece Set: Silver plated Barware, service for 6. Lovely, popular La Trunka pattern in attractive display box.

EB1392: Bell Cocktail Shaker. New, novel and appealing. Chrome plated.

**COMPLETE JOBBING LINES OF FAST MOVING FLASH MERCHANDISE FOR PROGRESSIVE JOBBERS**



GB1427: 7-Piece Cutlery Set, packed in collapsible individual display box.

- Cutlery
- Silverware
- Chrome Ware
- Novelties
- Clocks
- Cocktail Sets

- Leather Goods
- Toilet Sets
- Knife and Fork Sets
- Pocket Knives
- Lighters
- Lamps

For Samples and Quotations on the above and other lines—Write direct to

## NATIONAL SILVER COMPANY

61-65 West 23rd Street New York City  
CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

# DIRECT SALES

A Column for HOUSE-TO-HOUSE and STORE-TO-STORE SPECIALTY SALESMEN.

## STUFF

By WALTER ALWYN-SCHMIDT

Warm weather in the Eastern section has meant increased earnings for direct salesmen making suburban markets. Those covering farm markets have not done quite as well because much plowing is going on these days which keeps the farmers on the job. If yours is a suburban neighborhood, work with an eye to immediate business. Good sellers are home cleaning utensils and materials, gardening articles and spring clothing. A sunny spring day makes people buy. So keep on the job.

When you sell on a hot day be sure you look cool. In other words, don't let the heat get you. Don't walk about in a heavy overcoat, because the extra weight is tiring and puts you in a poor selling mood. Drive rather than walk. If you must walk take your time. If you can't be 100 per cent on the job and you can't be if you are not 100 per cent yourself.

As I talk to the younger crowd of sales people I sometimes wonder what will become of direct selling in a half-dozen years or so. These youngsters are going into direct selling with their eyes open. They don't use it as a stop-gap until something better comes along. They make it start to a solid future. What they want to know is: What's in it and what can they make of it if given a chance to develop it along their own lines? Not all of them will stick, but those who remain in direct selling will turn it upside down before they are done with it. What's in my mind is: To what extent are the manufacturers serving this business, conscious of the coming change and to what extent are they willing to meet it?

Ferd Helpman writes that he is going to take a vacation this summer. His idea of a vacation is to work North Minnesota summer camps, staying awhile in each and getting acquainted with the natives. His specialty is shoes, but he says he is not particular about what item he features as long as it sells.

Louise Boety, Hartford, Conn.: Sorry I can not give you an authoritative list. One of my almanacs says that Hawthorne is the flower for May and Honeysuckle for June. Another says it is Lily of the Valley and the Rose, respectively. So you must choose whichever you think best. However, this idea of using the birthstone or a monthly flower for house-to-house promotions is not a bad one. I would follow it up. Why not make a June bride offer of stockings and underwear?

Jep Jepsen, super-salesman, says: "Half the time money talks, it says good-by."

Rose H. Petzhold: I have given your name to various manufacturers; also see below. Thanks for letter.

Ralph J. Muncey: Advertising in The Billboard, of course, would be the thing. I will see that you get a rate card. Try some personal canvassing yourself. Put an advertisement in a local paper. This might bring you somebody to help you sell. Talk to bingo and wheelmen in your neighborhood. Anyhow, I'm going to keep you in mind and will recommend you when opportunity comes.

Swanson and Kiehl: Write to The Billboard advertisers to put you on their mailing list for novelty announcements.

# RAZOR BLADE SALE!



**LOW PRICES!**

DOUBLE EDGE BLADES—Blue Steel, Packed 5's, Colln. Per 1000...	\$2.25
SINGLE EDGE RAZOR BLADES—Packed 5's, Colln. Per 100.....	.40
AUTO STROP TYPE BLADES—Packed 5's, Colln. Per 100.....	.40
PEACOCK DOUBLE EDGE RAZOR BLADES, Packed 5's, Colln. Per 100	.40
BIG BEN DOUBLE EDGE RAZOR BLADES, Packed 5's, Per 100.....	.35

**BENGOR PRODUCTS CO.**  
876 BROADWAY, NEW YORK, N. Y.

# TIES

Our Men Make Big Money Get Set For A Big Season

**FAMOUS MARGIN LINE** \$1.40  
No. 800—Exceptional assortment in attractive patterns. Full cut, full shape. Made for long wear. You'll slum up with these. Sample Dcs. \$16.50 Per Gross.

**MEN'S FRENCH SHIRTS** 90c  
No. 1000—Full Cut Large assortment, attractive patterns. Fast sellers. Per Doz. \$10.00 Per Gross.

**TIE HANDKERCHIEF, TIE HOLDER AND COLLAR PIN COMBINATION** \$0c  
No. 110—Consists of the quality silk lined tie, pure silk handkerchief with fancy borders, and tie holder and collar pin set. Attractively packed in individual gift box. Sample \$4.45 Doz. \$48.00 Gross.

225 with Order, Balance C.O.D. FREE CATALOG.

# CONTINENTAL

MERCANTILE COMPANY  
1447 E. 2nd St. (Dept. B), Brooklyn, N. Y.

# ATTENTION!

CONCESSIONERS, PARKS AND PREMIUM USERS.



Start the season right by using our Master and selling money. Write today for catalog and details. All orders shipped same day received.

**LOUISVILLE STATUARY CO.**  
116 STOLL AVE., LOUISVILLE, KY.

# SVENGALI MAGIC DECKS

Here is the finest Svengali Deck ever manufactured. Made of new Card, bridge size, all die cut. Decks \$3.25; Gross, \$38.50. Sample, Postpaid, 50c. Other excellent demonstrating items priced by the dozen, see following: Carbon, Snow Powder, Tish Powder, 25c; Stick Matches, Explosive Matches, Explosive Book Matches, 25c; Hot Dice, 25c; Pick-up's Secrets, 25c; Bell & Vase, Rubber Glass, 40c. Other good ones: Egg Battle, Hotter's Pickers, Bingo Shakers, Rubber Glass, Snow Matches, Bingo Hand Shakers, Deception, Whiter, Top Dealer. Ask for free catalog. S. S. ADAMS CO., Albany Park, N. Y.

# European ORIENTAL RUGS \$12.50

Beautiful Patterns—Sell on Sight. \$3.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. VERY POPULAR AS BINCO AND SALESDOARD PRIZES. \*ALSO AGENTS MAKE BIG MONEY SELLING HOUSE TO HOUSE.

**WAYNE RUG CO.**  
8761 LINWOOD AVE. - - - DETROIT.

# LIVE BABY TURTLES!

Different! Attractive! Appealing! Each Baby Turtle measures about 2" long and decorated with colorful, waterproof designs—Flower, Scottie, etc. Hand-lettered with name of your Attraction. Town or People's names like John, Mary, etc. Fastest selling souvenir for Fairs, Expositions, Carnivals, Circuses, Resorts, Parks, Pools, etc. Clean up at 25c each! 100 Each in 100 Lots F. O. B. CHICAGO



Including hand-lettering of Name Weight Approx. 5 lbs. per 100. Sample Doz., \$1.50 Postpaid. Quantity Prices on Painted or Unpainted Turtles Upon Request. Immediate Shipment—Rush Your Order at Once

Individual Self-Mailing Boxes, Postal-Approved in each.

Wonder Turtle Food in Collapsible Envelopes (100 per 100, 85 per 100).

H. FISHLOVE & CO. 1430 Orleans Street, CHICAGO, ILL.

# OPEN THE NEW SEASON WITH OUR NEW FLASH!!

Gentlemen, we are ready to serve you this season with our latest flashy Plaster Novelties and Lamps as in past years. With Quality Merchandise at the Right Prices. Service is our motto. New 1938 Catalog will be ready about April 15th.

## CLEVELAND STATUARY MFRS.

3921-27-33 PAYNE AVE., CLEVELAND, OHIO

# IMPORTED RUGS 85c

Beautiful Oriental and Persian design rug! Also, luxurious heavy rich fringe. Come in following colors: Red, buff, tan, blue, green, etc. All sizes from 24" x 40" to 9x12 feet. Sample 24x40" rug lary color you wish.

Write today for FREE PRICE LIST! M. SEIDEL & SON 243 W. 30 St., New York, N. Y.

# NEW "lower than ever" prices make it possible for you to make large profits selling Central's guaranteed Rebuilt Watches.

Write now for our latest 24-page catalog.

**CENTRAL**  
WATCH MATERIALS & SUPPLY CO., INC., 134 South Eighth Street, PHILADELPHIA, PA.

# FREE WHEELING TIED NECKTIES AS LOW AS 11c



Each in Gross Lots All New Spring Patterns and Colors. Sample Dues 12.50 Postpaid SILK HANKIES AND INSTRUCTION-SLIP FREE with Each Tie. Satisfaction Guaranteed. Terms: Cash with Order. C. O. D.'s.

**MAGIC KNOT TIE CO.**  
Originators, Manufacturers and Patentees of Wheeling Neckwear.

925 Broadway, New York, N. Y. 1462 W. 9th St., Cleveland, Ohio.

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



# NOW IT COSTS LESS

## KWIK-SHAVE -- Electric Dry Shaver

A real honest to goodness Electric Dry Shaver for men and women. The KWIK-SHAVE Dry Shaver has the quality, appearance and performance of any \$15.00 shaver.

Now Retailing at **\$5.00**  
BIG DISCOUNT TO QUANTITY USERS

Samples sent prepaid on receipt of \$3.25 each, which will be refunded on return of samples or will be credited on your first order.

### A SEVEN STAR RAZOR

- \*\*\*\*\*
- 1—Precision Cutting Head
- 2—Streamlined Case
- 3—Two Shaving Edges
- 4—Guaranteed for one year
- 5—Genuine Leather Case
- 6—Self Sharpening
- 7—Precision Motor

## ELGIN LABORATORIES

1647 WEST FULTON STREET CHICAGO, ILL.  
Telephone Seely 8078 Reference Cosmopolitan National Bank of Chicago

Use this Order Blank

ELGIN LABORATORIES  
1647 Fulton Street, Chicago, Ill.

Enclosed find \$..... for which please rush..... samples of Kwik-Shave Electric Dry Shaver. It is understood money is to be refunded if I don't think the Kwik-Shave is as good as any \$15.00 Electric Razor.

Name ..... City .....  
Address ..... State .....

### NEW IMPROVED MODEL



Fancy Shape . . \$2.75

No. 174—LADIES' RECTANGULAR WRIST WATCH. Chromium case, jeweled lever movement, raised gold hands and numbers. Furnished with bracelet in Display Box and Guaranteed. This is an EXCEPTIONAL VALUE. \$2.75 Each in lots of 50. \$3.00 each in case lots. PREPARE FOR A BIG SEASON.

ORDER TODAY.  
20% Deposit with Order, Balance C. O. D.  
**H. A. JEFFREY**  
170 BROADWAY, NEW YORK CITY.

### BINGO BUSINESS

(Continued from page 113)

string of 12 games running steadily and all are drawing good crowds, which come back week after week. There are definite reasons for this, too. Outstanding among which is probably the fact that Gordon and Krinsky are dead set against money games. They are definitely of the opinion that money games if run will ruin bingo eventually, and only in cases where they are absolutely forced to the measure by competition or organization demands do they resort to the game. Rest assured that such cases are rare.

STILL ANOTHER PRACTICE WHICH HELPS build a sound operating business and which not enough operators pursue is one followed religiously by Gordon and Krinsky. When they get a call from an organization they look over the organization's membership roster, its auditorium facilities and all other factors. If they feel the organization is too small to run a successful big-time bingo they tell them frankly and advise them to run the game themselves. Of course, they mention that if Fraternal Sales can help in any way it will be only too glad to do so. This policy greatly differs from that of many other operators, who will take on any organization, large or small, milk it for all it has and drop it. All of which is bad for the organization, bad for bingo and bad for the short-sighted fly-by-night operator himself.

IF THERE WERE MORE OPERATORS like the two gentlemen we have been raving about bingo would climb to even greater heights than it already has. And it would go on and on as the greatest form of inexpensive entertainment ever devised for an entertainment-loving populace.

# FREE! BUY 10 GET 11



## IMPERIAL ASSORTMENT

High Luster Lacquer Finishes. Sold in Assortments Only. Five Unique Styles. Packed 72 to Carton (No Less Sold). The Biggest Flash on the Midway.

## THIS INTRODUCTORY OFFER IS FOR A LIMITED TIME ONLY!

WITH EVERY 10 CARTONS YOU BUY YOU GET 1 CARTON ABSOLUTELY FREE. ORDER TODAY.  
50% Cash Deposit Required on All Orders. No Orders Considered Without a Deposit. We Do Not Have Any Catalog, Literature, Listings, Etc. DIRECT FROM FACTORY TO YOU.



## BANNER ASSORTMENT

Excellent Finish—Artistically Decorated. Packed 24 Assorted to Shipping Cartons (No Less Sold). Sold in Assortments Only. We pride ourselves for Our Meticulous Packing.

**CREAM CITY ART CORPORATION**  
3522 W. PIERCE ST., MILWAUKEE, WIS.

Genuine Lucky Charm

**RABBIT FOOT**  
Made with Key Chain or Zipper Pull  
"The BIG HIT"  
ADVERTISING NOVELTY  
souvenir BINGO  
For Money Maker for Roustemen  
200% Profit  
FOX TAILS  
At New Low Prices  
Write, or phone today!  
**CHARLES BRAND**  
184 West 20th St  
New York

**READY-MADE TIES**  
Manufactured by ZIP-ON

ZIP-ON NECKWEAR CO.  
Dept. V 425 Market St., Philadelphia, Pa.

**Whips... Loud Crackers—Plenty Flash**  
MADE IN U.S.A.  
Alex Mfg. Co. 6160 80 Maple Ave., St. Louis, Mo.  
JOBBERS - WRITE FOR PRICES

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

**Now A MIDGET THAT MEANS GIANT PROFITS TO YOU!**



- Newest Thing in Radio
- Master Performance
- Illuminated Dial
- Complete Guarantee

SIZE 6 1/2" x 4 1/2" x 4 1/2"  
List Price \$15.00

The newest top—the GREATEST buy in radio history! The HART MIDGET has everything! 4 RCA vacuum tubes for master performance—dynamic speaker for clear, "true-tone" projection—cabinet finished in ebony or antique ivory—the smallest, newest, smartest, most beautiful on the market, scarcely larger than a brick of ice cream—AC or DC—self-contained aerial, complete, ready to play! Each \$2.00 deposit, pay balance C. O. D. Money back if not satisfied. No questions asked.

**MOTO-HART \$14.25**

WHEN MOTO-HART, the safest of our radios, you can keep your eyes on the road. Simply push a button for your station! It takes performance in equalized by using 5 full working tubes, RCA licensed, illuminated, full-view dial simple to install, no soldering, only two connections necessary; automatic volume control. You can be the first to realize the tremendous money-making possibilities of MOTO-HART. List Price \$23.00.

Lots of 6 Sample \$14.25



**HART-O-MATIC \$14.25**

Here's THE radio of the year! The newest scientific features at the lowest possible price! Automatic—always press a button, for the program you want! Illuminated air-glass dial. 5 BAND coverage. Polite tone, air-tight and automatic, 6 high efficiency RCA licensed tubes for AC or DC. A sure profit build-up! List Price \$23.00.

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WE MANUFACTURE A COMPLETE LINE OF

**BINGO**

EQUIPMENT EXCLUSIVELY!

- BINGO CARDS (All sizes, all weights) FOR OUTDOOR or INDOOR USE
- BINGO CAGES, CALLING NUMBERS, BALLS
- BINGO MASTERBOARDS
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**COMPLETE BINGO GAMES**

50 Card Set, Complete, \$ 2.50  
100 Card Set, Complete, 4.50  
200 Card Set, Complete, 12.00

Each game consists of complete sets (as listed above) of 10-40 heavy-weight cards, attractively printed in two colors; large supply of colored wooden discs to be used as markers; complete set of 75 wooden calling numbers (printed both sides), and heavy, two-color master chart.

**IDEAL FOR OPERATORS CONDUCTING SMALL GAMES**

1/3 Deposit, Balance C.O.D., or remit full amount money order and save C.O.D. charges.

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**PENNANTS**

AS SOUVENIRS FOR CITIES, PARKS AND COLLEGES.

Also FLASH and DISPLAY Pennants for outside decorations. Plain colored orders or your own processed in any color. Ready ready for hanging or fastened in place.

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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**The Outlook for Outdoor Bingo**

By JOSEPH CSIDA

"BUT, boss," we said, "this is a hell of a time to go around asking the boys about the outlook for outdoor bingo. Everybody's singing 'I've Got These Recession Blues' and we're bound to run into a pessimistic outlook. Why run a story like that?"

"If you knew more," the boss said, "about concessioners and outdoor bingo ops you wouldn't talk like that. The country could be in the midst of a super-colossal combination depression-recession and the boys might still feel optimistic about the coming season. Go out and ask them, anyway. And write the story as they give it to you



JOSEPH CSIDA

... good or bad."

We did go out and here we are writing the story. In a nutshell it's this: Outdoor bingo is going to have the biggest, most profitable season in all its history. Did we hear a chorus of dubious "Oh, yeahs"? Well, we don't blame you. That was how we felt, too. But the boys insist it's going to be a banner season for bingo in the outdoors and they have some sound and logical reasons for their insistence.

Reason No. 1: Bingo has received more favorable nation-wide publicity in the past six months than at any time since the game's inception. Outstanding examples of such publicity were the series of articles which appeared in *The New York Daily News* and the four-column story in *This Week*, magazine supplement of some 21 newspapers, including *The New York Herald Tribune*, *The Philadelphia Record*, *The Cincinnati Enquirer* and *The Chicago Daily News*. Other stories appeared consistently since last fall in newspapers in more than 100 cities and towns in all parts of the United States. It is estimated that at least 40,000,000 people read stories about bingo since the close of the last outdoor season. Bingo operators feel—and with good cause—that this publicity has aroused an interest in bingo among many thousands of people who have never played the game before. And it is logical to expect that these people this season, while at amusement parks or at a carnival or fair, will play the game about which they have read so much.

A second reason for the expected boom in the outdoor bingo business is that the past fall has seen the game taken up and popularized to an even greater extent than ever before in quar-

ters and by persons and organizations who formerly steered clear of it. Most important of such cases was the recent announcement that the city of Woburn, Mass., was going to run municipal bingo games to raise funds to aid the needy. Another interesting example of bingo crashing into new branches of society was the adoption of the game by the

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LARGE FLASH BOXES

SHIRLEY SWEETS—Large Extension Edg Box, Picture Top, Two Layer, 500 Cakes, Cellulose, \$1.20 Dozen.  
MARSEL—Large Box, 12 Cakes, Cellulose, \$1.00 per 100.  
Give-Away Box, bright colors, \$1.00 per 100.

**SWAGGER STICKS**

Wood Head, our prize, Per Gross, \$ 5.25  
China Head, our design, Per Gross, 5.50  
Bamboo Walking Stick, Per Gross, 8.50  
Brown Stick, Black handle, Per Gross, 8.50  
Heavy Block Gans, Per Gross, 15.00

**TOMMY TALKER \$1**

VENTRILOQUIST MAN, \$6.00  
Per Dozen, \$60.00  
25% deposit with order, balance C. O. D.

**S. LACHMAN & SON**

709-11 "D" St., N. W., Washington, D. C.  
SALESMEN WANTED.

**ATTENTION CONCESSIONERS!**



If you are looking for a good line of plaster with plenty of flash for your 1938 season, get in touch with the

**Turiddi Plastic Products**

2420 N. Third St., Milwaukee, Wis.

**LATEST FUR COATS AND JACKETS \$7.50**

At exceptionally low prices. Our fur coat values are well known and now we offer an amazing line of fur jackets. All colors, black, brown, grey, jacket, in set grey, white, tan, etc. Not selling for late winter and spring. Write today 1/3 Deposit. Free Price List and actual photographic copies of smartest fur coats and jackets. Balance at jacket line. Fur coats stored for the summer. Repairs at moderate cost.

**M. SEIDEL & SON** • New York, N. Y.

**PLASTEX NOVELTIES**

Book Ends, Elephant, 5x5; Parrot, 3 1/2x6; Plaques, Lincoln, 6x11; McKinley, 6x11; Boy, 3x5; Girl, 3x5; Religious Statues, 6", and Plaques, 3". Alligator Ash Trays. Prices on request. Send \$1.00 for full line of samples.

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**FLASH---CALLING ALL CONCESSIONAIRES**

CARNIVAL --- BINGO --- PARK --- NOVELTY

Start the Season Right. The Largest Plaster Supply House West of Chicago, offers: NEW FINISH --- NEW ITEMS --- NEW FLASH. Send for complete Price List or order direct from this ad.

**SPECIAL!! --- SPRING OPENING --- SPECIAL!!**

200 Assorted Large Plaster Plaques, \$25.00 (Depos. Horse, Venus, Belle, 25 different items).

TERMS: 1/3 Deposit, with Order, Balance C. O. D. Same Day Service.

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This item is SURE FIRE WINNER. You will get lots of money with this Flashy Chair. It is new on the market and useful everywhere. THE PERFECT DEMAND CHROME FURNITURE. We use the best Calumet Leather in all the leading colors. You can have any color you like at no extra charge. Weight 15 lbs. each chair, packed two to a carton. Write for free Catalogue and Jobbers' Price List of other items. 1/3 Deposit on All Orders.

Every Jobber is Buying Chrome Furniture—Let Us Hear From You.

**SUPERIOR CHROME MFG. CO., Inc.**

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NO. 701 SIDE CHAIR  
1 1/2" High Frame 1" Tubing. Padded Seat and Back. Seat width 15 1/2". Seat Depth, 14". Seat from Floor, 18". Height of Back from Seat 18". Delivery 10 Days From Receipt of Order.



**LUCKY RABBIT'S FEET**  
Gross--\$3.60

**DEERFOOT KNIVES**  
4-in. Dec. \$5.40  
5-in. Dec. \$7.20



Deposit with order.  
WRITE FOR CATALOG  
**KARL GUGGENHEIM, Inc.**  
140 FIFTH AVE., NEW YORK

H. C. Bohack chain of grocery stores and markets. Thousands of players enjoying the game under such irrefragable auspices cannot fail to feel a new respect for it and look to it as the clean, inexpensive form of entertainment it really is.

The above two factors, according to the boys who should know, will be, in the main, responsible for bingo's biggest outdoor season in 1938. They are factors outside the trade itself and it is hard to argue the point that they must have a strong and beneficial effect.

Bingo ops and the manufacturers of bingo equipment and supplies themselves, however, have taken definite steps to see to it that the new outdoor season will be the finest ever for all concerned. The latter group (the manufacturers) have been busy producing new equipment to make the game more enjoyable for the players and more fool-proof and profitable for the operators. K. & O. Mfg. Co., for instance, introduced to the bingo trade a new automatic bingo mixer which can be set up and taken down in 15 minutes and mixes celluloid balls, which keep popping in a glass enclosure like so much pop corn. In addition to serving as a real flash and bally, the new K. & O. Mixer also gets across strongly the idea that the numbers are called in an on-the-level manner.

Introduced, too, since the close of 1937's outdoor season were the new permanent metal bingo cards. These cards eliminate the necessity for using markers and make the game more comfortable and therefore more enjoyable for the player. Many indoor operators, however, have felt that the cost of the metal cards was too high to warrant their use, but it is the opinion of the manufacturers and a number of outdoor operators that the metal cards have a definite place in outdoor bingo.

The manufacturers of merchandise suitable for bingo prizes have not been idle either. Several new doll and stuffed-toy creations will be forthcoming shortly. Manufacturers of lamps, radios, chinaware, watches, leather goods and countless other novelties have extended themselves to bring to outdoor bingo merchandise awards that will definitely attract players.

In the course of gathering material for this article we ran into more than a dozen bingo operators searching for new merchandise prizes. Talks with these operators definitely convince us that at long last the majority of operators are coming to the realization that a careful selection of merchandise to be given as awards is one of the fundamental requisites for running a successful bingo. Too often in seasons past have operators gone about selecting their prizes in a hasty, haphazard manner. We take this increased care given to prize-choosing as another factor which will markedly contribute to a bigger and better outdoor bingo season.

But what surprised us even more than the time and effort being expended by operators to garner the proper prize items was the attitude of many of the boys toward the bally for their stands and the actual calling of numbers while the game is in progress. A number of operators told us of their plans to in-

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Size 11 Inches High, 10 Inches Long.  
50,000 MUST BE SOLD AT ONCE.  
12 to a Carton — Colors: Red, White and Black — One Dollar to Carton.  
50% Cash Deposit Required on All Orders.  
(No exceptions.)  
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## DUMMY DAN WILLIE TALK

All outstanding numbers in ventriloquist dolls from 21" to 32" in size.

PRICES FROM \$8 DOZ. UP  
NEW ITEMS

In Carnival Merchandise, Novelty Charms, Premium Goods, etc.

Write for Special Lists, State Your Line, New Catalog Out in May.

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## A NEW WINNER

Legal Everywhere in U. S. A.

Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your Tie and pay what's under seal. 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted silk tailor-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid \$1.35. 5 or more Deals, \$1.25 Each. Write Today.

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THE MANUFACTURER OF THE

# GONDOLIER Clock

SCORE AGAIN WITH

# Mystery Pipe Lamp

SIZE 8 1/2" x 14"  
LIST PRICE \$10.00

Beautifully finished in Bronze and Chromium. This unusual lamp serves the dual purpose of pipe rack and table or desk lamp. The mystery lies in the fact that NO SWITCH IS SEEN—lamp is lighted by turning the three swans. The mystery appeal will entice the Bingo or Sales Board player—ask them to try and light it, then show them how—that will incite their interest and make them want the Mystery Pipe Lamp all the more!

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# LUCKY RABBIT FEET

AND KEY CHAIN NOVELTIES

Insist on the best, prepared by Brewer

SAMPLES ON REQUEST—10c EACH  
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SOMETHING NEW

### ALL ELECTRIC BINGO

Master Scoreboard 4x7 ft.  
That is guaranteed to register every number called regardless as to how many players there may be.

FOR CHURCHES—CLUBS—OPERATORS Agents Wanted

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- ★ Plush **KANGAROO** 20" high
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Write today for Illustrated Circular and List of Lowest Prices! IT'S FREE!

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**BEN HOFF says....**  
**THE MORE YOU BUY!**  
**THE LOWER THE PRICE!**



**LIPPY LOU...**

NEW SENSATIONAL VENTRILOQUIST DOLL Dressed in Full Dress, White Gloves, Patent Leather Shoes, White Vest and Shirt and Movable Head.  
 Also dressed in Sport Suit — Flashy Checked Black and White Suit and Cap, with Yellow Vest.  
 Come in 4 sizes—from 21 inches to 25 inches.  
 Prices From \$7.20 to \$12.00 per Doz.  
**THE LOWEST PRICE VENT FIGURE ON THE MARKET.**

**BALLOONS** — NEW SKYROCKET — Latest Sensation at Lowest Prices—Also all other Types and Sizes.

**FELT HATS**—From \$7.20 to \$24 Gr. Very attractive.  
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**A COMPLETE LINE OF TOYS AND NOVELTIES**

- CELLULOID DOLLS— 5 in. to 12 in.
- CADETS— (Small and Large)
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- MONKEYS— (3 Sizes)
- PARASOLS— (2 Sizes)
- FUR DOGS — (3 Sizes) — Domestic and Imported.
- SWORDS— (2 Sizes)
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We manufacture STUFFED TOYS, MARABOU FEATHER DOLLS, SCOTTY DOGS, ELEPHANTS, HORSES, CATS, GIRAFFES, BULLDOGS, CAMELS, ETC.  
 CANES OUR SPECIALTY—AND BIGGEST SELLERS—Swagger, Dice, Bamboos (3 kinds), Chesterfield, Small Snake, Large Snake, Black and Brown, Large Size, Pennant and others.

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**FLASH COMBINED WITH CLASS**  
 A new premium item that is a real business getter

A Beautiful Doll permanently attached to cushion. Never before in the history of cushion making has such a gorgeous item been shown. Tops any pillow on the market. Fine satin and lace trimmed filled with Kapok. Individually packed and covered with cellophane.



Use this item for Punchboards, Bingo Games, Premiums, Prizes, Promotions and watch the results.

**BOUDOIR DOLLS**

Our 778 Doll, exceptionally large and elaborately dressed outclasses anything ever offered.

\$24 doz.

25% Deposit With Order, Balance C. O. D.

**STANDARD DOLL COMPANY** 35 East 22ND ST., New York City.

No. 508 DOLL CUSHION, SIZE 10x22. U. S. Pat. No. 100,090.  
 Remember—Mother's Day, May 8th. A practical and decorative gift for "Her."

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 Cards, printed on seven different colors of stock, size 9 1/2 x 5 1/2. Every one numbered and an extra serial number for checkup.

**PAPER PADDLES**  
 Attractive colors for all the leading wheels.

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 Good quality card, 25 on a card, packed 1000 cards.

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 With perforated stub, both numbered and printed.

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stall new, up-to-date public-address and amplifying systems.

On a tour of the Eastern fairs last season we recall vividly the harsh, crackling noises emanating from the loudspeakers over the bingo concessions on a number of midways. Because of our natural keen interest in every phase of bingo operation we actually stood by and watched the reactions of the people strolling down the midway. At every burst of unintelligible noise from the bingo concession's loudspeaker puzzled heads would turn in wonder at what the speaker was talking about. Annoyance showed plainly on a number of faces. The contrast between this reaction and the reaction of midway strollers at fairs, where the bingo concessioner was using a clear-toned amplifying system, is really amazing. In the case of the latter people actually were drawn to the stand by the speaker's easily understandable bally. They were drawn to the stands and they played. Roughly, we would hazard a guess that thousands of dollars in good, hard coin of the realm was lost by outdoor bingo operators last year because they were using faulty public-address and amplifying systems.

This season, however, practically all of the bingo operators interviewed definitely stated that they were going to see to it that their public-address systems did every bit of the money-making job it is possible for them to do. Any operators who have not as yet given sufficient thought to this important angle might do well to take inventory right now. A good bally outfit will definitely do its share toward making the coming outdoor season a real bang-up one for outdoor bingo.

Another point which too many operators seem to overlook but which this coming season will be given more attention than ever before is the matter of lighting. There are really two angles to this. First, the lighting of the stand itself and secondly, the proper lighting of the merchandise display. In keeping with this second feature, of course, is the matter of setting up the merchandise to best advantage. Despite the fact that successful chain

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 Umbrellas, Women's oil silk and rayon. 16-rib, gilt or silver frame, beautiful patterns. 90c each.  
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for PRIZES  
 Sparkling Satin-Ray Aluminum —creates a flashy display for bingo stands, games, wheels, merchandise boards, etc.  
 Especially popular during the summer months—keep drinks cool—will not break, chip or rust. Set illustrated consists of 5-Qt. Pitcher, four 10-Oz. Tumblers and 11-Inch Tray.

See Your Nearest Jobber or write and we'll send you his address!

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**FLASH WITH**  
 Bigger and Better Plaster Novelties in Our 15c Assortment. Complete Line of Larger and Smaller Novelties. Plenty on hand. Always open. Write

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- NEW ITEMS—AMAZING SELLERS!
- DE-NIC—50c
  - Take the Nicotine Poison Out of Smoking
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A MIGHTY HANDFULL OF REAL RADIO FOR SALES-BOARD PROFITS!

4-Tube AC-DC—Built-in antenna—Exceptional electric dynamic speaker, fully illuminated dial—richly grained high finish walnut cabinet. Receives standard broadcast, police calls.

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Only 5 1/2" Long  
4 1/2" High, 4 1/2" Deep.

Send 10c for sample card and Edmor Plan — GIVE AWAY RADIOS FREE.

SAMPLE, \$12.95  
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Calling All Blinks, Park and Carnival Workers in Know We Are Ready With a Full Line of Carnival and Park Supplies.

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  - 16 Inch Zipper Bag ..... .95
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  - SEASON BLANKETS, Case Lots ..... 1.85
- We Also Carry **ERMOR, CHAYMAN** and **GOLDEN FLEECE BLANKETS**.  
Single Bottle Perfume ..... Per Gross \$2.50  
A Real Jewelry Assortment ..... Per Gross 9.00  
Also Have Stock From 45c a Gross and Up.  
We Carry a Full Line of **DELIGHT GANDY**, **SHAM GLASS**, **PURPLE GEMS** and **1001 OTHER NAMES**.  
Get an Our Mailing List for Bargains Each Week.  
We Have Some Good Games! Also Pop Corn.  
Machinery for Sale Green.  
25% With Order, Balance C. O. D. Write for Our Folder, No Order Too Small or Too Large for Us.  
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Long Distance Phone WA. 1435.

and department stores have proved time and again that the proper display of merchandise can be responsible for actually doubling and tripling sales, outdoor operators seem to have difficulty in getting the idea thru their heads. On the fair's trip mentioned above we saw literally scores of stands on which the merchandise was arranged in a sloppy and uninviting fashion. And on no type of concession is this more important than on a bingo stand. For the player is actually drawn to the game by the merchandise he hopes to win and he keeps playing and spending just to win an item which largely, because of the way it is presented, appeals to him.

Which brings us right back to the matter of properly lighting both the stand and the merchandise display. This problem of lighting is not merely a matter of stringing up a flock of big bulbs. Too much garishness is almost as harmful as too little illumination. Some of the boys who told us how optimistic they were regarding the new outdoor season also outlined for us some of their lighting plans. Several operators are working out ingenious indirect lighting set-ups for the merchandise display itself. In indirect lighting the bulbs are actually concealed, of course, and the light is reflected onto the merchandise after striking a silvered or a plain white surface. The argument in favor of this type of lighting is that it gives the merchandise an air of quality and richness, which is difficult to achieve with direct lighting.

For the outside of the stands many interesting set-ups are being developed. A discriminating use of colored lights is being planned by one operator. Here, too, it is important to select the right colors and to space the bulbs so that a really attractive effect is created. Whatever lighting is used, however, the point is that proper lighting will be another contributing factor in making the 1938 outdoor season bigger and better for bingo operators.

And that's the story: **THE OUTLOOK FOR OUTDOOR BINGO IS EXCEPTIONALLY GOOD.** Out of 18 persons interviewed the unanimous opinion is the one just stated. We wondered at first, but after listening to the boys' reasons we're inclined to agree with them. Anyway, here's a banner bingo season for all.

### ATTENTION BINGO OPERATORS "SEE THRU" BINGO MARKERS

Direct from manufacturer. At least a transparent marker that has the approval of bingo players everywhere. Numbers on card may be clearly seen through markers. Size 5/8 of an inch. Patterns regular round and scalloped edge. Brilliant colors red, green and white. Sell like hot dough at the county fair. Write for samples and prices today.

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Muscatine, Iowa, Better Buttons Since 1898.

**ARTISTIC BIRD PICTURES—HAND MADE** with genuine feathers in their brilliant natural colors! The most unusual and attractive decoration. Now 12 1/2" wide on card for 60c. very popular. cost you only \$2.00 per doz. or \$20.00 per gr. Trial 1/2 dozen, \$1.00 cost plus. Sample 25c stamp. **FREE LITERATURE.**  
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## A WOW - A "NATURAL" A KNOCKOUT FOR SALESBOARD MEN



### GLOBE Pendulum CLOCK

An instant sensation wherever it's shown. Attracts like a flash and holds the play. No one can see the **GLOBE PENDULUM CLOCK** and not want it. Superlative design. Rich, artistic finish. Quality throughout. No cheapness. Perfect time keeper. Actual size, 10" High. Blends perfectly in any surroundings — an artistic and subtle masterpiece, dresser—cabinet, lifeline all-metal construction. Gaily swinging pendulum. Semi-circular "tick-tock" pleasing to the ear.  
Every Clock comes with price tag showing \$7.50 retail sales price.  
A sensational location-order. Will open up hundreds of new outlets for you. Great separator. Be the first in your territory with this new item. Order today.

**GUARANTEED \$7.50 RETAIL VALUE**

**SENSATIONALLY SUCCESSFUL ON 400-HOLE 5c SALESBOARD TESTS—NOW RELEASED NATIONALLY TO YOU.**  
**CHOICE OF FOUR COLORS: IVORY, BRONZE, GOLD, GREEN**  
Sample \$2.00  
1 DOZEN OR MORE \$1.90 EACH  
All F. O. B. Chicago. 25% with order, balance C. O. D.

**GLOBE CLOCK COMPANY**  
337 WEST MADISON STREET DEPT. A CHICAGO, ILLINOIS

### FUR FOX TAILS \$5.00 per 100

\$45.00 per 1000  
Bigger, Better!  
Greater Money-Makers Than Ever!

Sample 10c. 1-3 Deposit, Balance C. O. D.

Genuine fox-tails for tails with two strong needs for trying to locate, exp. radiate, hood, microscope, etc. and flashy red, white and blue silk streamers. Fair Workers, Concealers, Special News Workers, Pressing Dates in all fields cash, but in bigger than ever this season. Rush Your Order Today.

**H. M. J. FUR CO., NEW YORK, N. Y.**  
150 W. 28 St.

### Flashy Plaster Novelties

Personal Service by **ARTHUR GIULIANI**  
(Sole Owner)  
Send for Price List.

**ILLINOIS PLASTIC PRODUCTS**  
2132-34 Crovels Ave., ST. LOUIS, MO.  
(Phone) 833R.

### HERCULEAN BUILT TIES

Herculean Ties are made by New Scientific Method which assures durability and strength. **KICK NEW FEATURES PERFECT THE TIE.**

COMBINATION ALL SATYNS Assorted Fast Buttons \$1.00 Gross 1.75 Doz. In Buttons & Plaids \$1.00 Gross 1.75 Doz.

Ask Us About 5-FOLD-TIE. The Most Improvement in the Neckwear Industry. New York. Catalog and Sample Swatches FREE on Request.

**HERCULEAN NECKWEAR MFG. CO.**  
772 Vermont St., Dept. B-17, Brooklyn, N.Y.

## PILLOW TOPS

Of Every Kind and Description—65 Different Designs  
Of High-Grade Rayon Satin and Sateen With Silk-Like Fringe  
Highest Quality at Lowest Prices  
To Concessioners as Low as **\$3.50** Dozen

Buy Direct From the Oldest and Largest Novelty Pillow Manufacturer in the U. S. A.  
FREE! 1938 CATALOG IN COLORS—FREE!

### WESTERN ART LEATHER CO.

P. O. Box 484 —Established 1914— Denver, Colo.

## CIRCUS AND CARNIVAL WORKERS

**WORK FAST—BAND WAGON ON WAY**

Have Mouse Balloons—It's Something New	4.00	Small Size Fur Monkey	9.75
Spiral Balloons—Long Shape	3.25	Medium Size Fur Monkey	7.50
Snow White You-Up Balloons	4.50	Large Size Fur Monkey	15.00
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No. 10 Mickey Mouse Balloons	3.25	Large Size Feather Dolls	15.00
No. 12 Mickey Mouse Balloons	4.00	Cowboy Dolls	8.40
No. 8 Circus Special-Printed Balloons	2.50	Flying Birds with Inside Whistle	2.50
No. 5 Flower-Printed Balloons	3.25	Lash Whip with Loop Handle	6.00
Balloons Ready	.25	Lash Whip with Whistle Handle	7.50

For Scalpers—Games of all kinds and sizes, cowboy felt hats and sailor hats. For Pitch-To-You-Win game—assorted Shams, China, Stuffed Animals, Jewelry and Amusement. Latest novelty for the game is Talking Tom, Gabby Gobb, Talking Tom, etc. All orders shipped promptly same day. 25 per cent deposit must accompany all orders, balance C. O. D. 1938 circular ready about April 15th.

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# RED HOT New SPRING SENSATIONS



**CANDID Electric Shaver**  
\$2.75

EACH IN DOZ. LOTS (Samples \$3.00 Each)

Presenting the New Candid Electric Shaver. . . America's finest shave sensation. Extra fine cutting head . . . a smooth shave every time. A natural for salesboards, pushcards and premiums. Regular factory guarantee.

**SENSATIONAL Pushcard Deal**

The Candid Electric Razor one-shot pushcard deal. 600 holes @ 5c takes \$30.00. Price complete with board, each \$3.50. Lots of 12, \$3.35 each.



**GENUINE CHARLIE McCARTHY**

The real authorized Charlie McCarthy is back to make you more profits. He stands 8 1/2 inches tall, dressed in full dress and top hat. Made from the finest pressed rubber in full colors.

**PARIS BEAD & NOVELTY CO.**  
305 W. Adams St. CHICAGO

**New PURITAN FILTER Cigarette Holder No Nicotine!**

\$170 PER DOZEN  
\$19.50 PER DOZEN LOTS

Hottest card seller in America! Sold everywhere for \$1.00. Puritan retails for 25c. Comes packed 12 on a card. For premiums each in a box. 5c per dozen extra.



**CANDID TYPE CAMERA**

Made of Nelite in ebony black case. All metal is chrome. Takes excellent pictures. . . 16 on one roll.

\$2.62 NET  
\$2.67 each less factory discount.

## N. Shure Celebrates 50th Anniversary

In choosing a theme capable of painting in a few short words the progress of the N. Shure Co. during the past half century, none seems better than "A Firm With a Soul." In those five



NATHAN SHURE

words are packed all the principles and policies upon which the firm has built its world-wide business. They sum up a story of service and fair dealing which has gained for Shure's the enviable reputation of being "The World's Largest Novelty House." The fact that the firm has a soul allied with the warmth of human understanding, the spirit of comradeship and the glow of appreciation is the fundamental reason it has steadily progressed to a point where the founder and the remainder of the hard-working staff, who came to him for jobs, grew up with the firm and are now active as department heads, can look back on years of hard work with the knowledge that their success is deserved since it was earned.

Yes, it was 50 years ago that the N. Shure Co. was founded in a small store in Chicago. Near the turn of the century it moved to a point on Madison street near the Chicago River bridge. Soon after locating there business boomed to such an extent that the firm took a six-story building at Madison and Franklin streets. There it stayed for 25 years, until 1929, in fact, when it moved to its present home at Adams and Wells. This move did not end the firm's expansion activities, however, for another six-story building adjacent to its present site was added last year.

**House of All Nations**

During all this time Nathan Shure, founder and president of the firm, has been at the helm. Thru his efforts the name of Shure has become known thru-out the merchandise world. Under his direction a 1,100-page catalog published four times a year has sprung from an annual book of a few pages. Shure has always been a firm believer in promotions from within the ranks of his organization. Race and creed matter little to him. That's why some friends of the firm affectionately call it the "house of all nations." Honesty, loyalty and a will to work are the traits he demands. He will tolerate no sloppiness, for today he still takes time out to step behind the counter and wait on old customers.

Since the days when the "Open for Business" sign was hung in the window this house has had a warm spot in its

## BINGO JOBBERS • BUY DIRECT •

**WE WILL NOT KNOWINGLY BE UNDERSOLD**

**Just Off The Press**

New 1500 series Bingo Specials in 7 colors. Packed—3 boxed packages of 500 each to the set. Guaranteed an two sheets alpha. Never sets mark of a different color to the center.

Also Markers, Door Prize Tickets, Grand Award Certificates, Caps, Numbered Balls, Master Boards, Etc.

**AT LOWEST PRICES**

Our Cages is the Best Value On The Market. Well constructed all-metal cages—with metal stand and base reinforced with 2 metal cross pieces into which are riveted 8 rubber legs. **THE PRICE WILL SURPRISE YOU.** Write for Circular and Confidential Price List.

**BINGO SUPPLY CO., Inc.**  
Tvl. Granery 7-6854.  
49 East 21st St., New York, N. Y.

## MASCOT MONKEY MITT

Non-Breakable Rubber Compression Head (no Piston). Life-Size Design. Mouth Opens—Holds Pipe—"TALKS."

World's fastest selling, high quality Monkey Tvl! Life-size features. Remarkably realistic. Breaks pipe, slings, waves flag, scratches, scratches face. Many other tricks. Answer call correctly with fingers and thumb of one hand. Delights kids and adults.

Packed in individual Window Boxes. \$3.00 Per Doz. 25% with Order. Bal. C. O. D., P. O. E., Milwaukee. 2% Discount for full cash with order. **SAMPLE 30c PREPAID.**

Also complete line Quality Slough-shin and Fresh Stuffed Animals—Honey Bees, Giant Pandas, Sooties. Free Catalog and Price List.

**NU-STYLE PRODUCTS CO.**

104 E. Mason St. Milwaukee, Wis.



## Electric Door Chimes



**Softone Model R**  
Features a medium pitch tone. Operates on any good doorbell transformer or on ordinary dry batteries. Attractively finished in Cameo Cream with a gold Sabbed chime bar.

**Sample \$1.00 each**  
\$8.00 per dozen  
Cash with order.

Write for Complete Catalog of Novelties to **GIFT HEADQUARTERS, Inc.**  
39-41 West 23rd Street  
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## SALESBOARD-BINGO - PREMIUM MEN!!!

Genuine Marathon Made BINGO BAG comes in approximately 50 different 2-color combinations. Holds 6 pairs of Socks—a real \$5.00 each. Every woman in every home can use one of these.  
Never anything so good as this offered in the public before. They all want them on sight. Must be seen to be appreciated. A real winner! 90c Each in Doz. Lots. Sample \$1.25. Offered on 7 day trial. Your money refunded if you don't find it the best item ever!  
**WINNER SALES CO.**  
3307 Armitage Ave. Chicago, Ill.

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## WORLD'S LARGEST DUMMY VALUE \$4.50 Doz.

We have an entire new line of flash merchandise for Carnival, Bingo, Sales Board, Concessionaires, Premium and Direct Sales Operators.

**OUR PRICES ARE LOWER THAN EVER**  
See Us First. We Will Terms—25% Deposit. Save Your Money F. O. B.  
**WORLD TRADING CORP.**  
873 Broadway, Cor. 18th Street, New York City

## CONCESSIONER LEADERS

- Price Each in Doz. Lots.
- DESK or RADIO LAMP, made in U. S. A. (57.00 val.) 95c
  - 3 Pk. DRESSER SET (boxed, \$1.00 val.) 45c
  - 3 Pk. MANICURE SET, wood inlay etc. (81.00 val.) 25c
  - 4 Pk. PIPE SET, lined box (\$1.00 val.) 35c
  - 2 Pk. PIPE SET, dip box (\$5c val.) 15c
  - FLASHLIGHT, 2 cell, complete (\$5c val.) 10c
  - PEN-LITE, chrome & black, complete (\$5c val.) Each 15c
  - PEN & PENCIL SET, dip. box, 10c A 25c
  - WALLET SET, gm. leather (alligator) 15c A 25c
  - OPERA GLASSES, plush bag 15c
  - LEATHER ZIPPER WALLET 15c
  - WALLETS, assorted colors 5c
  - SCOTTIE BANKS with lock 7c
  - 3 COIN REGISTER BANKS (50c val.) 75c
  - 2 SLADED POCKET KNIVES, Each 6c A 15c
  - BOX CAMERAS & FILM 15c
  - FOLDING CAMERAS 4c
  - POWDER & PERFUME, colorboxed, 15c
  - 4 Pk. PERFUME SET, with, dip. box 11c
  - LAPEL WATCHES 80c
  - GILBERT KITCHEN CLOCK 95c
  - ELECTRIC KITCHEN CLOCK 95c
  - 1 Pk. DRESSER SET, Bingo box 1.50
  - 10 Pk. DRESSER SET (Cylindrical) 2.50
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  - 28 Pk. COCKTAIL SET, decorated 1.55
- 25% Deposit With Order, Bal. C. O. D. No Catalog.

**J. C. MARGOLIS**  
915-920 Broadway New York City



**NEW HIT For Circus and Carnivals DRUM MAJOR HATS**

of fine quality felt and assorted colors.  
Dozen \$1.75  
Gross \$21.50

Reputation Fell Cowboy Hat... \$1.25 \$14.75  
Reputation Fell Cowboy Hat... \$1.50 \$18.00  
New Original Old-Good White with Black Spots... 1.75 20.50  
New Spiral Market Bailoon, Gross... \$2.25  
Grand Demonstration for either ballad... \$2.25  
Flying Birds, Best (Outside White) Gr... \$2.00  
Heavy Banding Walking Gans... 2.25  
Extra Heavy American White Music Gans... 7.00  
Dozen, \$1.50; Gross, \$14.25  
25% Deposit, Balance C. O. D.  
Send for money saving Price List on Circus and Carnival Novelties.

**COHEN BROS.** 101 Park Row, New York, N. Y.



**ORIGINAL Slip-Not-Ties**  
New Spring Line, \$2.50 Doz, Postpaid. Fast Sellers. Retailers. Send for Sample. Order and be convinced. Free Catalog.  
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## 3 SENSATIONAL VALUES in RESULT WATCHES



**CHOICE \$1.95**  
MEN'S ELGIN WAL-THAM OR HAMPODEN POCKET WATCHES, 18-Size



**\$1.95**  
MEN'S "Tommy Tucker" or LADIES Wrist Watches

10% Ligon, G.-J. Laser Movements, in Beautiful New Chrome Cases.  
**WRITE FOR CATALOG**  
**TUCKER-LOWENTHAL, Inc.**  
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**Different NEW! Individual**  
**MISS AMERICA OF ANY NAME**

Just What You Need to Start the Season With a Bang! Height 35 Inches—Assorted Shades, Red Bathing Suits, High Class Natural Finish, Silver Tinsel Ribbon, Tinted Base. Packed 24 to case. Weight, 55 lbs.

**\$3.00 PER DOZEN**

JUST THINK! — Your Own Wording on Ribbons, No Extra Charge, Min. Order Two or More Gross, No Samples, No Catalogs, 1/3 Cash with Order, Balance C. O. D., 24-Hour Shipment, Social Names.

**CREATED IDEAS, Inc.**  
 501 EVANS STREET, CINCINNATI, OHIO.

**ANOTHER KELNER SENSATION**

Original Knobby or Spiral Ballons, sets of eight, Gr. \$ 3.25	First Quality Spanish Halls, Gr. 18.00
"Wide 'Em Cowboy" Halls, Gr. 7.00	Large Whirls, Gr. 7.00
Best Quality Snake Lash Whips, Gr. 6.00	Krinkle Klean with Ballons Head, Gr. 6.00
\$4 Gullion Paper Cowboy Hat, Gr. 1.00	New Cowboy Hat with ball fringe, the latest selling hat made, Gr. 22.20
7-in. Hi-Hat Feather Doll, Gr. 8.49	Hi-Hat colored fur necktie, Gr. 4.00
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Large Drum Major, Police, Captain, Gr. 4.00	Gull Tumbling Dummy Top-Up, Gr. 21.00
Large Oh-U Dog, new bright color, white with black spots, Gr. 2.50	Temple & Tail Squares Rabbits, Gr. 8.40
Large Hopping Chicken, Gr. 9.00	Extra Large Jumping Rabbits, Gr. 10.80
GR. Mechanical Tumbling Paper Rabbit, a real fast money-maker, Gr. 11.80	21-inch Gobble, Gr. 2.50
Send \$2.00 for sample above items, One-half deposit on all orders.	

**HARRY KELNER & SON, INC.**  
 50 BOWERY, NEW YORK CITY  
 "KNOWN FOR OUR LOW PRICES"

heart for the men and women of the amusement world. Today some of its best friends are old-time concessioners and pitchmen who bought "hoops," "shive," "blocks," "buttons" and other items from their years ago. Members of the tribes and knatter fraternity have sold Shure merchandise in all parts of the land. Gentry Brothers, S. W. Brundage, Great Cosmopolitan, Col. Francis Perari, Great Parker, Great Patterson, Chris Smith Greaser and the Johnny J. Jones Exposition shows, as well as other famous old-time carnivals, were familiar names on the order blanks which daily passed thru the company's hands. In more recent days on the grounds of every exposition, celebration and fair, particularly the Chicago world's fair of 1933 and 1934, were to be seen the N. Shure Co.'s creative ideas in the way of souvenirs and novelties. "If it's new we have it," and "if it's worth while having we have it," are old maxims of the house, and to live up to these principles Shure's men travel to far parts of the world contracting for prize and novelty merchandise at the very source of supply.

**Concessioners Big Buyers**

In those days when the concessioner accounted for the bulk of the novelty business, route lists of all the carnivals from the smallest gilly outfits to the largest on the road hung in the shipping room of the firm. (As a matter of fact they still are there.) Daily shipments were routed to these shows in all parts of the country. It wasn't unusual for a good concessioner to use thousands of dollars worth of goods in a week's time. In those days concessioners were staunch believers in the creed of throwing out plenty of merchandise. Some would give out prize after prize at the beginning of the day just to get the article they were featuring seen on the grounds. When the crowd gathered to see where this merchandise was coming from the concessioner began his bally, the wheel started to spin and the play was on.

Ever since those early days N. Shure Co. has played an important part in the merchandise world. It has seen the day of the pitchman rise to its zenith. It has seen the concessioner develop into a powerful merchandising army. During its lifetime the amusement park and the agricultural fair have grown. It witnessed the advent of the chain store and the birth of the 5 and 10. It saw the small itinerant merchants of yesterday grow into the vast direct selling army of today. It has been a moving factor in the development of the premium industry. Thru its help product after product has caught the public's fancy and swept the country.

**Progresses Despite Depression**

Wars, depression, and panics have not impeded its progress. Steadily and surely it has surged forward, adding new products to its line, improving its service, yet ever adhering strictly to those fundamental principles of prompt shipment and fair dealing. Tho the yearly sales volume of the firm now runs into millions of dollars, the smallest order still receives the same prompt and careful attention as the carload order.

What started 50 years ago as a one-man business has now grown into a huge firm employing hundreds of people and occupying two large buildings. The founder of this business, however, remains unchanged. His love is his business and the friends it has made for him. Most probably he is unmindful of the many reasons he has to be proud of what he has done. To him it has been an interesting job which he has done to the best of his ability. Consequently, even tho this is his golden anniversary year, to him it is just another for which to be thankful. His eyes are already focused on the years ahead.

# Why is it -

Why do practically all big-time operators buy Peek-A-Boos exclusively . . . especially since they cost more? Why do Peek-A-Boos sell faster, repeat orders and bring greater profits? Here is why:

1. Peek-A-Boos have the twelve most beautiful girls ever placed on glasses!
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3. Genuine lithography first silk screen! Applied by special process. Will not come off or chip at the edges . . . avoids return grief!
4. Set of six to a beautiful gold, red and black display box!



**PEEK-A-BOOS**  
 6 New Models (Illustrated) No. D850, 6 Orig. Models, No. D841.

Each Set Packed in Corrugated Shipping Boxes 5c extra. Sample set of 6 \$1.00, express collect.

Lots of 25, per set 95c.  
 Lots of 50, per set 90c. **87 1/2c**  
 Lots of 100, per set . . .

JUST OUT! PEEK-A-BOOS PILSENER, WHISKEY, OLD FASHIONED and COCKTAILS!  
 At Your Jobber or Direct, F. O. D. Chicago 1/3 Cash, Balance C. O. D.

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Nickel Brass Prong Ornaments, clinches in cloth and leather. Baseballs, Footballs, Scotties, Tennis Racquets and Yachts, 50c gross. Horse and Jockey, 72c gross. Send money-order. Five gross lots minimum quantity.

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Blankets, Bedspreads, Linens, Rugs, Comforts, Towel Sets, Etc., for Bings, Screens, Bank Night and Concessioners.

Write for further details.

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**READ THIS:** Leading wholesale novelty houses having the largest assortments of such merchandise in the country for Bings, Cow Gables, Gernard Church and Fire Department, Bazaars and Concessionaires, at lowest price anywhere are interested in salesmen who have a following in the above mentioned fields and can stand prosperity. Get orders and business write at once, stating full history. Unlimited opportunity. Box 964, Reservoir 110 West 24th, New York City.

Here it is—the new **REX ELECTRIC RAZOR**  
 —For Purses—For Sales—

King of them all for performance, construction, workability, price. A big retail—wholesale to 200, Retail \$4.00—Quantity prices. Satisfaction or money back. Don't delay—order today. Retail \$1.99—Wholesale \$1.00.

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## Agents--Streetmen Concessionaires

Outstanding Values!

Miracle Orient Cosmetics (24 attractive items in complete line) Gr. 55c  
 Lion Double Edge Blades, Per 100 45c  
 Pocket Combs with Cases, Doz. 25c  
 Tie and Handkerchief Sets, Doz. \$2.20  
 Powder and Perfume Combinations, Do. 50c  
 Fountain Pens on display card, Doz. \$2.00

**FREE!** Catalogue with all fast sellers. Write for it today!

25% Deposit, Balance C. O. D. 5% FREIGHT ALLOWANCE on all orders of \$50.00 or over.

**NAMECO SALES CO.**  
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**SENSATIONAL SALE OF FUR SCARFS 6.75** each packed ready for your customers in individual boxes.

**SILVER FOX**

We also carry a complete line of **FUR CAPES . . . \$4.75 up** (latest models)

and **FUR JACKETS \$7.50 up**

**SEND FOR PRICE LIST! IT'S FREE!**

Rush your orders today. 1/3 dep., Bal. C. O. D.

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 150 W. 28th St., NEW YORK, N. Y.

**MEN'S POCKET WATCH** — WALTHAM OR ELGIN, 12 Size, 7 J. Quartz or round case. Heavily finished movements. E.A. with 6-in-H. and L. of 3. ea. \$3.25

Same—15 J. E.A. \$3.75; Same—17 J. E.A. \$4.25; 16 Size, 7 J. E.A. \$2.75; 15 J. E.A. \$2.25. Also big assortment of Swiss Ladies' and Men's Watches from \$2.00 up. 50c Extra for Services. 25% Dep. Bal. C. O. D. Send for Catalog.

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**ONLY 2c EACH**  
 IN LOTS OF 2500

IDEAL AS AN ADVERTISING NOVELTY OR FOR RESALE

THOUSANDS HAVE BEEN RETAILED AT 15c

**TOY "PARASHOOT"**

The Most Fascinating Toy of the Year  
**SELLS ON SIGHT**  
 Retail Price 25c  
 Your Cost \$2 per dozen  
 A "NATURAL" FOR OUT-DOOR CONCESSIONS

TRY IT YOURSELF  
 Send 25c For Sample Airplane and Parachute

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**CUT YOUR SCORE—INDOORS**

Just like on the "green" in your living room or back yard. **BURTON'S PORTABLE GOLF** is a reliable perfect shot only. Better Putting—Lower Score! Three-Ball's makes an indoor course. Send \$1.00 for set of \$2.75 for three. Send snapshot.

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**SLUM JEWELRY GIVE-AWAYS**

For Games, Also Intermediates and Flash Items. Good Values in Give-Aways from \$1.00 per Gross up. Large Stock of Job Lot Jewelry always on hand. All orders shipped the same day. ALL MERCHANDISE AMERICAN MADE. Write for Price List.

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# BIG FLASH! Merchandise Trend in Show Business

By JEROME S. GOTTLIEB



... FLASH ... FLASH

**8pc. CAMEO DESIGN DRESSER SET**  
GOLD COLOR FINISH

As illustrated without display case ..... **\$1.65** Per Set  
DISPLAY CASE EXTRA 60c  
Same pattern as above, 5 pieces: Comb, Brush, Mirror, Two Salve Jar, Rayon Lined Box.... **\$1.25** Each Boxed  
3 Pieces: Comb, Brush and Mirror ..... **85c** Per Set Boxed

HERE'S A REAL SWEEP!

**8 PIECE COCKTAIL SET \***  
Includes Tray, six Tumblers and Cocktail Shaker **65c** Per Set In Dozen Lots

Terms: 25% Deposit, Bal. C. O. D. F.O.B. New York

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COMPLETE LINE FOR BINGO, BAZAAR AND CARNIVAL

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269 Canal St., New York, N. Y.

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JOBBERs and QUANTITY USERS

CLOSEOUTS Large Quantities  
PERFUMES-POWDERS COMBINATIONS  
COSMETIC SETS (2 to 9 Pieces)  
Etc.

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**\$ 10000**  
PER WEEK

Are you steadily refund your money? Our experts save up to 80% per cent profit with The Rose. 81c 10 Piece Cigar Lighter, 80-cent regulars from 10c to 25c with 24 different designs, 24 different 60c. Great Gem. Good spot for business. Buy now, along with 500 other business men. A money-maker without equal for you. Get 25¢ for 1000. M. W. 16. Co. Dept. B-4

Send your correspondence to advertisers by mail—Using The Billboard.

IN ATTEMPTING to forecast merchandising trends for this outdoor show season it is essential to look back upon what has transpired since the close of the 1937 season. The one development which took place during that period and which stands out most clearly in the minds of everyone associated with either the sale or the use of premium and prize merchandise is the phenomenal growth and popularity of bingo. Bingo's favor with the public cannot fail to be reflected in the public's merchandise tastes and preferences during 1938's outdoor show season.

Several occurrences with which the writer was fortunate enough to have close personal experience serve to graphically illustrate the above point. Louis Gordon, for many years an operator in both the outdoor show business and in indoor bingo, is now associated with the Fraternal Sales Co. in Yonkers, N. Y. Louis has been running a number of very large bingo games and has had ample opportunity to determine just what types of awards are most popular at these games. He has found that the most successful bingo games are those at which merchandise prizes are awarded. If the public has been attending bingo games by the thousands to win merchandise prizes, there is certainly no reason why they will not patronize the concessioner at a park, a carnival or fair midway for the same merchandise prizes.

Another instance which brings out the attitude of the wise show operator and concessioner is a very interesting discussion the writer had with Joe Goodman, son of Max Goodman, owner of the Goodman Wonder Show. Joe said that his dad was seriously thinking of going back to the old form of paddle wheels because of the tremendous amount of interest the public has evinced in bingo games where good merchandise prizes are awarded. Max was for many years one of the country's leading concession men and he certainly can be depended on to look into the outdoor concession future with as much accuracy as anyone.

From the experiences of Lou Gordon and Max Goodman, the writer feels the outdoor concessioner can draw a good bit of advice. Merchandise on all types of concessions this year will get a bigger play than ever before.

And now for the most difficult part of this forecasting job. What types of merchandise will be best on midways this season? The only basis on which such a forecast can be attempted is again on what the public has shown a preference for at bingo games and what they have purchased in retail channels during the fall and winter. These same persons patronize your concessions and there is certainly no reason to believe that their merchandise preferences will change. So, here we go!

First, let us dispose of the price situation. From every indication this writer has had, items priced between \$24 and \$36 per dozen will get the strongest play this season. Extremely low-priced and extremely high-priced articles will, of course, come in for their share of the public favor, but not to the extent that the medium-priced merchandise will. As for the particular types of items which have been in demand during the fall and winter and which should continue to meet with public approval during the outdoor season, there are a number of new items which have caught on. Possibly most sensational among these are the various ventriloquist dummies offered to the trade. These come with a booklet of instructions on ventriloquism and seem to have swept right to the fore as an item the public wants. Other items which have been moving well,

JEROME S. (Sidney in case you never knew) GOTTLIEB is well qualified to discuss merchandise trends in the outdoor show business. He has a wide and varied background in both the outdoor show field itself and in the supplying of merchandise to outdoor showmen.

Starting 31 years ago (that was the year of the Jamestown Exposition) Gottlieb has been show owner and auditor; has worked as a salesman supplying outdoor showmen with merchandise and as manager of concession supply houses. For four years he was associated with the old Hoss-Lavine Shows, was auditor for the John M. Sheesley Shows, concession manager for Lee Van Diver. Then he entered the concession supply business by selling for the Fair Trading Co. of New York. The owners of this enterprise were Max Goodman and Morris Mazel. For two years Gottlieb was a partner of the well-known Frozen Custard King, Frank C. Miller, with the Ringling Bros.-Barnum & Bailey Combined Shows. At present Gottlieb is with Masco Novelty Co., Inc. of New York.

Perhaps a line or two of Gottlieb's private life will be of interest to some. He is married, lives at Laurelton, Long Island, and is the proud papa of two offspring, a son, nine years old, and a daughter one year and two months of age. When he broke down and confessed this to us, Gottlieb added: "For an oldtimer, that's not bad, is it?"

altho only recently introduced, are the very small radio sets (not the midgies, but the type which one can hold in the palm of his hand); a number of new doll creations, possibly outstanding among which are the new Nun dolls; the various productions based on Walt Disney's new characters, Snow White and the Seven Dwarfs; the new clock numbers, such as the Gondola, the Chiffon and the Kal-Mox; the new lustroly colored luncheon sets, known as Caliente and made in 20 and 32-piece combinations; the strip-teeze and peekaboo high-ball glasses; the new Lady's Leg cocktail shaker, and the new drum major uniformed bunnies.

Among more or less old-time favorites which will again get a good play this season are all types of household articles, which include wicker hampers, silver sets, cordial sets, cocktail sets, complete aluminum sets and table, desk and floor lamps, both direct and indirect. Electrical appliances, too, the writer believes, will get some action on outdoor concessions this season. These include such numbers as twin waffle irons, automatic and semi-automatic irons, cookers, alarm clocks, coffee makers, etc.

No midway anywhere, of course, will be complete without its quota of stuffed toys of all types, candy, canes, watches and other such items.

We all have opinions on certain items which we feel will be bigger than ever during this season. This writer is no exception. He has an idea that the five-piece bridge sets, consisting of a table and four chairs, will get a tremendous play. They are big, flashy and give the impression of tremendous value. In years past, of course, these were out of the question as concession prizes, but today they are priced so low that many concessioners will be able to use them to good advantage.

The second pet of this writer is the satin fancy-stitched quilt. Everyone is familiar with the tremendous popularity of blankets as an outstanding outcom-



SCOTTY PLAQUES

12 x 18 in.—Frame to In.—Real Hair.  
**\$9.00 Doz.**  
DRUM MAJORS  
Bears and Dogs 25 in.—  
**\$8.40 Doz.**  
In Cellulohane.  
**\$9.00 Doz.**  
25 in.—  
**\$21.00 Doz.**  
In Cellulohane.  
**\$22.50 Doz.**

You will want our Ventriloquist Major and Bunnies with movable jaws. Write for price.  
1 Doz. to Cash, 25% Deposit, Bal. C. O. D.  
**PERSIA MFG. CO.**  
419 North Broadway, Chicago, ILL.



Never Before At This Low Price  
GENUINE  
Charlie McCarthy

**\$2.50** Ea. in dozen lots  
**\$2.75** for Sample



Charlie sets a new fashion note. Comes dressed for summer wear with blue coat, white pants, white shoes and matching white cap. Or white suit, white shoes, white tie and cap. For the evening, white coat, black pants, bow tie and hat. That's more models. From sizes 14 to 24. Charlie dolls 14 inches. Only in on these dolls.  
Aut. No. 9022. Charlie with 600 hole one-piece automatic complete in lots of 12 — \$3.00 each. Samples, \$3.25 each.  
Aut. No. 9122—Charlie with 100-hole push-car, complete in lots of 12 — \$2.00 each. Samples \$2.50 each.  
Charlie is EXCLUSIVE WITH US.  
Send 25¢ cash with order.

**PARIS BEAD & NOVELTY CO.**  
305 W. Adams Street, Chicago

Extra Value! **\$2.25** EACH



5 for \$10.50  
No. 88 2833—Ladies' Bracelet Watch. Distinguished Stippled 10% 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 whitewired premium item. Save money NOW by ordering five Watches for \$10.50.

**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

# The Billboard



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ston success, but in this writer's opinion the satin quilts have 100 per cent more flash and appeal. They look like a great deal more value than the blankets and—here is the amazing part of this statement—they can be had today for the same price as a good blanket. This opinion is not based exclusively on dreams or sheer guesswork. The writer attended a bingo party recently at which 35 prizes were awarded. Twenty-six of the winners put in requests for the satin quilts. That may sound a little unbelievable, but it actually happened. Just one more point about the satin quilts. Their low cost will enable you to use them on a 30-number 3-space wheel and you will be able to hand them out and thus create a great deal of player good-will and interest.

Having stuck his neck out this far, the writer will go a step further and put himself definitely on record as predicting that the 1938 outdoor show season for merchandise will be the biggest in the past nine years. Nor is this opinion merely plucked out of the good clean air. It is no secret that just before the advent of bingo and the game's rise to unexpected heights of public acceptance many merchandise houses were on the verge of shutting their doors. A great many of those same houses were kept in the running by the new interest in games at which merchandise prizes were awarded. And a great many other merchandise supply houses have enjoyed their biggest fall and winter season in many years. There is no reason why this same public, which has been so aptly educated to play games for merchandise prizes by bingo, should suddenly lose interest in playing midway games for the same prizes. But in the main the outcome of the new season rests in the hands of the concessioners themselves. This forecaster can only wish them luck.

### Supply House Notes

Cohen Bros. (Frank and Ben), well known to carnival and circus workers, have laid in a large assortment of merchandise. Having worked spots themselves, the Cohen boys know just what can sell and have arranged their prices so that the workers can make large profits. They have their showrooms on the famous streetmen's street, Park Row, making it easy to reach. In addition to low prices Cohen Bros.' slogan will be, "Immediate shipment to all parts of the country."

Berk Bros. Novelty Co. last week moved to new headquarters in New York, where it will continue to serve the trade with its customary efficiency and speed.

### 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 CATALOGUE.

**NORMAN ROSEN** WHOLESALE JEWELER 801 SANIOM ST., PHILADELPHIA, PA.

### PHOTO RINGS

Also Cameos, Initial Rings, Novelty Rings, etc., for Men, Women and Children. Only One of the kind on the market. Complete Sample Line \$2.00 Partial Sample Line 1.00 Single Sample Only .50 No Catalogue.

**POWELL BROTHERS** 887 N. Sangamon St., Chicago, Ill.

## MICKEY MCGUIRE



A natural one shot board item. Does everything but digest his food. 22" of sartorial elegance. Price \$30.00 per dozen. 600 hole one shot board 65c. Write now and be the first to feature Mickey.

### CASH IN ON THESE OUTSTANDING HITS

- No. 1. Minnie the Kangaroo. 30" solid plush. Complete with Baby Kangaroo in pouch. \$36.00 per dozen.
- No. 2. Giant Goatskin Pokingose or Scotty Dog. \$30.00 dozen.
- No. 3. Complete Fishing Deal. All mounted on easel. \$3.50 each.
- No. 4. World's most beautiful clock, The Gondolier. \$27.00 per dozen.

Add 25c each for sample orders. 1/3 Deposit with orders. Balance C.O.D.

**STANDARD SALES CO.** 3425 Armitage Ave. Chicago, Ill. The House of Hits

## HOOPS

for HOOP-LA and RING-TOSS Games

Smoothly Finished Wood Hoops... All Sizes Plain wood, or painted in bright colors to protect the Hoops from moisture. Manufactured by leading makers everywhere. Write for samples and prices.

Order from Your Dealer  
ASK FOR 6000 WOOD HOOPS

**THE GIBBS MFG. CO.** GANTON, OHIO

### PROFIT WITH THE NEW 1938 CHAMPION CATALOG

- IVORY CHARMS—Large Assortment. Gross, 80c.
- U. S. MADE GOOGLES—Cards and Boxes, Dozen, \$1.00.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Concessors. . . . . Continental Blades, Cards, Sars Glasses, Penknives, Nailers, Lotties, Perfumes, Carded Goods, Sun Glasses, Blades, Soap, Ballpoint, New Electric Clocks & Lamps.
- Write for Catalog and FREE SAMPLE CASE OFFER—Right Now!

**CHAMPION SPECIALTY CO.,** 814-M CENTRAL ST., KANSAS CITY, MO.

### CHOCOLATE EASTER EGGS

12 to Easter Bunny, Crates, per Doz. Crates, Only . 85c

### EASTER CANDY DEAL

Takes \$5.00. Cost You \$1.50. (25c. Depot on C. O. D.)

**OAK HYTEX BALLOONS Present:**

**WALT DISNEY'S SNOW WHITE and the SEVEN DWARFS**

**Toss-Ups Prints - - Novelties**

YOUR greatest money makers to start this season. These balloons and novelties enable you to cash in on the tremendous popularity of Walt Disney's masterpiece. The whole country is Snow White conscious—and everybody, it seems, wants these balloons. Get full information from your jobber, or write to us.

**SPIRAL and NOBBY**

Two new odd-shaped balloons that have developed into sensational sellers. Get 'em quick, and get some real money. In large and giant sizes.

**TUMBLING DUMMY**

Another new Oak Toss-up that's a real hit. Head and body print in two colors. With feet in 3-color envelope, or in bulk. Stands 20" high. Also 31-inch worker.

**MICKEY MOUSE**

Oak's Mickey Mouse prints and novelties offer an unequalled array of money getters. This year, more than ever, it's Oak's exclusive Walt Disney numbers that will get the biggest play. Remember only Oak makes genuine Mickey Mouse, Snow White and other Walt Disney characters in toy balloons.

Sold by Leading Jobbers

Don't fail to specify OAK-HYTEX. Be sure you get the Blue Box with the Yellow Diamond Label.

**FOR THE PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**KID CARRIGAN . . .** tells from Chicago: "Maxwell street was alive with pitchmen March 27. I counted 31, and all were doing very well. Three were jamming and seven were working med, while the others were working almost anything, including a pit show. I'm working with Jake Fox, and we have a blanket permit for Chicago on health food. Spots here are hard to get and there's no soldiers' license. Bring gas money if you come in."

**THE LARGEST** advertisers in the world have learned that truth in advertising pays. We know some of the boys who would do well to take a leaf from that book.

**"STILL BROADCASTING . . .** territory," blazes Ralph Ruhl from Alliance, O. "Plants in this section are just about shut down, but I understand some of the steel mills will release orders during April. Will pipe in again after I hit the road. Let's hear from the boys as to conditions in Indiana."

**TED BROOKS . . .** and Leo Hall blew into Alliance, O., last week, driving a new Studebaker and looking fine. Both are working sharpness after a successful invasion of Wisconsin with that item.

**WHY SPEND** so much valuable time comparing the present with the past? Forget about it and look forward.

**"HAVE BEEN OUT . . .** here almost two years working my crinkle clown and wonder mouse to fair business," scribbles T. F. McCluskey from San Francisco. "I recently underwent an operation that had me laid up for 17 days, but I'm up and around again with the aid of a cane. Art Fredett, Gypay Brown and the rest of the boys in Detroit, pipe in."

**TOM BARRETT . . .** is still getting by nicely in San Francisco and is planning to remain there for the big fair.

**CHEER UP, FELLOWS!** Conditions for 1938 aren't really as bad as some people paint 'em.

**BUFFALO CODY . . .** after a long silence pogs thru the following effusions from Muskogee, Okla.: "Still on earth and eating three times a day. Have been in Texas all winter and getting a little money. Came over here to assist Chief Little White Eagle with his new med layout, and it's a darn. Texas Tommy left here to go up-State to work a few rodeos but will join us later."

**WALKER AND COZY . . .** of Hav-a-Laf med show fame, have formed a partnership with Gene and Juanita Knight and the foursome will open in halls soon. When the weather permits, however, they will take the med ope on a tour of Indiana and Illinois lots.

**ONE OF MAN'S** greatest attributes is his ability to be or to cultivate being friendly to others.

**"I'M ON THE ROAD . . .** again and headed north after enjoying a swell winter in New Orleans," zig-zags Pop Adams, of juke extractor fame, from Port Arthur, Tex. "The Mardi Gras was favored with fine weather and it seemed as tho all the boys and girls making the event got their share of what it takes. Worked a chain store in Baton Rouge, La., to better than fair success. The town is closed to street workers, however. Am in a chain store here. This town is open, but you must see the chief first. It's good on the 1st and 16th of the month only, tho. Let's have some pipes from Cliff Meyers, Bill Goforth, Whitley Alm and the remainder of the boys in the hinterlands."

**TODAY'S PITCHMEN . . .** must think in terms of originality if they are to be successful. Go into conference with yourself and decide whether the

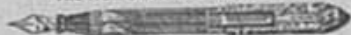
pitch you have been using for years isn't perhaps old and worn. It might be that tips to which you have been purveying your wares year after year have become tired of too much sameness. Get that old thinking cap to working.

**KIDDIE ORIGIN!** blew into Cincinnati last week and visited the pipes desk. He found that business was fair at the recent hotel convention he worked in the Midwest.

**TO SAY . . .** that a successful pitchman is lucky is discrediting him. Success depends chiefly

**REMINGTON**

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN

428 Broadway NEW YORK CITY.

**NEW CROSSES!!**

Ideal for PROFITABLE PRE-ESTER PROMOTIONS!!! 20 EXCLUSIVE DESIGNER, sampling STYLE and QUALITY. 14-KL GOLD. Each on NEWEST Ink ACID-PROOF chain. Send \$1.00 for samples BEFORE placing orders. IMMEDIATE DELIVERY! A top showing in Ink RINGS in WHITE, STONE and CAMEL. Gold and Rhodium. For 20 samples, New Catalog. OLYMPIA NOVELTY CO., New York, N. Y. Send \$2.00, 307 5th Ave.

**PLUNGER WRITES 2 WAYS**

POINT! Standard-Medium on Its Face, Modified on Its Back. Ink Gauge Tells When To Refill.



3 Different Samples 50c Prepaid. Jaskwin Pen Co., 50 W. 28th St., New York, N. Y.

**MED. MEN OPPORTUNITY**

Use G.P.L. Quality Preparations. A complete medicine show, private label and office Special Line. Immediate service. Removable prices. Wholesale catalogue on request. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists, Columbus, O. 137 E. Spring St.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



**SOUTHERN PEN CO.**

Manufacturers Since 1912. 16 N. Union St., Dept. B, Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

**ELGIN & WALTHAM WRIST WATCHES \$3.95**

In New Cases. Send for Circular, showing the Biggest Bargains in Retail Watches and unscrupulous Diamonds in the country.

**H. SPARBER & CO.** 100 North 7th Street, St. Louis, Mo.



**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**

Write us your needs. ARGO PEN-PENCIL CO., Inc. 220 Broadway, NEW YORK CITY.

**ATTENTION**

MEDICINE MEN, STREET MEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We have offer an 8-oz. bottle of Herb Tonic in Candy 3-Color Carton, at \$17.00 a GROSS; \$9.00 a 1/2 GROSS; \$3.00 a DOZEN. Clip this ad for future reference. GEL-TON-VA MEDICINE CO., Cincinnati, O.

**The OAK RUBBER CO. RAVENNA, OHIO.**



**Coupon Workers**  
 SPECIAL \$12.50  
 a gross assorted  
 This is our regular as-  
 sortment formerly sold  
 at \$16.50 a gross.  
 Sample assortment 75c.  
 Orders shipped same day  
 received.  
**BENSON SPECIALTY CO.**  
 347 Plymouth Bldg.,  
 Minneapolis, Minn.

**CHEWING GUM 22¢ BOX**  
 RETAILS FOR \$1.00.  
 Each box holds 20 Full Size  
 in Packs of Factory Fresh  
 Gum! Ready Display Boxes  
 help you to sell quick 100% in  
 200's profits. In our distribu-  
 tion—get started! Send \$10 for sample box (five  
 boxes) 50¢ plus \$1.00. Add \$1.00. Write  
**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Ave., Newark, N. J.

**UNDERWOOD**  
  
**PLUNGERS—Special \$18.00 PER GROSS.**  
 PENS ■ PENCILS ■ COMBOS  
**GRODIN PEN CO.,** 256 Broadway,  
 New York City

**50%-TO DISTRIBUTORS-50%**  
 Sell Guaranteed MASTERLITE  
 LAMPS, American made. Fully  
 guaranteed for 1000 hours.  
 Write at once for catalog  
 and proposition.  
**MASTERLITE CO., Dept. GDB**  
 110 East 23rd St., New York.

**PEN WORKERS**  
 SPECIAL LOW PRICES ON JUMBO PENS AND  
 COMBOS.  
 Write for Latest Price List  
 PENS—PENCILS—COMBOS & SETS.  
**SUPERIOR PEN CO.,** 15 Beekman St.,  
 New York City.

**963% PROFIT**  
 Install Vending Machines in Taverns, Nite  
 Spots, Dance Halls, etc. New machines cost  
 you \$5.00. MONEY-BACK GUARANTEE.  
**KAPLAN**  
 8-1610 S. Kestner, Chicago, Ill.

The only Pen just like a Banker, is another Banker.  
 Streamlined, Solid, Smooth... All Styles, Com-  
 binations—Plungers, Varying, Fountain Pens (Not  
 Sticks). My New Flashlight Pencil is now ready...  
 All fancy colors. Sample 50¢. \$3.00. Get  
 my price on Vally Crown.  
  
**JAE. KELLEY, The Fountain Pen King.**  
 487 S. W. 4th, CHICAGO, 180 W. Adams St.  
 1054 Mission St., San Francisco, Calif.

**DREXEL BLADES**  
 They Distribute From the  
 Manufacturers  
 20 Million DREXELS  
 sold in 1937.  
 50 Million  
 Will be sold in 1938.  
 Send 10c for Samples.  
**REGENT MFG. CO.**  
 124 W. 32d Street, New York City.

**AN EASY \$5. A DAY**  
 Possible with new "Quick-Action"  
 (1938) perfect Automatic  
 Gas Lighter. No Sparks or  
 Soot. Packed on indi-  
 vidual cards with  
 instructions.  
 Cost you  
 \$1.00 a Doz. or  
 \$8.00 a Gross Post-  
 paid. Sample, 10c.  
**NEW METHOD CO.,**  
 Box 66-31, Bradford, Pa.

**Big Profits!**  
 Own your own busi-  
 ness, stocking 25 of  
 Chains, Social Security  
 Tags, N.Y. & Plate  
 Samples, with name and  
 address, 25 cents.  
**HART MFG. CO.**  
 811 Deper Street,  
 Brooklyn, New York.

upon one's efforts. A person is lucky  
 when he finds or wins something. Suc-  
 cess cannot be acquired unless energy  
 and effort are used in large quantities.  
 The fellows who are on the success hand-  
 wagon will in all probability remain  
 there, for they have learned that success  
 is a habit and acquired it. Those who  
 accuse others of being lucky are in most  
 cases lax in their own efforts and even  
 go as far as refuse Lady Luck an oppor-  
 tunity to pay them a visit.

WE RECEIVED four unsigned pipes last  
 week. They cannot be used. If you wish  
 that we refrain from using your John Henry  
 you have just to say so when piping. It is  
 necessary, however, to have them signed be-  
 fore we can use 'em.

**FRANK H. BURNS** . . .  
 is reported to be working Moonshin Falls,  
 N. Y., to fair business.

**MADALINE RAGAN** . . .  
 and Dr. and Mrs. Pat Dana, who were  
 sighted in Houston recently, look like  
 they have been corralled the long green,  
 according to reports from our scouts.

LET'S START . . .  
 the season off right by telling it to the  
 pipes.

THERE IS perhaps no other vocation as  
 purely independent as that of the itinerant  
 salesman, pitchman or demonstrator. Each is  
 an individual organization in himself. He goes  
 where he wishes, does what he thinks best,  
 comes and goes as he pleases and it's no-  
 body's darn business. However, there is a  
 certain latent something which seems to bind  
 them to each other.

WHAT'S DOING . . .  
 in your diggins, Harry Maters? Pipe  
 Up.

ARE YOUR . . .  
 stripes and keeler polished for another  
 season's grind?

A SPECIAL ARTICLE . . .  
 on "Validity of Pitchmen License Laws,"  
 by Leo T. Parker, well-known lawyer and  
 writer, appears in this issue of *The Bill-*  
*board*. Don't fail to read it.

SEND ALL YOUR . . .  
 pipes communications to Gasoline Bill  
 Baker, *The Billboard*, 25 Opera place,  
 Cincinnati.

MANY OF THE . . .  
 members of the fraternity who never be-  
 fore kicked in with their bit to the  
 column have come across with pipes in  
 the past few months. This is fine, but  
 let's keep up the good work. It has al-

**SELL IT. NEW CLEVER  
 BREAKFAST BOX OPENER**  
 Ideal for kitchen use to open pasteboard  
 boxes and cartons. Has double edge re-  
 placeable blade with sleeve type sliding  
 tapered adjustment for depth of cut. No  
 screw. Blade can be locked in safety-  
 zone after using. Blade with safe gen-  
 erous beaded holder can be made handy  
 for ripping seams and stitches. 25c for  
 sample, 100% profit. Patent applied for.  
**SAM WYRES**  
 756 Roosevelt St., N. W., Warren, O.

**CONCESSION AND  
 NOVELTY DEALERS**  
 Men's and Boy's Belts made from  
 Alligator, Iguana, Lizard and  
 Snake Skins. Artistic and durable.  
 Sample \$1.50 each, postage paid.  
**A. S. HOOE**  
 Apt. 144, Mazatlan, Sin., Mexico.

**"TRINKETS"**  
 FOR YOUR VENDING MACHINES.  
 New, original, beautiful. Very large  
 assortment. Increase the play 500%.  
 225 Pieces — \$3.00  
 1350 Pieces — \$5.00  
**M. T. DANIELS**  
 1025-1027 University Ave.,  
 WICHITA, KAN.

**NO. 201  
 BEAUTIFUL, FANCY  
 BRACELET**  
**NO. 16  
 ALSO AVAILABLE  
 IN BASEBALL &  
 BASKETBALL**  
**NO. 2  
 38**  
**NO. 405**  
**NO. 104  
 NICKEL SILVER RINGS**  
**NO. 302**  
**POPULAR  
 TIE HOLDER**  
**NO. 203**  
**NO. 12  
 FANCY  
 MAPLE  
 PIN**  
**HOPE, FAITH, CHARITY  
 BRACELET  
 FASTSELLER**

We make many other new and  
 beautiful numbers available for  
 immediate delivery. We guar-  
 antee to please you in every  
 transaction or refund your  
 money.

**TRY US FIRST**  
 Write for our free catalog.

**AMERICAN  
 JEWELRY MFG. CO.**  
 195 Richmond St.  
 Providence, R. I.

**PARK AND CIRCUS SPECIAL  
 TOY BALLOONS**  
 By Anderson of Akron  
 the Original Toy Balloon House.  
 You ought to have ANDERSON Balloons  
 because they are  
 • tougher  
 • more brilliant  
 • made of AND-TEX liquid latex  
 Get your supply now.  
**ANDERSON RUBBER CO.,**  
 Akron, Ohio

**4 IN 1 WITH GLASS CUTTER**  
 Sells for 25c.  
**NEW NEEDLES JUST OUT.**  
 Send 25c for two samples sharp and new needles.  
 We have patterns, wood frames and artificial eyes.  
**E. P. FITZPATRICK,**  
 501 No. Van Buren St., Wilmington, Del.

**SUBSCRIPTION MEN  
 REAL PRODUCERS WRITE**  
 Detail your experience . . .  
 Something good for you.  
**ASSOCIATED PUBLISHERS**  
 469 Fifth Ave., New York City.

**MEDICINE MEN**  
 Write for Price List on Soaps, Tonics, Liniments,  
 Nervo Tonic, Tablets and Salves. Under your own  
 label if you wish.  
 Also Fastest Selling Herb Packages on the Mar-  
 ket, formulas attached. Prices right. Plenty Mar-  
 gin for You.  
**BECKER CHEMICAL CO.**  
 (Established 1890)  
 235 Main Street, Cincinnati, O.

**STATIC ELIMINATORS  
 MOUSE TRAPS  
 KNIFE SHARPENERS**  
**BLACKHAWK MFG. CO.**  
 455 N. Artoon Ave., Chicago, Ill.

**ATTENTION!**  
 Husbands, are you ever ready to surprise your wife  
 with the Lov's Prayer or Oyster. They sell on sight.  
 Write for New names, Designs, write for new low  
 price. We buy and sell Every Engraving Machine.  
**CHICAGO BRACELET CO.**  
 121 So. Monroe St., Chicago, Ill.

**ELGIN & WALTHAM  
 REBUILT WATCHES \$1.75**  
 7 Jewel, 18 Size, in 8.  
 H. Engraved Cases, \$1.  
 Send for Price List, Money Back if Not Satisfied.  
**CHEWENT CITY WATCH MATERIAL CO.**  
 113 N. Broadway, St. Louis, Mo.

**MONKO**  
THE SENSATIONAL  
ENTERTAINER!



1,000 TRICKS  
AND CAPERS!

**A NATURAL  
PASS-OUT**



TO SEE IT IS  
TO WANT IT!



A CHILD CAN  
OPERATE IT

EACH PACKED  
IN A BOX!

No monkey business about MONKO—it's the latest selling item you've ever seen, a pass-out—a natural! A cinch to demonstrate... just slip it over your hand like a glove and operate by moving fingers. This is the hottest 25c item in history. Demonstrator sold 25 gross first day in Indianapolis. Order now! Hurry—and be first with this BIG seller.

**\$18**

GROSS  
(Samples 23c each)  
Send 15% Cash With Order  
Balance C.O.D.

**CASEY  
CONCESSION CO.**  
(Home of Monko)  
1132 WABASH AVENUE  
CHICAGO

ways been our aim to make this pillar a sort of conversation column among the boys and girls, and with each sending in short squibs we can get a world of 'em in each week. There is really as much pleasure derived from writing them as there is in reading them once you get the habit. In addition, we believe there is no better way to establish and increase interest for each other. Start writing 'em now.

**WE BELIEVE** . . . it was V. L. Torres who once remarked: "A mule will kick and still be a mule, but a man will kick and still be a fool." What a lot of truth lies therein.

**YOU FELLOWS** who have suggestions to offer, shoot 'em in. We are ever open to constructive ideas.

**HOW MANY OF** . . . you are fattening your bank rolls playing the farmer auction sales in the country districts?

**WE WILL see a business revival** this season if we set our minds to making it just that.

**SPRING IS HERE** . . . at last, fellows. The bluebirds can't be far off now.

**JOHN HENRY LANE** . . . 85-year-old purveyor of white slave and convict books who has been working in Nashville, Tenn., for the last two years, letters that he will hit the road again this spring. He plans to work Georgia territory where, he advises, he always did well. He is anxious to read pipes from Docs Mine, Revelt and Wheatly.

**HAVE YOU** . . . given the letter list a gander lately? There may be a letter advertised for you.

**COME ON IN** with those short and to the point pipes. That's the order of the day.

**DR. GEORGE M. REED** . . . letters from Columbus, O.: "Weather here is fine, but business is on the blink. High street is n. g., and Main and Fourth streets are very poor. This is due chiefly to the fact that the city has 21,000 persons on relief. Many of the produce stands have closed and the powers that be have been putting the pressure on the enforcement of licenses. Even children who sell shopping bags must pay a 6¢ basket reader, and I don't mean maybe. There are no doorways in the money on

High street and shops are working very little. During the 40 years I've lived in Columbus I've never seen money harder to get. Don't take my word for it, but ask Louis Whiteinan, Robert (Red) Guthrie or Charles Robard. Those fellows usually get money, and things are really bad when they don't get it. Whiteinan came into town last week from the East and he infers that conditions there were terrible. I'm working the markets with my corn remedy and just getting by. Plan to hit the road after Easter. Certainly was sorry to learn of Birdie Simms' death. My wife and I would like to read pipes from Mr. and Mrs. Hull, Frank Libby, Wayne Garrison, Tom Kennedy, E. Wayman and Mr. and Mrs. George A. Grooms."

**DOC WALTER BYERS** . . . and Fred and Robert Guthrie are reported to be working Easter rabbits on High street, Columbus, O.

**WHY KNOCK** the other fellow? His product may not be as good as he thinks it is, but the chances are it is not as punk as you would like to believe.

**JOHN L. McCLOSKEY** . . . that good ol' timer, now 81 years old, is confined in the Ann Lee Home, Albany, N. Y. He would appreciate reading letters from his friends, such as Harry Belts, Ray Pierce, Wayne Garrison and Arthur O'Day.

**DOC TOM McNEELY** . . . opened his Sataniac med show on lots in Hobart, Okla., recently. Lineup, which has been the same for years, includes Skeek Snow, wife and daughter, Shorty Morton and McNeely and wife. Organization will work its way thru to its old established territory in Colorado by way of Pueblo and thru the St. Louis Valley. To work in Colorado you must post \$500 bond and collect sales tax, or be a property owner in the State.

**WHAT'S DOING** . . . at the many dog, home, trade and electrical shows being held throughout the country this week? Are any of you fellows making 'em?

**RIGHTON** . . . Barnum, of the sticks, tells from Brownwood, Ga.: "Have been playing to A-No.-1 business in this neck of the woods. Al Miller's Show and our organization passed each other on the road between Smithville and Americus last week and all we stopped a minute to say 'howdy'."

**COIL WORKERS**  
— TWO SHAPES —  
**LOTS OF FLASH**  
(LEFT) Non-Breakable. \$9.00 per 100. Omaha. Sample 25c.  
(RIGHT) Bakelite. 7c Each. Gross Lots. Postage Paid. Sample 25c.  
**M. TOMPSETT CO.,** Post Office Box 1043, Omaha, Neb.

**Street Photographers**  
**WHY NOT GET INTO A GOOD PAYING BUSINESS?**  
We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up.  
**SEND FOR CATALOG**  
**Daydark Specialty Co.**  
2828 BENTON STREET, ST. LOUIS, MO.

**PITCHMEN, PREMIUM AND SPECIALTY WORKERS**  
GET HOT WITH JUMBO SIZE PACKARD PEN AND PENCIL COMBINATIONS.  
**\$3.50 per doz.** **Sample 50c**  
F. O. B. Mpls. Post Paid  
**BERMAN SUPPLY COMPANY**  
14 SOUTH THIRD STREET, MINNEAPOLIS, MINN.

**LIVE BABY TURTLES**  
PAINTED OR UNPAINTED  
We are in the heart of turtle country. We can supply you with Baby Turtles all year around, day or night. Orders filled same day received. Our price will attract you. Sample dozen, assorted colors, \$1.00 prepaid.  
**P. O. BOX 2107 BATON ROUGE, LA.**

**AUTOMATIC TYPELESS PRINTER**  
A MONEY-MAKER and MONEY-SAVER  
AUTOMATIC FEEDING!  
AUTOMATIC INKING!  
LEGAL SIZE. 8 1/2" x 14"  
ONLY **\$13.95**  
COMPLETE  
Newest model, famous PRINT-O-PRINTS! Simple! Dependable! Money-making necessity for the attitud profession and demonstrators. Money-maker for Agents, Prints and writes thousands of copies. Letters, Ads, Programs, Hand Bills, Manuscripts, Mails, Receipts, from single stencil. Any-one can use. Fully warranted. Order direct from this ad. Write for Free Samples of Work.  
**PROFESSIONAL PRODUCTS CORP.**  
Dept. 400, Silverton, O.  
User Agents Write. Does work of \$100 Machines.

**NOVELTY MEN**  
Oaks Original Spiral Ballpoint. . . . \$3.25 Gross  
Workers for above. . . . .30 Each  
Flying Blade (1 inside or Outside) . . . . .2.00 Gross  
Whistles. . . . .5.00 Gross  
Large Snake Ropes. . . . .5.00 Gross  
Single Edge Blades. . . . .40 per 100  
Gardening Gear Mechanical Toys (G. R. Brand). . . . .7.00 Gross  
Art Picture Glasses (12 ea.). . . . .1.20 Gross  
Large Wooden Spoons. . . . .2.00 Gross  
Swapper Games (1 American). . . . .4.75 Gross  
Deposit required on all orders.  
**ST. LOUIS SPECIALTY COMPANY**  
D SOUTH BROADWAY, ST. LOUIS, MO.

**MEDICINE MEN, AGENTS, STREETMEN**  
"ALL SET AND SATISFIED!"  
If not, get our prices in Merchandise of Quality. Tonic (Liquor or Herbs), Oil, Family Ointment, Cream, Remedy Soap, and—long everything you need to start you on the road to greater success. Ask our Medicine Man About Our Service.  
**Col-Ton-Sa Medicine Co.**  
Col-Ton-Sa Building, CINCINNATI, O.

**COMBINATION**  
GLASS GLTTER KNIFE AND SCISSORS SHARPENER  
SUN Loads the Field for Getting Top Money. Manufactured by  
**APEX NOVELTY COMPANY**  
1924 WEST ADAMS ST., CHICAGO, ILL.

**Rare Imported Photos**  
Superior Cartoon Books, Story Albums. Complete set of 10 Imported Photos, also 6 Superior Cartoon Books and a 300-Page Book called the Country Plumber's Catalog. Every page contains many cartoons, and after jokes and stories. Complete set, including everything mentioned, will be sent for \$1.00. We pay the postage. Request our catalog or sample set.  
**RELIABLE SALES CO.**  
1141 Broadway (Dist. B.S.), New York City.

**ACE BLADES**  
FACTORY PRICES. FREE DELIVERY.  
Details FREE. (Samples 10c).  
**ACE BLADE CO.**  
37 South Avenue, Dept. 100, Rochester, N. Y.

**FAST SELLING MAGIC**  
Four Magic Patches, 50c doz, sets \$3.00 gross sets. Soap Boxes, 30c doz.; \$1.75 gross. Paper Folding Trick, 30c doz.; \$5.00 gross. Four Ace Trick, 30c doz.; \$1.75 set 100. Two Card Magic, 25c doz.; \$1.50 per 100. 80's Transitions; transfers; posters; 4-cs. bottles; 60c doz.; \$5.50 gross; \$1.50 carton. Send 50c for samples and illustrated catalog.  
**KHINOG, 539 Sixth Ave., New York City.**

**Coupon & Medicine Men**  
We have a new, large flash, cellophane wrapped Herb Package, priced low, as new coupon set-up. Must be seen to be appreciated. Lowest prices on regular packages. Prepaid sample 10c.  
**THE DAMON CO.,** Geneseo, Ill.

**SOX! SOX! SOX!**  
Men's Sox—Rayon Silk, Plaid and Cotton sets—50c Per Dozen. Price list sent on request.  
**FALLS CITY MERC. CO.**  
Box 308, New Albany, Ind.

**Wonder MICE**  
White or Natural Gray Color with Rubber Tails. Attractive package that sells it on sight. Order Easy! Send 1c deposit balance C.O.D. (5 Gross \$11.00) All workers, no larvae. Sample 10c.  
**EDWARD TURNER**  
4462 Germantown Ave., Phila.

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

## MAGIC DISC

Pays You up to **30 Daily!**

**MEN-- WOMEN**  
Cash in on LUX!



This "MAGIC DISC" is a new disc made of synthetic material by its amazing method of boiling water, steaming, and hot in split seconds. 2 1/2 times quicker than any other artificial water heating method. **GUARANTEED.**

**ENTIRELY NEW PRINCIPLE**

The "MAGIC DISC" has done every day work. No longer than your flat, yet it boils water instantly — for dishes, laundry, shaving, bath, illness; any emergency. No chemical additives. No no fussing, no waiting. Simply drop LUX in water, 100g in light pocket, and — presto! Clouds of steam rise before your eyes.

**LOW COST—EVERY HOME CAN AFFORD LUX**

Now profit-sharing sales plan for agents. No investment. Dynamic demonstration clinches sales in two minutes.

**THE LUX COMPANY**  
Dept. 45, ELKHART, IND.



Presto Comb, File Knife and Comb Combination.

**WALLENBECK MFG. SANDUSKY, OH.**

## HERB WORKERS

We have the lowest prices in the country and direct cash packages. Proofs attached. You are losing money if you don't get our prices.

**GELTON SA LABORATORIES**  
661-Yoo-Sa Building, CINCINNATI, OHIO

## Genuine Hard Rubber Combs

They Are a Regular Mortgage Making Seller. You will find them to be the best selling article you have ever handled. Your money back if you are not satisfied. Send for Price List.

**LINA GALLOTTO**  
248 7th Street, Leominster, Mass.

## MAKE MONEY

Get into the Biggest Camera Business—We will start you in this Big Paying, all year business.

Street Camera and Supplies.  
Write for List.

**FREEDMAN CAMERA CO.** 227-B E. 115th St., NEW YORK.

## REX HONES

Now Less Than 3c Each

**\$4.25 a Gross**

Send \$1.00, Bal. C. O. D. Plus Postage.

Each Hone in ready silver box, priced 50c. A real fast-selling abrasive stone of good quality. Wonderful demonstrator for Pitchmen. How men are cleaning up. **ACT QUICK! REX-HONE SAFERS.** 1500 West Madison, BR-4, Chicago, Ill.



## SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings and guarantee lowest prices, perfect merchandise and prompt delivery.

Send 25c for complete assortment and prices.

**CAPITOL SHOE LACE & FINDINGS CORP.**  
217 BOWERY, NEW YORK, N. Y.

## PUBLIC ADDRESS EQUIPMENT

FOR INDOORS—OUTDOORS—TRUCKS

Window Demonstration Sound System... \$23.00  
Ballyhoo, Bloop, etc. .... 22.00  
Recording Machine... 48.50  
5-Volt Sound System... 49.50  
Demos, Phonographs, Telephones, Microphones, Amplifiers and Complete Sound Systems. Send for your favorite parts or equipment. We will quote before ordering.

**MILES REPRODUCER CO.**  
812 Broadway, NEW YORK CITY.

## PAPER MEN

I have National Publications and Wash Square-Workers in every State. Write

**E. HUFF**  
P. O. Box 221, TEMPLE, TEXAS.

Miller was going to Ellaville. We've been having many visitors lately."

**MEMORIES:** Remember when Dusty Rhodes was working Jacksonville, Fla., several years ago? Dusty, after making a passout, stopped long enough to chat with a Negro standing near his tip and who spined: "Ah don't see how dem white boys dat come down from de Northville to work de sheetville kin git any money outa dem white folks dat eat cheese an' crackers an' dem sardines, 'specially when dey gits no price for dat cotton. Don't see how dem same boys kin go to Chicagoville an' git any money from de Fairville."

**REMEMBER, GIRLS . . .** this column is no stag affair. Come on, get the old writtin' stick workin' and shoot a pipe.

**REPORTS EMANATING . . .** from Indianapolis indicate that El Ullman has quit the paper business and is now making a beat as a patrolman on the Indiana Capitol's police force.

**FRANK X. MURPHY . . .** fogs thru Wooster, O.: "Am over here working a few stock sales, but plan to return to Indianapolis soon, where all



**SAM SMITH**, well known in Pitchdom, is shown here beside one of the Perkins Novelty Co.'s reproduction of the Lord's-Prayer-on-a-penny machine, which he is operating in St. Louis to good business.

**A HIT BY WALLY**  
PITCHMAN'S DREAMS COME TRUE  
WHOLE NATION TALKING ABOUT IT  
**WALLY'S LOVE BRACELETS**  
Positively a Real Hot Number. Complete Stock on Hand.

Don't	Walt	Ordre	Filled	Same	Bar	In Dress
Scalps	Stones	Plain and	Engraved	In Brass	Don't	Walt

Be the first to promote sales. It's GUARANTEED BY WALLY. PRICES: \$14.00 to \$22.00 Per Gross. Send One Dollar for 5 Samples. Free, Mail and Guarantee Prompt.

**WIRE TODAY, TOMORROW MAY BE TOO LATE.**

**WALLY CROSS & JEWELRY CO.**  
35% Deposit Required.  
1102 BROAD ST., AUGUSTA, GA.  
POSITIVELY WHOLESALE ONLY

## TRICKS, JOKES and PUZZLES

**KINEMATOGRAPH**, Smallest in the World, **DOZEN, \$9.00.**

New **F. R. E. CATALOG** Fully Illustrating a Number of Old and New Favorites, \$1.00 for Sample Line such as Building Businesses, Funny Stories, Comic Mirror, Etc.

**Franco-American Mex. Co., 1209 Broadway, N. Y. C.**  
In Business Since 1910

## ATTENTION

### PARK AND FAIR WORKERS

The Latest Novelty Out—Seven-Piece Wine Set, Hand Decorated, Waterproof, \$9.00 for dozen sets. One-third deposit, Balance C. O. D. Sample prepaid — \$1.50.

**ELLSWORTH**  
24 Salem St., Springfield, Mass.

# NOSEY MOUSE



**NEW BALLOON SENSATION by BARR**

## INFLATABLE EARS AND NOSE

SIZE, COLOR, FLASH!

Make the coming season the biggest you've ever had; feature this new BARTEX balloon wonder.

Unrivalled leader in eye appeal, Nosey Mouse is bound to achieve a popularity unequalled in all balloon history.

Order from your jobber now—the long life quality of BARTEX insures your investment—the price is right.

Write for information concerning other Barr Streetmen's items.

## The BARR RUBBER PRODUCTS CO.

SANDUSKY, OHIO, U. S. A.  
WORLD'S LARGEST MANUFACTURER OF RUBBER TOYS

**Cigarette Smokers Buy on Sight!**

**Sensational NEW! MASTER CIGARETTE FILTER**

Place 5 Cards a Day MAKE \$10  
Place 10 Cards a Day MAKE \$20  
Place 25 Cards a Day MAKE \$50

BEFORE USING  
AFTER USING

**Easiest of All Carded Products To Place With Storekeepers**

MASTER FILTER meets no sales resistance. The attractive display is a self-seller. If there ever was one. You place these cards at practically every call as fast as you can get around—Candy Stores, Stationers, Cigar Stores, Drug Stores, Barber Shops, Cafes, Auto Supply Stores—wherever men and women stop or pass. The novelty and attractiveness of the MASTER FILTER catch the eye and make a sale. The fellow who doesn't like to work can place at least 5 cards and make \$10 with very little effort. Hustlers are actually placing 25 and 30 cards a day, but we hesitate to promise you \$50 or \$60 a day as a steady income. Nevertheless, it's being done.

**Repeat Orders Usually Follow Within 24 Hours**

Storekeepers are amazed at how fast the MASTER FILTER will sell over the counter. Test sales have shown that a store fairly well located will sell 2 to 3 cards in a single day. And as each card brings the dealer \$2 profit, you will find that they clamor for cards only a few hours after a trial card is placed on the counter.

Yeah, a very simple discovery now changes cigarette smoking to a safe, harmless pleasure. A cigarette—the very same cigarette you are now smoking, has been discovered by science to be its own best possible filter. You simply place one of your cigarettes INSIDE the Master Filter and smoke thru it. The fine particles of tobacco on the inside cigarette filter the smoke, removing 75% of all nicotine and tar and gives you a cool, clean smooch. When you have smoked about 20 cigarettes, change the yellow, smoky cigarette to a fresh one and you can again go on smoking without any harmful effects. Made of Superior Mack Bahama with gold and chrome plated rims. It looks like a \$2 holder, yet retails for only 50c.

**MAKE \$30 A DAY PLACING ONLY 15 CARDS WITH DEALERS**

15 Filters on a card takes 15¢. Dealers pay you \$4. Cost to you is only 39¢ card lots in \$2 per each. Here's our prices to you!

1 Card, 12 Filters.....\$3.00  
15 Cards, Per Card.....2.50  
30 Cards, Per Card.....2.00

If you're going to cash in \$30 a day, there's no time to lose. Send your order now while it's new. Money refunded in 15 days if not satisfied. Cash with order or 25% deposit, balance C. O. D.

If you're a "Smoking Thomas" and want to see a sample MASTER FILTER before ordering, you may send 10¢ (only one sample at this price), but we warn you that if you don't see quick somebody is going to place cards all over your neighborhood and cash in all the big money that should be yours. Better send in your order. Remember, we guarantee to refund your money if not satisfied.

GORDON MFG. CO. (Dept. NE9) 110 East 23rd Street, New York, N. Y.

**THE SELLING SENSATION OF ALL FAIRS**

AVAILABLE FOR—

- SOUVENIR SPOTS
- FAIRS
- AMUSEMENT PARKS

RINGS, BRACELETS, ETC. OVER TWENTY ITEMS TO CHOOSE FROM. IF YOUR DEALER CANNOT SUPPLY, WRITE DIRECT.

**J. O. POLAK & CO. Inc**  
7 W. MADISON ST., CHICAGO, ILLINOIS.

\$18.00 Per Gr.  
Patented

**ATTENTION MEDICINE MEN AND DEMONSTRATORS**

Our new 1938 PHARMATEST stock package is the winner for the coming season. Highest quality and lowest prices.

We specialize in Tonics, Herbs, Solves, Liniments, Soaps, Tablets and all medicinal and toilet preparations. May be had under your own private labels in beautiful packages. Hundreds of items to choose from. Write us for your needs. Prompt shipments at all times.

**DRUG PRODUCTS CO.,** COLUMBUS, OHIO.  
1465 E. Livingston Avenue, P. R. DEVORE, Pres.  
"THE FRIEND OF THE MEDICINE MAN."

**DEMONSTRATING ENGRAVERS**

Your appreciated, increased business has forced us to move into NEW, larger, modern quarters. NEW summer line will be ready May 1 as usual. NEW items for the beaches, summer resorts, fairs, etc. NEW finishes on the entire line. Complete up-to-date Electric Engraving Equipment. Dependable Service and Quality at NEW lower prices. Always something NEW at

**EDW. H. MORSE & COMPANY, Attleboro, Mass.**

"We Lead—Others Follow"  
NEW Catalogue Ready in May

**WE HAVE SOMETHING!**

That will put new life in the novelty business around Parks, Fairs, Airports. Also a splendid street item. By clever manipulation of the stick it will loop, roll, circle and, in fact, put on a regular air show. We want all our old hustlers to be sure to come in on this one. A fast 10c-15c seller in a variety of flashy colors, packed 5 Dozens to Box, 60c Per Dozen. No catalog. Order from Ad C. O. D. Must have 25% deposit.

**THE OGDIN MFG. COMPANY** 120 DUDLEY ST, DAYTON, OHIO

the boys seem to be doing okch. What has become of Duke Van Dyke, Jack Meyers, Bud Wollman, Leon Oyer, Rudy Bishop, Big Mac from Mackinaw, Muskegon Boldie, Ray Atherton, Walter Richardson, Sam Stedman and B. Bramble? Ray in, fellows.

**RAY BOWERS** . . . is getting the pedus out California way, according to work from that sector.

**HUSTLER'S TIPS!** Here's one for the fairgrounds for the coming season. Picture a sign suspended between two upright sticks: "Key checks made while you wait." Carry a large assortment of lodge emblems, Social Security tags, along with a good assortment of key rings, snaps and other key accessories. Display them neatly and have a live wire worker behind the layout hammering out the checks with dies. Not more than three feet of space is required for the layout, which means a nominal rental space on any fair grounds, and it's light to transport. How could a fellow miss ending the season with that long-sought-after pedus?

**BOB POSEY** . . . is still working to fair to middlin' business in Iowa, according to reports.

**IF IT DOES** . . . nothing else, spring is one word that inspires action.

**WINDY LEWIS** . . . is working pedlers in a downtown department store in Los Angeles to reported good takes.

**WORD DRIFTING** . . . into the pipes desk indicates that Jim Mayberry is working his coil demonstration in a doorway in Los Angeles to fair business.

**AFTER YOU HAVE** made a town do the natives see you back? Make it a point to have them invite you back.

**D. J. MORONEY** . . . is still working and hibernating in Peabody, Mass.

**SPRING SPECIALS**

CHARMS, ASSORTED ANIMALS AND CHARACTERS—OVER 100 DIFFERENT KINDS, CROSS \$25. NOT LESS THAN ONE GROSS SOLD.

**RAZOR BLADES**

BLUE STEEL DOUBLE EDGE 5 TO 10 PAGE, CELLOPHANED

**1000 - \$2.10**

**OWL TRADING CO., Inc.**  
887 BROADWAY, NEW YORK CITY.

**14 Kt. GOLD FINISHED CROSSES ON**

Guaranteed Anti-Proof Chain, 4 1/2 Street, Popular Styles. Hand-polished front and back. SEND ONE FOR SAMPLES. SATISFACTION GUARANTEED. Complete Line of Jewelry and Engraving Items for Fair Sales.

**LA MOBE BEAD & NOVELTY CO.,** 42 West 33d Street, New York City.

**Medicine Men--Distributors**

Our new catalog of Herbs, Soaps, Liniments, Solves, Tonics, etc., will soon be ready. Goods under your own name in small lots at low prices. Write today.

**THE OZONDA COMPANY**  
718 OAK ST., COLUMBUS, OHIO.

**SELLS ON SIGHT**

LORD'S PRAYER or TEN COMMANDMENTS on a penny, with good back cards. Complete, \$4.50 gross, 6 doz., \$25.00; 3 doz., \$15.00; samples, 5 for 25c.

**PERKINS NOVELTY MFG. CO.,** 4327 DeFenty St., St. Louis, Mo.

**CARTOON BOOKLETS**

SPECIAL OFFER! LIMITED TIME!

Headline Salesmen and Agents—Fast Selling Line of Cartoon Booklets, Vest Pocket Series, 10 different samples for 50c; 25 accepted for \$1.00. Sent prepaid. Send cash or stamps. Wholesale Price List sent only with orders. None free.

**REPSAC SALES CO.,** 6 W. 15th St. (Dept. B-2), New York City.

**Photographers**

One-Minute Picture Men

Beautiful Mounts and Folders, 1 1/2x2 1/2, 2 1/2x3 1/2, 3 1/2x4 1/2, 4 1/2x5 1/2 Pictures. SPECIAL—For \$3 we will ship postpaid sample assortment of 125 you specify, also price list.

**MARVIN PHOTO MOUNTS**  
186 Remsen St., Brooklyn, N. Y., U. S. A.

**Another NU-DELL Winner!**

**The 5 in 1 KITCHEN UTENSIL**

GRATER, SLICER, SHREDDER, STEAMER and STRAINER

A MODERN Kitchen Necessity—Simple, Safe and Easy to Use. Price, \$9.00 Gr. in Bulk; \$10.50 Gr. in printed envelopes—P.O. Chicago. 25 per cent. order, balance C. O. D. Sample Order, \$1.00.

**Make 500% to 700% PROFIT**

**CENTURY JUICE EXTRACTOR**

HOT ITEM FOR FAIRS

Here's a Juice that's a real money getter. Can be used equally as well on all fruits. Also works as a Center for Apples, Tomatoes or Green Peppers.

A WELL-MADE LEGITIMATE TOOL. Highly rated. Patented in attractive individual lithographed box.

\$8.00 per Gr. \$7.20 per Gr. Free Gr. Ltrs. P. O. B. Chicago. Sample Order, 50c. 25% With Order, Balance C. O. D.

**NU-DELL MFG. CO., INC.**  
501 W. Huron St., Chicago, Ill.

**LIGHTS ITSELF SELLS ITSELF**

Quick Action (1938) Perfect SELF STARTING LIGHTER. Lights clear cigarette or pipe—starts in 1/2 sec. Never fails. New principle in ignition. No flint. No friction. Retail 25c for Sample and large quantities. Gold. START NOW. You can make up to \$5 a day.

**NEW METHOD MFG. CO.,** Sole Makers of Catalytic Automatic No. 1000 Lighters. Box D-47, Bradford Pa., U.S.A.

25c Retail  
10c Wholesale  
\$18.00

**I STARTS YOU IN BUSINESS**

Slide-On Ties... \$2.50 Doz.; \$28.00 Gross  
Wash Ties... \$3.00 Doz.; \$33.00 Gross  
Silk Lined Ties... \$1.50 Doz.; \$16.50 Gross

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miss it. Write today. Send 25c for two samples.  
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proved March 16, 1938. Love-  
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For the first time we are  
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**AMERICAN MOUNT & CARD CO., INC.**  
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**Pitchdom Five Years Ago**

Joe Wall and Bill Rutz were still getting the lucre at their pitch store in New York after a month's engage-  
ment there. . . . Tom Sigourney was  
planning to hopscotch eastward after  
enjoying a successful two-week engage-  
ment in Dallas. . . . Doc E. Johnston  
was still doing the lecturing with the  
Mack-Murray Players. . . . Doc Andy  
Watson was getting some money passing  
out iniment in Patge, Tex. . . . Ben  
Antonio was proving fertile diggin' for  
H. P. McGee, blade worker. . . . Thomas  
Aren was having little difficulty collect-  
ing the geedus in Arkansas. . . . Doc A.  
Anderson was pitching razor paste thru  
a Greenville, S. C., drug store after en-  
joying the winter in Montgomery, Ala.  
Jeff Farmer was staying in Ohio in  
Jackson, Tenn., until the bluebirds  
came around to give him the wander-  
lust. . . . Hot-Shot Austin was catching  
the court days in Arkansas and garner-  
ing a few dollars. . . . Joe Strayhorn  
landed back in the bullrings of Old  
Carolina and was going full blast. . . .  
Parkersburg, W. Va., was proving a good  
Friday and Saturday town for A. W.  
O'Toole. . . . Main street in Akron  
looked like a midway, according to Doc  
George M. Reed. Boys working there in-  
cluded Harold (Red) O'Brien, Mr. and  
Mrs. Herbert Hull, Arthur Engle, Chief  
Steward and Denver Mack. . . . Atlanta  
was proving pretty fair pickin' for F. B.  
Bennett. . . . Doc Harry Daly left for  
Chicago to arrange bookings for the  
1938 season after hibernating in Barsoota,  
Fla. all winter. . . . "Everything still  
okah with me," was the word fognornd  
thru by Dewitt Shanks from Nashville.  
That oldtimer, Worcester Tommy  
Ring, still was vacationing in Miami.  
Gypsy Dan was still cliking on  
Main street, Los Angeles. . . . Art Cox  
was having little trouble purveying the  
darners in Harrisburg, Pa. . . . Jack  
Scharding returned to God's country  
and began preparations to open his  
health book and astrology layout on a  
lot opposite the capitol in Columbus, O.  
John Millerhaus and wife returned  
to their home in Cincinnati after a two  
months' vacation trip to Florida and  
other Southern points. . . . T. B.  
Butterfield was finding condition on  
the sheet plenty tough in Ohio. . . .  
That's all.

**STANLEY NALDRETT . . .**  
(Whitey Nelson) lines from Los Angeles:  
"Just finished the National Orange  
Show in San Bernardino, Calif. Nobody

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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 of goods. Set up on self-help Counter. No stock, daily necessities, including Layson's Aspirin—advertised by Good Housekeeping Magazine—and famous Terrier Grand Razor Blades. FREE! book tells how you can build big-pay store.  
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ALL BRANDS—ALL MIXES  
**SURGICAL BLUE D. E.**—  
Various Brands, 5 to Box, \$2.25  
Cellulohane, 1000 Blades . . .  
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Cellulohane, 1000 Blades . . .  
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Blade—5 to Box, 2.80  
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LOW Prices — Prompt Service.  
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After long experimentation we have perfected a new Non-Inflammable Balloon Inflating Gas that will completely solve your balloon problem.  
**OUR NEW BALLOON GAS**  
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(No more worry about lighted cigars  
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**FULL LINE OF BALLOONS**  
New Sizes New Numbers  
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COMPLETE SERIES OF CIRCUS DESIGNS  
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GAS is the Cats!  
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SPANISH ROSE HAT—The best seller  
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large red erpe paper rose that  
flashes up the Spanish Hat and  
will make it a 1938 best seller.  
Dozen, \$1.75. Gross . . . . .  
**\$19.50**  
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Dozen, \$1.35. Gross . . . . . **\$15.00**  
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Quality, Silk Finish, 3-Inch  
Whistle, Dozen, 65c. Gross . . . **\$7.20**  
**SKY ROCKET BALLOON—**  
Gross . . . . . **\$3.25**  
DEMONSTRATORS, Each 25c.  
**HAPPY HOP DANCING BALLOON—**A Best Seller  
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LARGEST SELECTION IN COUNTRY.**  
SEND FOR SPECIAL CHARM PRICE  
LIST NO. 4338.  
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1938 Carnival, Circus and Seashore List  
Now Ready—Send for Free Copy Today.  
25% Deposit! With All Orders, Balance  
C. O. D.

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GET IN ON BIG MONEY!  
Work the new Hi-Speed Vegetable Peeler and Outter, A Proven World Beater, 25 Gross Sold at  
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Sample 25c.  
GET IN TOUCH WITH AL MORRIS, Manager, at  
**HI-SPEED MFG. CO., P. O. Box 57, Station G, New York City**  
Distributed by Berk Bros. Novelty Co., 537 Broadway, NEW YORK CITY.

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FULL LINE OF CAMERAS AND SUPPLIES  
We carry the largest assortment of attractive cameras that have ever been made.  
The Tommie-Morris—lensy apertures—bright colors—new style—new design. Folders,  
new and popular. Black backs—fresh and perfect. Besttime, our own secret formula,  
"CAMERAN" starting at \$46.00; guaranteed perfect. Most attractive mounts and  
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SERVICE: PROMPT AND EFFICIENT  
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MAKE BIG MONEY  
WITH THE NEWLY DESIGNED  
SUSPENDER-BELT**



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They're New!  
They're Different!  
Can be sold as low  
as 25¢ at  
**A BIG PROFIT.**  
Sue-Fire Belts,  
Sample 35c.  
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29 Orchard St.,  
NEW YORK CITY

**PITCHMEN!  
"BRAND NEW"  
The  
UNIVERSAL TOOL**



RAZOR BLADE  
HOLDER  
GLASS CUTTER  
KNIFE  
and  
TOOL  
SHARPENER  
BOTTLE  
CAP  
OPENER  
6 IN  
1  
ALL PARTS  
HARDENED  
TOO TOOL  
STEEL  
EDGE

SCREW  
DRIVER

SEND FOR SAMPLE NOW - 15¢

SPECIAL PRICES IN QUANTITIES  
**STONE BROS., INC.**  
800 S. Ada St., CHICAGO, ILL.

got much money there. They let all of us in this year. I worked, or rather opened, with rug cleaner and closed with Soat or art colors. Both items, however, played to bloomers. I wanted to spring a juicer layout, but did not have enough bank roll. Some of the gang who worked here were Joe Ackerman, peeler; Clements, glass cutters; Kirby and Fox, rug mender; Cecil and Kitty, wire; Charles Myers, wire, and O'Connor, calculator. We're all waiting for the Los Angeles outing show, which opens about April 10, after which we'll start heading north and east. I've already arranged to work a juicer layout at the show, and some of the others who will work it are Pido Kerr, Frank Polk, Joe Ackerman and Windy Lewis, all strong peeler workers. At present I'm working Bill Frost's rug cleaner layout in a local chain store. The law has been a shade rough on the fellows working lots here in Los Angeles. Even with the \$15 reader or soldiers' reader some of the boys got from five to 15 days in the Lincoln Heights cooler. The Better Business Bureau here seems very hostile, too."

**PITCHMEN'S SAYINGS:** "Do unto a sap as he would like to do unto you, only do it first."—Nina Benson.

**THEIR IS . . .** an inclination on the part of some of the contributors to the pipes column to furnish only the surnames of the persons they write about. While the parties referred to may be known thus to their intimates, it must be remembered that "Jones did this or that" is not really appreciated by the large majority of other readers. Some commentators, too, are careless about writing names distinctly, some of which are almost

undecipherable. Let's take a little more care in these matters, boys and girls.

**LET'S MAKE 1938 . . .** the best year for news in Pitchdom. Will you do your bit to accomplish this?

**NOW THAT . . .** you have planned your itinerary, what spots will you make?

**MIND YOUR OWN** business seems to be the key to a long life and good business.

**W. W. FORD . . .** pipes from Denham Springs, La., that he is working paper there and that he has been meeting up with a lot of old-timers whom he hasn't seen in many years. "There are also many trouper in the strawberry belt here," he concludes.

**DAVE COSTA . . .** ascribes from Boston that he is readying a small layout there to push his herbs and herb tablets. He plans to play halls in New England territory. The Cogans, sket team, will tour with him.

**SAM LEWIS . . .** pipes that his herb emporium in Boston is enjoying fair business.

**FAMOUS LAST WORDS:** "That guy is a heel."

**W. H. (BILLY) KNOX . . .** splits from Wichita, Kan.: "Expect to open in a chain store here this week. I'm supposed to go to a hospital, but I'm holding off until later. Understand that the Kress stores here are open, and Dobson, peeler worker, is really going over in one of them. Say, you San Francisco boys, pipe up."



**WIN A TIE**  
48 PULLS - 48 BEAUTIFUL NECKTIES  
48 PULLS COSTING FROM 1c TO 20c. LEGAL EVERYWHERE. BIG PROFITS AND QUICK REPEATS. TERRITORIES GOING FAST. WRITE QUICK FOR FULL DETAILS ON THIS AND OTHER MONEY-MAKERS.

**SALESBOARD OPERATORS**  
Just Out! Our latest and best. 48 beautiful Neckties on colorful board. 48 pulls costing from 1c to 20c. Legal everywhere. Big profits and quick repeats. Territories going fast. Write quick for full details on this and other money-makers.

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**MOST COMPLETE STOCK HOUSE IN U. S. for 4 for 16 Strip Studios  
ONE MINUTE PICTURE MEN AND WHILE YOU WAIT STUDIOS**

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Price \$4.95 in 1000 Lots  
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Radio Demonstrating Outfits Write. We Cannot Be Underpaid.  
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See our Fada Radio ad on page 127.

**FOUNTAIN PENS THAT SELL**  
To Make You Extra Profits!  
Most attractive Pens and Pencils made. Guaranteed unbreakable. Our prices are positively lowest. Write now for new Price List.

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Germany, Spain, China, always at the tip of the tongue. Pictures and flags in color give unexcelled sales features. Inexpensive; sell fast.

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621 Plymouth Ct., CHICAGO, ILL.

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This is to advise all of our old customers that OWE US ANY MONEY for whatever reason, to FORGET ABOUT IT. We have marked all your accounts "PAID IN FULL." Please let us hear from you. We will be pleased to take care of all your requirements.

**BERK BROTHERS NOVELTY CO.**  
527 Broadway, New York.

# Validity of License Laws for Pitchmen

By LEO T. PARKER, Attorney at Law

ALMOST all States and municipalities have in force laws intended to compel transients to pay license taxation. However, a great majority of these laws are void and not effective. The advantage of being able to decide whether a license law is void or valid is that readers may avoid paying illegal or invalid license fees, but if the law is valid nothing but expense, trouble and loss of time can result from violating such law. Therefore, the purpose of this article is to review recently decided higher court cases in order that readers may acquire sufficient information to determine whether a law of this nature is valid. First, it is important to remember that in all States city



LEO T. PARKER

license laws are void which are not authorized by State laws. Moreover, all license laws are invalid which are discriminatory, unless authorized by valid State laws. This is so, whether the law relates to licenses, sales taxes, merchandise taxation or other forms of taxation.

For illustration, in the leading case of *Coit v. Green*, 55 Ga. 678, it was shown that a municipality's charter was authorized by valid State laws and gave power to the municipality to pass license laws. In view of this valid charter provision the municipal council immediately enacted an ordinance which required non-residents to pay license fees for the privilege of transacting business in the city, but residents were exempt from taxation. The higher court promptly held the ordinance invalid, saying:

"When power is given to municipal corporations to impose taxes, it certainly means that the citizens are to be taxed. When the stranger comes into the city he may be watched, but he cannot be taxed if citizens of his class are not taxed, unless there is some special grant of authority enabling the municipality to tax him as a nonresident."

In other words, the law was held void because, altho a State law authorized

municipalities to pass license laws, it did not authorize enactment of discriminatory ones.

On the other hand, it is well to know that the higher courts have upheld the validity of city ordinances which require payment of special license fees by transient merchants who bring a stock of goods into a city with intentions of quickly selling the same, if the ordinance is authorized by a State law.

For illustration, in *Com. v. Newhall* (1895) 164 Mass. 338, it was disclosed that a traveling troupe, for the purpose of advertising certain proprietary medicines, rented a public hall for two weeks, gave entertainments and offered the medicines for sale.

The higher court held the proprietor of this troupe bound to pay a license fee required, under a properly authorized city ordinance, to be paid by all those who are engaged in the business of selling merchandise and have temporarily hired and occupied a building for the exhibition and sale of their goods.

Also, in another case (68 Vt. 622), the higher court held a city ordinance valid which required persons to pay license fees for the privilege of selling goods temporarily in any location in the city. This court held that a license fee of this nature is intended to prevent fraud being practiced on the citizens and is valid when authorized by a valid State law.

### Interstate Commerce

Another important point of the law is that no State or city law is valid which in any manner taxes interstate commerce. The legal definition of "interstate commerce" is the transaction of business between citizens of different State when no distinct part of such transaction is completed in any one State.

For example, if a salesman takes an order and then sends it to his employer in another State for shipment, this is interstate commerce. But if a pitchman takes an order and then immediately delivers it to the purchaser, this is intrastate commerce and the salesman can be compelled to pay a State or city license for soliciting or selling merchandise.

As illustrated in a late and leading case *Lucas* (86 F. (2d) 299) it was shown that a transient photographer exposed negatives in North Carolina and sent them to the home office in Minnesota, where they were developed and pictures reproduced and mailed to the customers in North Carolina.

The laws of North Carolina require the payment of a license tax for photographers and other itinerant vendors. Also an ordinance in the city in which the traveling photographer exposed negatives in North Carolina required payment of license fees.

As above explained, it is well to know that when a salesman or solicitor goes from one State into another, solicits orders, sends the orders to the home office in a different State from where the merchandise is shipped to customers, such salesman and his employer are transacting interstate business and, therefore, neither a State law nor city ordinances are valid by which either the salesman or his employer is taxed in any manner.

The traveling photographer and solicitor argued that he did not finish the pictures in North Carolina but merely solicited orders and mailed the exposed negatives to Minnesota for finishing and, therefore, he was transacting interstate business and was not subject to



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## EASTERN STREETMEN SPECIALS

- No. 3360—Rubber Tongue Rabbits, Fresh Stock, Gross.....\$ 2.75
- No. 1008—Cello, Easter Rabbit Clock Toy, Doz. 75c. Gross..... 8.40
- No. 1001—Mech. Fur Covered Poosh Rabbit, Doz. \$1.25. Gross... 14.40
- No. 7506—Large Fur Jumping Rabbit with Bulb, Doz. 65c. Gross. 7.20

### CIRCUS SPECIALS FROM OUR ADVANCE BULLETIN

- No. 306—Ten Gallon Cowboy Hats, Per Gross .....\$16.50
- No. 920—Snow White and 7 Dwarf Tess Ups. Gross..... 4.00
- No. 1682—New Silk Lash Whip, Best Quality, Gross..... 6.00
- No. 546—Long Spiral Balloons, Gross, \$3.25; Workers..... .30

25% Deposit With Order, Balance C. O. D.

WRITE FOR ILLUSTRATED BULLETINS FEATURING  
HAND-PAINTED SHELL LAMPS FOR SALESBOARDS.

## GOLDFARB NOVELTY COMPANY

20 WEST 23rd ST. — THE HOUSE OF SERVICE — NEW YORK



## DEMONSTRATORS

Experienced Demonstrators will be interested in the

### Wonder Waffle Molds

Just released to Pitchmen. Experts have said that this is one of the cleverest little household necessities ever brought on the market. They make Crisp—Tasty—Delicious Waffles—Quickly—Cheaply and Easily. Demonstrators working Health Shows, Trade Shows, Fairs or Department Stores, write for our SPECIAL 5 GROSS COMPLETE OUTFIT proposition.

WONDER WAFFLET MOLD selling makes a very interesting demonstration and simple to perform. You pass out samples to the Tip. Molds come in 3 Shapes, Butterfly, Rosette and Puffy (Shell as illustrated). They are made of Cast Aluminum. \$14.00 GROSS, SAMPLE SET 13 MOLDS; \$54.15 STAMPS ACCEPTED. RENEWAL DISTRIBUTING CO., 27 W. 24th St., New York City

## BREGSTONE'S ZEPHYR COLOR-GLOW I-L-L-U-M-I-N-A-T-E-D RADIO



### SENSATIONAL TOP MONEY CONCESSION

A Red-Net Special in Radio—new organically illuminated Front Panel in Green, Blue, Rose or Ivory. Shines Bright on the Night—and the biggest dollar-for-dollar value you ever see. Gives your booth the colors of the rainbow—and much to boot. Rush \$2.00 deposit for C. O. D. sample. Start right out with a winner. Cash in with Color-Glow's eye-catching appeal.

COMPLETE COLOR-GLOW S-Tube AG-90 Circuit. E.I. & T.P. & Dynamic Speaker. Built-in Aerial. Any color. Ltd. \$13.45 Sample \$13.85

•Right Now Its Hot•

WRITE, WIRE OR PHONE - NOW

[J. M. BREGSTONE & CO.]  
530 So. Clark St., CHICAGO, ILL.

Dummies for Display Give your booth a million-dollar color flash. Each Only \$5.95

Free 1938 Catalog, showing 62 Zephyr Models. Send for yours now.

## 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

## CROSSES!!

NEW COMPLETE LINE CROSS NECKLACES  
14K Gold Finish — Latest Patterns.  
Immediate service on orders.

ONLY \$10.50 Per WHY PAY GREAS MORE

Send 50c for 5 Samples.

SPECIALS

Ladies' 250 Necktie Charmless Hone, \$1.50 doz.

Ladies' Silk Knee-Length Hone, \$1.50 doz.

WILLIAMS SALES CO., 210 West 8th St., Kansas City, Mo.

Be Ahead of the Crowd  
SUBSCRIBE TO THE BILLBOARD

SPECIALS-CLOSEOUTS

To Reduce Big Inventory

- SHAVING AND DENTAL CREAMS \$7.20
SHAVING AND DENTAL CREAM 4.80
UNIFIED RAZOR BLADES 3.50

To Introduce... Just one order only at this price.

THE FAMOUS SINGER TISSUE THIN BLADE-World's thinnest blade...

NEW PRECISION PILGRIM DE LUXE THICK BLADE-The finest blade of its type...

- ASPIRIN ON CARDS-Each envelope contains a live grain tablet... 7c
PENETRO COUGH DROP-Wholesome product... 2 1/2c
PETROLEUM JELLY-In pure tin tubes... 48c

- PERFUME-High grade, attractively scented... 4.50
NAIL POLISH-In bottles, bakelite caps... 1.44
FIRST AID BAND-AID-Reusable adhesive... 1.75

- GAUZE BANDAGE-1/2 inch, fine mesh... 1.80
STEAMER-With free mask (500 uses) at 1c... 3.60
VANILLA-Very high grade... 7.20

- ARMY AND NAVY NEEDLE BOOKS-In 25c envelopes... 1.05
NEEDLES-In envelopes... 2.25
FLASH NEEDLE PACKAGES-20 paper (retail 10c)... 5.00

- NEEDLE THREADERS-With loop, on card with illustrated directions... 35c
SAFETY PINS-Silver, nickel plated, 12 assorted... 1.44
POCKET COMBS-Dumelle, Green... 2.75

- SUN GLASSES-Exceptional value (25c retail). Colored... 5 1/2c
HARDWARE-Knives, pens, etc... 19c
SHOE LACES-American-made... 30c

WE ARE OVERTOCKED WITH THESE ITEMS... MILLS SALES CO. 901 BROADWAY, New York, N. Y.

CONCESSION WORKERS When Near Endless Variety The New Novelty Sales Co. 131 E. Illinois St. HEADQUARTERS FOR GAMES, BALLOONS, MONKEYS, DOLLS, SLUM, CHINA, ETC.

BE THE LIFE OF THE PARTY FUN-MAGIC-MYSTERY. Over 200 Articles to choose from... T. R. PAYNE, 25 Central Place, New York, N. Y.

payment of any State or city license fees in North Carolina.

However, the higher court held the solicitor-photographer bound to pay both the State and city license fees in North Carolina because exposing the negatives was a completion of a distinct part of the transaction.

"We do not think that the fact that the negatives of the photographers, after the taking, are sent away to Minnesota to be finished makes the transaction one of interstate commerce. The actual work of the photographer is done in the State and the mechanical finishing of the negative does not change the fact that the photographer is carrying on his business in the city of Charlotte and the State of North Carolina."

Also, while a municipality cannot legally tax nonresidents if residents are exempt from taxation, yet a person who does a manufacturing business in a State is subject to taxation for the privilege of doing business in the State, although he may have his principal place of business in another State.

Now while the point of the law does not appear to affect the average itinerant vendor or pitchman, yet, actually, it does. For example, in one leading case an itinerant vendor assembled the articles which he sold. He was held liable for payment of a manufacturer's license under a valid law, although he was not subject to payment of a license fee under an invalid city ordinance.

Therefore, in view of this late decision, it is quite apparent that any itinerant vendor, solicitor, pitchman or the like is subject to payment of State and city licenses if any part of manufacturing the articles being sold is performed in the State or city.

State Law Variations

As previously explained, ordinarily laws are void which require payment of higher license fees by those who reside outside the State. However, a late Louisiana court varied from the usual law.

For instance, in State v. Bridges 173 So. 515, the court records show that a law of Louisiana was passed to encourage the establishment of manufacturing companies within the State. And another law was passed which requires peddlers, pitchmen and the like to pay an annual license fee of \$200.

A pitchman who purchased his wares outside the State was arrested for failure to obtain a license. Although the pitchman contended that the law was void because it requires payment of exorbitant license fees by those located outside the

State and exempts those who reside within the State, yet the higher court held that the pitchman was bound to pay the license fee and penalized him for failure to obtain the license. This court said:

"It is conceded that the merchandise was not in transit but was brought into the State for the sole and only purpose of selling it and reselling it here. Consequently there was not the slightest interference with interstate commerce."

Review of Void Laws

A complete and thorough review of leading court cases discloses that many conditions may exist which result in State and city license laws being invalid. These cases are as follows:

An ordinance imposed a license tax on peddlers, pitchmen and the like and exempted merchants having a permanent place of business in the city. This ordinance was held unconstitutional. (See 150 Pac. 852; 1840 Mo. 62).

Another ordinance exempted from payment of license fees all bona fide residents of the city. The court held that this ordinance violated both State and Federal constitutions (166 Minn. 170) 122 N. W. 255.

An ordinance was held void which requires persons residing temporarily in the municipality to obtain a license to sell goods. (Carrollton v. Bazette 159 III 204).

A law was held void which imposes a greater license tax on nonresidents than on residents. (State, Morgan, Prosecutor v. Orange 80 N. J. L. 389).

All State and city license laws are void which require hawkers, peddlers, pitchmen, etc., to pay licenses if such laws exempt from the license tax residents having a permanent place of business and who pay a certain tax on their stock of goods (State v. Mitchell 97 Mo. 66); or exempt from the payment of license tax certain residents of the State (Rogers v. Kent Circuit Judge 115 Mich. 441); or exempt from payment of the license citizens of the State selling products produced in the State (see par. Davis 21 Fed. 595).

Also a city ordinance was held void which requires nonresidents to pay a fee to distribute handbills within the city, which license is not required to be paid by residents. (Edgin v. Winchester 309 III 214).

A State law was held void which provided that pitchmen who are residents of the State must pay \$25 license fees but if they are nonresidents they shall pay \$50 (State v. Mercer 132 Md. 263). And also a city ordinance was declared void which specifies that, to safeguard the citizens, all auctioneers, hawkers and pitchmen who do not reside in the city must furnish a bond and pay a license fee. (11 Ohio Dec. Reprint, 612; 283 U. S. 57).

A State law was held void which requires nonresidents to obtain a license before engaging in the business of can-

THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$3.50

Every Player becomes a Fight Fan. Locations are unlimited—legal everywhere. The Cabinet's Finish and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick. 70 NAMES 70 PRIZES. BIG VALUES. At 10c a Sale, the Cabinet brings in \$7.00. Last name pulls a Year Special Prize. FREE. 1 World's Champ with every order of 10 (single shipment). Month 25% Deposit — Balance G. O. D. JEDRO 134 W. 32nd St., New York City.

Whirlaball THE ACROBATIC BALL

EVERYBODY WILL BE DOING IT... HERE, THERE... EVERYWHERE

Never a more profitable demonstration item. Balls whirl in opposite directions at same time. It's wondrous—so easy to do. Men, women, children stand in awe whenever it is in action and immediately want to try it out—all you do is draw the crowd—then hand them out.

SEND FOR YOUR SAMPLE, COMPLETE INSTRUCTIONS AND QUANTITY PRICES TODAY—GET STARTED WHILE IT'S STILL NEW AND FASCINATING.

MAKE BIG PROFITS from Whirlaball. Fast Seller by demonstration GIVE IT A WHIRL!

PIQUA GENERAL SUPPLY CO., PIQUA, OHIO

WESTERN HEADQUARTERS FOR DUMMY DAN, GABBY JOE, WILLIE TALK, DUMMY McSMARTY. VENTRILOQUIST DOLLS. All Sizes and Styles for Immediate Delivery. CONCESSIONAIRES WIRE—WRITE—PHONE FOR PRICES. Full Line of Carnival and Concession Merchandise. CHARMS, Ass'd., 30c Per Gross for Vending Machines. KINDEL & GRAHAM The House of Novelties. 1054-1058 Mission Street. San Francisco.

NAUGHTIES 12 Designs or NUDIES. GLASSES 10c Each DECALS \$30.00 per M. Make Sales and Profits. SELL ON SIGHT. All the Regs. HOME—CLUB and BAR. TRADE STIMULATORS. UNITED SALES & SERVICE CO. 325 N. WELLS ST., CHICAGO.

STREETMEN AND CIRCUS SPECIALS. WHIPS SPANISH HATS... GROSS \$ 7.00... \$4.00. NEW SELECTION OF NOVELTY BROODING PINS. 12 Different Styles, Selling very big in New York. On Badge Board. Gross Act... 4.00. Sample Dozen 50c Prepaid. 25% Deposit on all orders. Bal. G. O. D. Write for New 1938 SPRING CATALOG. HAMMER BROS. 114 Park Row, New York, N. Y.

PLUNGER PENS. \$17.00 PER GROSS. Don't Buy Your Pens Until You See Our Samples. No. 4—PEARL PLUNGER... \$23.50 No. 5—MAGGLE COBB PLUNGER... \$1.50 No. 6—PEARL PLUNGER... 28.00 No. 8—JUMBO ASSORTED COLORS... 30.00 All 4 Samples, Prepaid, 75c. 347 Plymouth Bldg., BENSON PEN CO., Minneapolis, Minn.



vansing, hawking, peddling or otherwise selling goods where residents are not regulated by the same law. (12 Pa. Co. Ct. 641; 242 U. S. 648).

Another important and leading case is State 171 Iowa 678. In this case a State law was held void which required any and all transient merchants to hire, lease or occupy a building. This State law was void because it did not apply to pitchmen and others who may sell their goods on the streets or on vacant lots.

- CONN.—Hartford, Shrine Circus, 4-9. New Haven, Better Homes Expo., 4-9. PIA.—Belle Glade, Everglades Fair, 3-9. GA.—Thomaston, Food & Auto Show, 4-9. IND.—Indianapolis, Home Show, 1-10. ILL.—Springfield, Dog Show, 3. MICH.—Detroit, Sportsmen's Show, 3-9. Detroit, Vets. Foreign Wars Carnival, 4-11. GRAND RAPIDS, Indoor Circus, 7-9. MINN.—Minneapolis, Dog Show, 9-10. NEB.—Omaha, Dog Show, 6-7. Omaha, Shrine Circus, 4-9. N. J.—Atlantic City, Dog Show, 9. N. Y.—White Plains, Trailer Show, 4-10. O.—Columbus, Home & Flower Show, 2-9. Marietta, Northwest Territory Celebration, 6-10. Toledo, Dog Show, 9-10. OKLA.—Enid, Tri-State Hand Festival, 7-9. TENN.—Nashville, Home Show, 4-9. JACKSON, Air Show, 10. TEX.—Raymondville, Oodan Fiesta, 8. W. VA.—Chester, Indoor Fair, 7-9. WIS.—Oshkosh, Home Industrial Show, 6-10. Neenah, Home Show, 7-9.

Events for 2 Weeks (A New Weekly Service)

- (Week of April 8) ALA.—Birmingham, Dog Show, 8-10. CALIF.—Los Angeles, Aircraft & Boat Show, 2-10. Oakland, Food Show, 2-9. Santa Monica, Dog Show, 10.

STRATFORD - SHAYER ELECTRIC RAZOR. The long-life mechanism is contained in a sturdy bakelite case designed to fit the hand and available in beautiful black color... \$2.35 (in doz. lots) Sample \$2.50 Each.

FILTER CIGARETTE HOLDERS. Made of Cellulose with aluminum. Packed in a beautiful black. Down mounted on double end. \$1.75 per doz (12 holders). 25% Discount on C. O. D. Orders. PEERLESS SALES COMPANY 8 South Dearborn Street, Chicago.

DEMONSTRATORS! Sensational! Free Offer! HOT COMBO. Shone's No-Fat Powder—A thimble for three, shining, burning, perspiring feet. DEMONSTRATIONAL demonstration on hands turns 30% of lip. Sell one for 25c, give other free. Mean working sales look \$400 in 2 days. Sell, I'll say. Shone's! Gum and Galtous Bumper—an indelible brand in swirl new package. FREE—With each double gross you get, absolutely FREE, 1 dozen Jare Shone's Almonds Fast Oilseed, wholesale price \$1.50 doz., a retail 80c retail, 50% disp. on all orders.

DOUBLE GROSS \$9.00 (One Gross of Each) F. O. B. N. Y. C. SLOANE PRODS., Inc., 143 W. 41 St., N. Y. CITY. DEMONSTRATORS ENGRAVERS. Illustrated Ring made in Sterling or 14K Gold. Price \$1.75, \$12.00. Gold \$1.75. (Deposit with Order). Send for Catalog of newly created Crosses, Pins, Identification Bracelets, etc.

THEODORE KANE CO. 19 WEST 34th ST. NEW YORK, N.Y.

7 WATT PORTABLE 110 A.C. AMPLIFIER USING THE NEW 6L6 BEAM POWER TUBE. A 4-tube amplifier in an attractive carrying case covered with imitation airplane tweed canvas. Has tone and volume controls and a built-in microphone unit. Can be used with phonograph or mike. The 6L6 feeds into a large dynamic speaker that is able to reach the audience with clearness that is surprising for an amplifier of such light weight. Sold complete with matched tubes, case, speakers, microphone and battery. \$16.45. NOTHING ELSE TO BUY. NATIONAL RADIO LABS., 32 Neptune Ave., JERSEY CITY, N. J.

FOR THE FIRST TIME IN HISTORY A NATIONALLY FAMOUS RADIO—FADA. Get on the band-wagon today and give your customers a radio worth while. The latest priced Radio ever to bear the Quality Name of "FADA". (5 Tube A. C. D. C.) High Efficiency! Tuning American and Police Dynamic Speakers! 3" full vision dial! "On-Jewel" On-off indicator! Size 10 1/2" long, 7 1/2" high, 6 1/2" deep. Shipping weight 9 lbs. 3. IN DOZEN LOTS \$8.95 EACH. SAMPLE \$9.71. TERMS: 1/3 Deposit, Balance C. O. D. J. J. STONE DISTRIBUTING CO., 710 Pine Street, ST. LOUIS, MO. See our ad on Merchandise Pages on Page 134.

Our little reminder in the last issue served its purpose. Several brothers took the hint and sent in their dues. How about you and you? Each day finds some of the boys leaving. Soon we will be alone. Keep us posted as to your whereabouts as we may want to get in touch with you during the summer. Perhaps you have changed your address and neglected to advise us. Just scribble it on a postal card and shoot it in. It's really necessary that we have your correct address. It will save much postage.

Ladies' Auxiliary. Thursday's social was well attended. Clara Hollis Barker, hostess, selected a number of beautiful prizes and members and friends who participated reported an enjoyable affair. Sister Pearl McGlynn donated a box of chocolates, which was awarded to a guest. Sister Mrs. Bert Clinton was awarded the evening top prize, a Pirex Set.

Sister Mrs. Fannie Plaisir, fully recuperated from her recent accident and injuries, attended, as did Mrs. A. Delgarian. Immediately after the social, members and guests enjoyed a little surprise party in honor of Fannie Patton's birthday anniversary. It is evident the club is progressing rapidly in its arrangements and preparations for the huge Social to be held in S. L. of A. clubrooms April 30. Members who have not sent in their dues as yet, please let this be a reminder.—ELSIE MILLER.

West Bros.' Shows Open Good; Fri., Sat. Very Cold

CAPE GIRARDEAU, Mo., April 2.—West Bros.' Shows opened their season here Thursday night, auspices the local National Guard unit. Third consecutive year same location and committee. Good weather for opening night brought out a large crowd to see the show, which is considered "Cape's" own, resulting in a nice gross for all. Weather very cold Friday and Saturday. Show is greatly improved over last season, with high light towers, new fronts and everything well painted. J. W. and Virginia Laughlin were recipients of many telegrams of well wishes and office crowded all night Thursday with show's many friends. Friday afternoon, Morley Day, brought out over 1,000 school children as guests of show's management, with everything, including red soda and hamburgers, free. Reported by Bruce Barham.

Gooding Inspects Spillman Plant and Places Order

NORTH TONAWANDA, N. Y., April 2.—On a recent visit to the Spillman Engineering Corporation here Floyd Gooding, of the F. E. Gooding Amusement Co., made an inspection of the plant and expressed amazement at the meticulous care and wealth of engineering detail involved in creating modern amusement devices. After the inspection he placed a substantial order for the major features of the Spillman He-De-He to bring his present offerings up to what he terms 1938 standards. During his stay Gooding spoke at length on various aspects of the show business. He was very emphatic in his condemnation of certain exhibitors for their tendency to close their eyes to petty racketeering practices as well as showmen who feel that success can only be attained thru ruse and salsacious shows. To illustrate his belief that cleanliness really pays, he pointed to a record of having exhibited at one fair for 21 out of 22 years. Gooding's record for clean showmanship is an enviable one.

Eyerly Factory Humming To Fill Orders for Rides

SALEM, Ore., April 2.—Factory here is working full shift and half night shift to meet demand for Octopus and Loop-o-Plane rides, said Abner K. Kline, sales representative of Eyerly Aircraft Corp. who remarked he hoped this was a criterion of what the season would be. Harry C. Baker, Park and Beach Supply Co., New York, ordered two Octopus rides, he reported, and orders are in from Riverside Park, Indianapolis; Natatorium Park, Spokane, Wash., and Albert Kunz, New York. Also the new side Roll-o-Plane is not yet on the market orders are in for two. O. N. Crafts bought the one displayed at the National Orange Show, San Bernardino, Calif. Ride is expected to be out in several weeks after some changes have been made.

HERE THEY ARE 4 OF THE "HOTTEST" PREMIUMS IN AMERICA! 4 NEW ITEMS THAT WILL INCREASE SALES AND PROFITS. 4 WAYS TO OPEN NEW LOCATIONS... INCREASE PLAY. 4 TIMES AS MUCH VALUE WHEN YOU BUY FROM "EVANS". Here are four OUTSTANDING Premiums... unique... different... better! Each one priced so that you can make more profits than ever before.

FISHING TACKLE "Right in Season". The season's greatest premium value. Each Set complete in every detail. A big "Dash" display that brings fast play.

CANDID TYPE CAMERAS "They 'Click' Everywhere". Cash in on the nation-wide Candid Camera craze. Here's one everybody goes for. Uses standard film. Takes marvelous pictures.

WORLD'S TINIEST RADIO "Everybody Wants One". The only really perfect Pee-Wee Radio on the market. Its tiny size and perfect performance make it the fastest seller in the world.

NEW ELECTRIC CLOCK "Pennwood Chieftain". The clock of the future. Absolutely new. Amazingly different. The only clock that gives you "time at a glance".

Wire or Write for complete details and prices, NOW! EVANS NOVELTY CO. 946 Diversey • Chicago EXCLUSIVE DISTRIBUTORS

**TRAILER BUILDERS USERS!**

**FIT-INS AND REPLACEMENTS**

Get your parts immediately for any type of trailer in 7 or 10 day time on the road. Reasonable prices. Send for FREE 1938 catalogue of everything for the trailer builder—the most complete catalogue of trailer parts ever published.

**EVERYTHING for the TRAILER BUILDER under one roof**

**free**



**N.Y. TRAILER BUILDERS SUPPLY COMPANY**  
217 W 53rd St., N. Y. C. COL. 1493

**Pacific Coast Showmen's Assn**

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 2.—Forty-eight members were present when First Vice-President Harry Hargrave called Monday night's meeting to order. Other executives in attendance were Ross R. Davis, treasurer, and H. O. Hawkins, secretary.

No important reports from standing committees were forthcoming. Many plans are being discussed, however, and there is a most gratifying spirit being manifested by the membership.

A vote of thanks was given O. N. Crafts for the fine entertainment given club members of the organization, and to William M. Stark, manager of the National Grange Show, for the many courtesies bestowed.

Ben Acatin, acting manager of the Al G. Barnes-Sells-Photo Circus, lettered an invitation to members to be the show's guests April 4 at the Washington and Hill street lot. This received a big hand and a vote of thanks. John Miller has been appointed to handle the admission tickets. In return the club has designated April 5 as Al G. Barnes-Sells-Photo night and there will be lunch, refreshments, entertainment and dancing.

J. Ed Brown, Frank J. Downie and Harry Seber are on the committee. Harry Seber also will arrange the menu.

Visitors during the week included George Haley and Carl Foreman. Next week's meeting will be the last for Joe Glacey and Joe De Mouchelle.

Recent occurrences emphasize the fact that every man who calls himself a showman or is connected with the business should be a member of a showmen's organization. The calls that come for aid from those who could have but did not affiliate themselves with showmen's organizations is reason enough for you to join an organization which has the interests of showmen at heart.

Weekly award went to Moxie Miller and he generously put the amount in the Lion's Head. After adjournment, Harry Seber served buffet lunch and refreshments.

**Ladies' Auxiliary**

President Peggy Forstall presided at regular Monday night meeting held in clubroom. Seated with her were Secretary Ruby Kirkendall, Treasurer Inez Walsh and Chaplain Mother Fisher.

Invocation and salute to flag was led by chaplain.

Roll call was answered by 37 members and regular business of reports from committees proceeded.

A gracious invitation from Al G. Barnes-Sells-Photo Circus management to auxiliary and brothers of PCBA to be its guests at Monday night performance, April 4, was read and applauded. This is a yearly custom of circus and Showmen's Night has come to be an enjoyable feature. Secretary was instructed to send a card of thanks to the Crafts Shows for their entertainment of club at Orange Show, March 22.

A silver cup was sent to Sister Molly Lindenbergs' new baby, also congratulations to proud parents.

Plans for a card party to be held April 23 were discussed and will be carried out.

Babe Miller introduced a new member, Edna Morgan, and she won bank award.

Sisters Rose Clark, Florence Webber and Nina Rogers were present for last time this season, as their shows left town this week.

There will be no meeting next Monday, as it is Circus Night. Reported by Inez Walsh.

Can Be Furnished With 6 or 10 qt. Kettles



**GENUINE TALCO POPPER**

A genuine Talco Kettle Popper at Lowest Price ever made for a quality machine. Big capacity. Best materials and construction. Pressure Goggles, Gas or Electric heat. Write for descriptive circular.

**TALBOT MFG CO., 4527 Lexington St., Chicago.**

**NOTICE!**

**Wanted**

All agents engaged answer this call. Show opens April 30th, Alexandria, Va. Can Place Agents in all Grand Stairs, Clothes Fin, Pitch, Blower Alley and Roll Down. Blings Help Wanted.

**JACK GILBERT,**  
World of Mirth Shows, Richmond, Va.

**Quality Tents**  
for the CIRCUS, CARNIVAL & CONCESSIONS

185 WOODRUFF ST. NEW YORK CITY

**ERNEST CHANDLER**

**ORANGE STATE SHOWS**

Open season April 15 in Virginia. Want Rides of all kinds. Will book two or three Shows with their own outfits. Can place Concessions of all kinds. Can place one more High Free Act. This show is booked in the heart of the coal fields. Wire or write **LEO M. DISTANY,** Matz Hotel, Bluefield, W. Va.

**WANT**

For South's finest carnival route, West Point Live Stock Show, this week; followed by Shine Carnival, Madison; American Legion Fair, Vicksburg; Elks' Celebration, Natchez; all Mississippi, Octopus or Boomerang Rides, Grand Shows and Concessions, Scales, Fortune Teller and Grand Stairs. Address

**JOE GALLER, Mgr.**  
BUCKEYE STATE SHOW, West Point, Miss.

**WHITE METAL Steer-Head Pins**



Order Now!

**CHARLES ALDRIDGE,**  
Case Billboard,  
1594 Broadway,  
New York City.

A Wonderful Steer-Head Pin \$8.50 per Gross

**CAVILLA THE CLOWN**

WANT YOU WITH ME. WIRE FOR TICKET. DOC HOWELL, 3495 L. J. BETH SHOWS, THIS WEEK, CLARKSVILLE, TENN.

**FOR SALE**

450 feet white sidewalk, 10 feet high, nearly new! 12 lengths canvas blinds, 10-foot high, 20-foot semi-trailer-tractor other trucks, trailers, seats, poles, stakes, A-W, stands; all A-1 condition. Priced reasonably. 100-foot R.T. with 20-foot sidewalk, shade, fair, needs repairs. \$425. Address **CARL WILLIAMS, Dept 3, Evansville, Ind.**

**HAAG BROS. THREE RING CIRCUS**

WANTS A-1 Banner Men with own cap. Men for side one 50 with three 20-foot semi-trailer-tractor other trucks, trailers, seats, poles, stakes, A-W, stands; all A-1 condition. Priced reasonably. 100-foot R.T. with 20-foot sidewalk, shade, fair, needs repairs. \$425. Address **CARL WILLIAMS, Dept 3, Evansville, Ind.**

**Moss Branching Out**

PHILADELPHIA, April 2.—Moss Bros. Nut Co., of Philadelphia, has opened a branch in Pittsburgh, at Fifth and Bingham streets, on the South Side. Firm will carry a full stock of all its products at the new location.

**WALTER A. WHITE** is still at Quincy, Ill., and feeling fine.

**Hennies Bros.' Shows Open; Marred by Chilly Weather**

SHREVEPORT, La., April 4.—With all the glamour that attends a "home town" opening the Hennies Bros. Shows started forth on their 1938 season here April 2 under Lowe McFarlane Post No. 14, American Legion, auspices.

Their initial performances, a Saturday matinee for the school children promoted thru a radio tie-up with KRMD, "Shreveport's Friendly Station," proved a big one, but Saturday night extremely chilly weather cut attendance to 2,700 paid admissions, according to a check on the main midway gate. The two young and progressive showmen, Orville W. and Harry W. Hennies, were very unfortunate in making their debut for the season due to a "norther" hitting here Friday night and sending the thermometer down to 42.

The Shreveport Times and Shreveport Journal for the past 10 days used much art and space heralding the Hennies Bros.' opening, the first showing of this

mammoth carnival in this city. Show has been wintering here the past two years, and Radio Station KRMD spot announced and used three 15-minute studio programs with show talent before the show opened. Each evening during the 10-day stand this station will send programs and "trips around the midway" by direct remote control from the showgrounds. All this most creditable work being done by the show's publicity director.

**Enlarged in All Departments**

Hennies Bros.' midway this year is considerably larger in every department over season 1937 and makes an impressive appearance.

New show fronts are now the last word in modernistic design with chrome and copper trimmings, neon tubing and neon signs adding much to their attractiveness.

A few days before opening Homer

**WEST BROS. SHOWS WANT**

Concessions that work for stock. Due to disappointment can place good Side Show; have new top, 120-foot banner line. Good proposition to right party. Will outfit meritorious Shows or book those with own outfits. Slim Cunningham wants capable Grand Stair Agents, Dancers for Hula Show and Dancers for Revue, young, attractive and experienced. Percentage with guarantee. Write Russ Morgan, Capable, reliable Show People. The fastest growing motorized show in the Middle West can use you. Fair Secretaries wanting a good, clean, large Midway get in touch with us. We have a few open dates. Cape Girardeau, Mo., week Apr. 4; Murphysboro, Ill., week Apr. 11

**LAST CALL GERARD'S GREATER SHOWS LAST CALL**

OPENING APRIL 16, NEAR NEW YORK CITY.

HIDE HELP WANTED, experienced only. Foreman on Cannibal, Peppé Wheel, Whip. All Grand Concessions. Quack, Cash, Candy, Floor, High Sticks, Shooting Gallery. Can place Lasso-Play with own power, or Any Other New Rides. Long Season, including a lot of Good Acts.

**CHARLES GERARD, Suite 611, 1547 Broadway, New York City, Phone Longura 8-6662.**

**PHOTO MEN**

SAVE \$10! Build your own street, positive cabinet. Purchase only the mechanism—the "works" of the outfit. The Photolet is the only complete unit made for installing in your own tent. Most dependable and widely used mechanism in the Strip Photo business.

1 1/2" x 2" Mechanism, complete ..... \$25.00  
3" x 3 1/2" Lens in Shell, etc. .... 24.50  
Other Sizes in Stock.

**PHOTRAIT COMPANY**  
533 E. 140th Street, Cleveland, O.

**Kiddie Auto Ride**

AT LIBERTY with truck. Will book the same or sell complete.

**MILTON STIPANOVICH,**  
Hamilton Hotel, San Antonio, Tex.

**TEX MONROE'S ODDITIES ON PARADE**

Win Tilly's Shows This Year.

All Acts contracted for our report before April 20; others write me at once. BOX 207, Ladd, Ill.

**CARNIVAL WANTED**

**Warsaw Homecoming**  
AUGUST 18, 19, 20.

**FRED G. BUCKLEW,** Warsaw, O.

**WORLD OF FUN SHOWS**

WANT Flat Rides, Legitimate Concessions of all kinds, Shows with or without own outfit. What have you? This week, Kansas, Mo. C. I. BERT, 2000 E. Glade Highway, Va. Address all mail to J. J. STEGLAR.

**ACCOUNT OF DISAPPOINTMENT**

Can place Girl Show with or without outfit. Also Grand Shows. Have outfit for Ten-in-One or show with own outfit. We have 9 Rides, 25 Concessions, Scales and Kibitzery. Open **BARKER'S SHOWS,** Charleston, Mo., this week.

**GOLDEN GATE SHOWS WILL OPEN APR. 15**

Have outfit for Gosh Show, Gosh Show Whistle with Sailer Jack. Have outfit for Ten-in-One. Will book any Grand Show with own outfit. Want Baby Rides or any Flat Rides. Will sell machine on Corn Game, Custard, Diggers, Cookbooks. All Stock and Grand Concessions open. Hilda Hild comes on. Fully Oiler open on Brass and Performers for Big Show. F. A. OWENS, Attleboro, Ill.

**W. A. GIBBS SHOWS**

WANT Hillbilly Show. Have complete outfit. Have outfit for Hoops, Frank, Monkey or any Grand Show. Will book either with or without outfit. Better come on. Will book Concessions working one of a kind. What have you? Can use Ball Game Agents, also Penny Pitch. Will book Flat Rides or Octopus. Colterville, Kan., April 2-9.

**W. A. GIBBS.**

Gilliland, show's special agent, came here, but left day of opening for his home, Dyersburg, Tenn., to pick up Mrs. Gilliland and continue to Fort Smith, Ark., where the show goes after its engagement here.

Much credit is due Speedy Henry for his part in building five new show fronts in quarters. Inner trimmings and stage settings for Mr. and Mrs. Jack Page's new posting show, *Chez La Femme*, were built by Milford Smith, of Campbell Tent and Awning Co., and are worthy of a Billy Rose production.

Owing to late arrival of new tents from Kansas City, Jack Page's *Red Hot and Blue* and Mrs. Francis Page's *Chez La Femme* attractions could not get ready in time for opening day.

Telegrams of good wishes were received, including messages from the Showmen's League of America, Heart of America Showmen's Club and scores of friends of the show and Harry W. and Orville W. Hennies, and several beautiful floral pieces with expressions of good wishes from different business concerns in Shreveport and William H. Hirsch, secretary-manager of Louisiana State Fair. Reported by Joe S. Scholibo.

# Hartmann's Broadcast

CARNIVAL showmen tell us that it's not difficult to get letters of recommendation of shows and personels from committees and city officials, but we don't think we can be contradicted when we say it's an uncommon thing to obtain such letters from ministers.

Joe Galler, of the Buckeye State Shows, is one manager who is very proud to have in his possession such a testimonial which he received from the Rev. J. Bunyan Middleton, pastor of the Eupora Baptist Church, Eupora, Miss., last September. All those familiar with Joe's methods of operations and types of shows and concessions carried should agree that he is fully deserving. It is Joe's belief that the testimonial is the first his show has ever received from a Baptist preacher.

## POPCORN PEANUTS

CARTONS-BAGS-ONES-SEASONING, APPLE-STICKS, COCONUT, COLOGNE, GLUCOSE, POPOORN, SALT, PEANUT WARMERS, GRANULATED PEANUTS. The best references in the world we can give are "Back" Weiser, Bob Russell, "Burr" Russell, Mrs. J. C. King, Dr. H. Jensen, "Smiley" McCargo, Joe Lima, Al Moore, H. D. Washburn, Mrs. Nancie, J. McCarroll, T. H. Owens, and many others. CASH IN ADVANCE. BEST PRICES. A refund will be given you our Special Low Price List. Write for it! WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MECHANICSHIP. WE HAVE IT!! MOSS BROTHERS NUT CO. 211 N. 24th St., 5th & Bingham (So. Side) Philadelphia, Pa. Pittsburgh, Pa. Phone, Market 1711. Phone, Hancock 4507.

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Safety • Service, Satisfaction.  
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COLUMBUS AVE., 56th and 67th Streets, NEW YORK, N. Y.  
"A DeLuxe Service That Costs You No More."

"The Showman's Insurance Man"  
**Charles A. Lenz**  
See Ad on Page 147

## WANTED

Two or three Outdoor Athletic and Comedy Acts, June 30-May 1, for Research Annual. Write Branch Unit National War of Wives, H. W. SCHULTZ, Chairman, West Branch, Mich.

**SECOND HAND SHOW PROPERTY FOR SALE**  
Wholesale Main, 15000 lot. See conditions, all cheap. \$45.00 Feathering Guss Weight Scale, five condition. \$1.75 Men's White Buckskin State Shows, all size. \$25.00 Sewed Box, with wood blades. Lifetime Mechanical Mass Side-Show. Baskets and shows. WE BUY ALL KINDS OF RINK SCALES AND CONCESSION TENTS.  
WELLS'S CURIOSITY SHOP, PHILADELPHIA, PA. 20 S. 2nd St.

**EDDY BROS. CIRCUS**  
Wants Double Trap team that does others! Tight Wire act, 2 or more people; Lady and Gent Single Act; experienced people to work State Show routes; Healthy and Musical; Good Showmen; Good Concessions. For big pay. All state lowest salary. Show open April 23.  
CHAS. T. HUNT, 2050 S. Broad St., Trenton, N.J.

**WILL PAY CASH**  
for Merry-Go-Rounds, 32 feet, two abreast. Must be in good condition. Also Ell Power Unit. Want Side Operators for Ferris Wheel and Merry-Go-Round. Celebration committees contact us if you desire a truly good and clean Carnival. B. & W. AMUSEMENT CO., 1008 S. Charles St., Baltimore, Md.

**LAST CALL**  
Police Indoor Carnival, Danville, Va., April 11-16. 21 and 22 admission tickets sold. Want: American Football, Photo-Win, Ball Game, Bowling Alley, Hoops, Stack Woods. Also can place your real Concessions Agents. Write, please include. **POLICE SPINNING INDOOR CARNIVAL.**

**WANTED**  
Contracting Agent, one-day stands, Double Barrel, Coney Island, experience. Reliable, second class, newspaper, lithograph, card man preferred. Acts with car. Crown for advertising. Good Post Card, Reply Ball, Low price salary. Pictures to be sold. Banners open. Fair towns up to 60,000, seven nights, some stations. Will buy about 10 horse length, three, seven or eight high. L. L. BARNES, Miami Hotel, Dayton, O.

**FOR SALE**  
Peak five-legged Bull, two years old, healthy, quiet. Also Bull-dog, Doberman Pinscher.  
**H. HOHL**  
Independence, Ia.

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

Shows, is one manager who is very proud to have in his possession such a testimonial which he received from the Rev. J. Bunyan Middleton, pastor of the Eupora Baptist Church, Eupora, Miss., last September. All those familiar with Joe's methods of operations and types of shows and concessions carried should agree that he is fully deserving. It is Joe's belief that the testimonial is the first his show has ever received from a Baptist preacher.

For the benefit of those who might be skeptical, we print the minister's letter, for which, we feel sure, Joe would not take anything in the world. It follows:

"This is to say that the Buckeye State Shows, conducted by Gentsch and Galler, are this week showing in Eupora, and that I have seen almost all the attractions they offer.

"In the first place, I am not a strong show fan, and there are always things which I cannot fully endorse, but when I compare Buckeye State Shows with other carnivals they are found to be so different that comparison in name or nature is hardly fair.

"The Buckeye State Shows seem to be entirely free from one kind of vice which usually follows every kind of show, namely, loose women.

"The personnel of the management and performers is JUST DIFFERENT. They seem to be clean and honorable, and most of them are Southerners and Mississippians. If all our shows were as clean, the after effects would be different.

"The law and decent society have been respected by these shows in Eupora, and will be welcomed back to our town."

Now, who is there to deny that it pays to have a show that will pass the most rigid test—one that elevated rather than lowers the standard of carnival amusement?

WE invite criticism on stories printed in *The Billboard* that are not accurate. We feel that such criticism makes for more reliability. But sometimes the critics are not always right.

When we are criticized for an alleged misstatement we always make an investigation, and if the one responsible for the information is found guilty of deliberately misleading us he is denied further space in the news columns. But, as we have just said, sometimes those criticizing are not always correct.

A case in point was the party recently given on the midway of the White City Shows in Inglewood, Calif. Following complaints from several people that the story on page 53, issue of March 12, about Mrs. C. F. Corey entertaining many guests on her birthday anniversary, we wrote Walter de Pelilton, who furnished the story, that the complainants said no such party took place and that we would like to know his side of the case. Walton replied promptly, and judging by his answer, there appears to have been some confusion as to whether it was a Pacific Coast Showmen's Association party or a birthday party on Mrs. Corey. Walton explains it thus:

"With reference to the article regarding the birthday party of Mrs. C. F. Corey, the article was entirely correct. When I sent it in I did not have any idea Steve Henry would send me one, too. I have always extended to Mr. Henry the courtesy of writing the opening article and, naturally, thought he was just going to write that one up. He called it the PCSA party and I called it what it really was—the birthday party of Mrs. C. F. Corey. If the people who attended did not know it was Mrs. Corey's birthday they must have been too far under the influence of something or other. There were so many people present that I did not wish to slight anyone and may have added a few names, but the birthday party did come off and Mrs. C. F. Corey will sign this letter to vouch for same."

A postscript to Walton's letter, signed by Mrs. C. F. Corey, reads: "The party given in Inglewood was to celebrate my birthday." With that our duty in connection with this case is completed.

THE policy of everything clean and above board in the way of amusements and concessions again will be in effect at the York Interstate Fair, York, Pa., this year; in fact, nobody need worry about this as long as Sam S. Lewis officiates as president and general manager.

And the same showman center will be on deck—J. P. Murphy. This will make Jim's fifth year at York, and he also goes back to the Bloomsburg Fair, Bloomsburg, Pa., for his third year in the same role.

# A REAL OPPORTUNITY..

**Moto Scoot**  
CHICAGO, U.S.A.  
**120 MILES to the GALLON**  
**SMOOTHER PERFORMANCE**



The new 1938 MOTO-SCOOT... is the "tops." Tops in mechanical performance... tops in riding comfort... tops in gas economy.

Dealers and Concessionaires everywhere are "cashing in"... renting and selling MOTO-SCOOT. Every Fair, Carnival, College Town and Resort is a gold mine.

Take advantage of this opportunity NOW and write immediately for a quick way to make REAL PROFITS.

**MOTO-SCOOT MFG. CO.** 209 S. WESTERN AVE. CHICAGO, ILL.

## 4 for 10c PHOTOGRAPHERS

Send for Catalog and photos of our new low priced Direct Positive Machine—small, compact and mechanically perfect—THREE-YEAR GUARANTEE! Fastest selling line of Novelty Photo Jewelry. We manufacture a fast changing combination enlarger and reducer for strip pictures. All Direct Positive Photo Supplies at CUT-RATE PRICES, Eastman Direct Positive Paper, 350 ft. x 1 1/2 in., \$4.75 per roll. Glass Frames, Folders and Chemicals.

WRITE FOR FREE CATALOG. SAVE MONEY BY DEALING WITH **HANLEY'S PHOTO COMPANY** 205 East 12th Street, KANSAS CITY, MO.

## DRINK SHERBET AND CUSTARD

FLAVORS, POWDERS AND BASES  
We Make Shipments Immediately! WRITE US YOUR REQUIREMENTS.  
**STAR EXTRACT WORKS Inc.**  
1161 EAST 156th ST., Est. 1890. NEW YORK CITY.

**GREAT FAST-SELLING ITEMS**

<b>The BABY SAXOPHONE</b> No. 1 A baby in size but a giant in volume of sound and return! Just burn. Sample postpaid 10c, coin or stamps.	<b>The PAPA SAXOPHONE</b> No. 2 Your sugar standy! Will bring home the bacon! A natural! Sample postpaid, 15c, coin or stamps.	<b>The WONDER FLUTE</b> No. 3 Pitch it right, over for a strike! The best white on the market today. Sample postpaid, 10c, coin or stamps.	<b>The SINGING LABRET</b> No. 4 A toy seen in a toy store! It's a five-note! Was action, sound, flash and color! Sample postpaid, 10c, coin or stamps.
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ALL FOUR ITEMS SENT POSTPAID FOR 35c IN COIN OR STAMPS.  
CHAS. H. JAINCHILL, 38 E. 13rd ST., NEW YORK CITY

## WANTED! BARKOOT BROS. SHOWS WANTED!

High Class Pit, Grind and Freak Shows. Concessions that work for stock. Want Experienced Man that can manage and run Fun on the Farm. Help on all Rides. Banner Man that can get results. Corn Game still open.  
Open April 16, Center and Stickney Ave., Toledo, Ohio.

## EVANGELINE SHOWS WANTS

Colored Musicians and Performers; Man to make Openings, take charge of Minstrel; Five-in-One with own Equipments, Crime Show, Illusion Show, Half and Half, Midgate, Crinellitis answer. Concessions open; Grocery Wheel, Blanket Wheel, Fish Pond, Knife Rack, Photos, Floss Candy, Palmist, Darts, Agents for Blower, Hit and Miss Cat Rack, Cigarette Gallery. Pay own wies. Address Vivian, La., week April 4th; Rodessa, week April 11th.  
C. R. LEGGETTE, Mgr.

THE ACKNOWLEDGED RIDE SENSATION OF 1938

# BOOMERANG

U. S. Patents and Other Patents Applied.

PORTABLE ★ ★ PERMANENT  
ENDORSED BY THE LEADERS

ROYAL AMERICAN SHOWS PATTY CONKLIN, CONKLIN SHOWS  
J. J. JONES ENDY BROS. 20 BIG SHOWS  
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.....THE REASON!!!  
Practicable—Top Money Getter—Capacity, Repeats and Most Important!!!  
Thrilling, But Positively Safe—Proof.

WRITE FOR CIRCULAR, INFORMATION.

HARRY WITT, SALES MANAGER

## BOOMERANG MFG. CORP.

140 13TH STREET

BROOKLYN, N. Y.

You Will INVITE More ATTENDANCE with

## TURN STILES

Brighten up the "fronts" with Bright Turn Stiles. Give your show "auto-exitance flash." Draw a bigger house with a modern, loop-jacking gate. Get our low prices on TURN STILES... latest models... all types... including the Bright Peeking Register model that eliminates all errors, intentional or otherwise, in taking the reading from the register.



LOOK AT THIS NEW

### PORTABLE SPACE SAVER

With Platform and Railing

Exactly moved and packed. Available in auto-controlled and registering models for ticket gates. Furnished without the railing and platform, for permanent installation. Beautifully polished metal parts of chromium and aluminum. Use this better "gate" equipment. Write Today for Illustrated Circular, Prices and Full Details Without Obligation.

H. V. BRIGHT TURN STILE CO.  
4610-25 RAVENSWOOD AVENUE. CHICAGO, ILL.

## Out in the Open



Roger Littleford Jr.

### The Rockaways

NEW YORK, April 2.—There's many a concessioner and amusement operator in the Rockaway Beach area turning to other fields this summer. Most of them have been at the big Long Island playground a good many years; they've built creditable reputations and a following that spends money. But now their locations have passed out of their hands under the plan of Park Commissioner Robert Moses to make room for "a bigger and better place for city folk to enjoy."



R. S. Littleford Jr.

It is useless to attempt to refute the good Moses and his staff are doing. Their tremendous public-park plan is a noble undertaking. Jones Beach, Sitis Park and the several smaller inland establishments are invaluable assets to Greater New York, and the Rockaway project is just one link in a chain that will afford New Yorkers no end of beaches, of picnic grounds and amusement zones where they can find fun cheaply and under stringent civic control.

It is a shame, tho, that property involved should have to be relinquished so early in the year (work is scheduled to begin June 1. Working thru the local Chamber of Commerce, influential Rockaway landowners and prominent concessioners petitioned Moses last week to postpone action until following Labor Day. Their efforts were to no avail, and unless the Commissioner has a change of heart a large part of the Rockaway amusement zone, including parts of Playland Park and nearly all of Wainwright & Smith's interests, will be thrown into inactivity. And the entire sector will be grossly disrupted by the constant noise and general discomfort that goes with big construction—and destruction.

Moses' excuse for early action is based primarily on the premise that otherwise the project will not be completed by World's Fair time—when all Long Island and especially the beach sections expect to profit by the throngs of visiting firemen here to see the sights. On the other hand, it seems unfair to make permanent residents and 1938 visitors attempt to relax and have fun to the tune of axes, hammers and steam shovels. More than that, it seems unfair to force business men to relinquish their own establishments so soon before the approaching season. They've already made plans for '38; they've renovated, contracted and promised employment. True, the city will reimburse them for material losses—but the city cannot procure substitute work for '38. It simply means that a number of showmen and their employees will look long and hard, and probably unsuccessfully, for a season's occupation.

It is still possible that there might be a last-minute postponement—but that rests entirely with Robert Moses. In these parts, my friends, his will is just about law.

Probably the busiest outdoor office around here this week was the George A. Hamid, Inc., suite of rooms atop the 15-story Bond Building. One glance inside and it was enough for us—Hamid and company were launching another project.

It was not a week ago that the dynamic showman leased, with Sam W. Gumpertz, the famed Million-Dollar Pier in Atlantic City. Million-Dollar has not been doing so well in late years, but Sam and George are aware of its potential possibilities. They are changing the set-up completely—probably injecting a little circus technique, exposition policies, etc., into an institution that is delightfully located in the heart of America's leading seaside resort.

Hamid's entire staff spent the week

## Start a POTATO CHIP BUSINESS IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vite-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just 50¢ of it. You can install the wonderful new machine in your kitchen—just manufacturing and pack a sensational new kind of "Vite-Sealed" Potato Chips—and let the stores sell them for you. Only \$2.50 invested in new materials brings back \$10.00 in cash. EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including special-order cookers, oil-extractor (for making "GREAT-LOOKING" chips), a big supply of potato bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the 1st day. Prices, pictures and complete plans will be sent free for the asking. DON'T BUY ANYTHING—Just send your name and address on a postcard for all this Free information, including the "Secret of Making Great-Tasting Potato Chips." No obligation, but hurry and you may become independent in no many months. Write with these fast-acting new "Vite-Sealed" Chips. Address your card to G. H. HARDY, 325 W. Huron St., Dept. D-124, Chicago, Ill.

## DON'T FAIL

To Investigate

# STRIKETTE AND OFFICIAL SOFT BALL

In the Amusement Machines Section of This Issue

SHYVERS MFG. CO.  
2315 W. Huron St., Chicago

## CLOSING OUT "FUN HOUSE" EQUIPMENT

Consists of one "ROULETTE WHEEL," complete with shafts, gears, bearings, etc., and rim, which would cost \$100.00; one "BULL MOOSE," consisting of several slanted sections of floor, which mass up and down alternately, complete with mechanical devices. One "FOLD TROY," consisting of two pieces of flooring, which move back and forth alternately, complete with shafts, levers, etc. All good condition, used only twice at Coney Island, for period of two weeks, each item. COST NEW \$600.00. WILL SACRIFICE FOR \$100.00. F. O. B. St. Louis. No Motors Included.

STIX, BAER & FULLER  
603 West 10th St., St. Louis, Mo.  
W. O. BODE, Supl. Operations.

## WANTED

Organized Hawaiian Show, Crime Show, Bill Cowan wants Agents for Legitimate Shows and Grand Shows; join immediately. Harry Duval wants Candy Vendors, 20 per cent commission.

STRATES SHOW, Walden, N. C.

confering with designers, builders, painters, railroad reps, actors, concessioners and any number of showmen with ideas rejected by the New York World's Fair. There are big plans in store for Hamid's Million-Dollar Pier. If just half of them materialize it will be a marvelously rejuvenated institution when it opens June 28.

Another hotbed of activity this week centered around the press headquarters of the Hingling-Barnum Circus. Located in the Piccadilly Hotel, Roland Butler, Frank Braden, Buddy North, Allen J. Lester and Beverly Kelley are setting the scene for the coming of "The Greatest Show on Earth." Already they've landed plenty in the dailies. A couple of nice radio tie-ups are formulating, and Life, the weekly picture mag. is out with a handsome spread.

And so we are off for the West.

# Snapp Greater Shows

CAN PLACE SIDE SHOW, DROME OR ILLUSION SHOW

With Own Transportation.

HAVE ATHLETIC SHOW COMPLETE

Will sell or lease to responsible Showman.

WE CARRY TO UP-TO-DATE RIDES AND CAN OFFER 14 STRAIGHT FAIRS, STARTING JULY 25, IN ILLINOIS, WISCONSIN, MISSOURI, ARKANSAS AND LOUISIANA.

Have Small Show, Opening April 9. Regular Show Opening April 18. Address SNAPP GREATER SHOWS, 118 Joplin St., JOPLIN, MO.

## SACRIFICE FOR QUICK SALE MERRY-GO-ROUNDS

4-Abreast Park Machines, almost entirely new. 3-Abreast Portable Machines, excellent condition. Large assortment of Carousel Animals in stock. Merry-Co-Rounds rebuilt and decorated on short notice.

JOSEPH G. FERARI CAROUSEL WORKS

Port Richmond, N. Y. C. — Phone: Gibraltar 2-1400.

## Opening Alliquippa, Penns., April 23—LAST CALL WINTER'S EXPOSITION SHOWS

THIRTY-FIVE WEEKS OF CELEBRATIONS AND FAIRS BOOKED. WANTED AT ONCE—Money-making Shows, with or without own outfit. Fresh Menus and Harry Feltman and Dick Feltman with: CAN PLACE Amusement Vendors (Ride, Race, etc.), also legitimate Grand Shows. Charles Bennett, Earl Blum and Joe Miller with: Wheels, Ballon, Nail Shows and Swingin' Dials will not work. HAVE FOR SALE T-Box 200's-Wheel, used seven months, also 2-Abreast Allan Herschell Merry-Go-Round in excellent condition. Write or wire CURTIS L. SOCKUS, Gen. Mgr., Box 196, Sugarstown, Pa.

**LAST CALL**  
**HOWARD BROS. SHOWS**  
 OPENING APRIL 30th ATHENS, OHIO  
 WANT SHOWS: Athletic, Snake, Fat Show, Motor Drums, Ten-in-One, Will furnish Panel Front and Top to any Shows at merit not conflicting. Want Penny Arcade, Book Octopus, Concessions on account of disappointments. Corn Game. Also want set Diggers, Mouse Game, Spot the Spot, American Palmist, Pitch-Till-You-Win, Candy Flies, Rida Help, Whip and Wheel Foreman. Must be able to drive truck. One more High Free Act.  
 HOWARD BROS.' SHOWS, MILFORD, O.

**Notes From the Crossroads**

By NAT GREEN

THESE two new "babies" of the show world that are just coming into the picture are lusty infants. We have just returned from visits to winter quarters of Robbins Bros.' Circus at Rochester, Ind., and the Col. Tim McCoy Wild West at Springfield, Ill., and what we found there leads us to believe that both shows are going to hold important places in the show world scheme this season. At Rochester we found the quarters teeming with activity and preparations for the season well advanced. While Robbins Bros.' Circus is to be a 25-car show, the equipment being readied gave one more the impression of a 25-car show. The parade equipment is quite impressive and the show itself looks great on paper. With those veterans of the old school of the circus, Jess Adkins and Floyd King, and a thoroughly seasoned staff, the show starts out with an excellent chance of "going places."

We had heard much of the McCoy show activities, but hardly were prepared for the astonishing progress that has been made in quarters. Perhaps one of the chief reasons for this progress is to be found in the methodical manner in which Colonel McCoy has planned and worked out every detail of the show. Nothing haphazard here! Plans for equipment and every phase of the show have been carefully studied, models constructed to scale and diagrams made of the intricate spots, pageants, etc. Nearly 300 men are at work in quarters. The wagons, all rubberized, are beautiful. The coaches are being painted an attractive dark blue with white lettering. We saw great stacks of seats, poles, stakes and other equipment, all done in the blue and white color scheme; two huge locomotives to be used in the historical pageant; hundreds of head of stock; scores of horsemen from half a dozen countries—picturesque Hindus, Italian, English and American cavalrymen, cowboys and cowgirls, all working methodically under supervision of Colonel McCoy. The colonel is a friendly, intelligent, business like man, thoroughly democratic but capable of being plenty tough when occasion demands and commanding the respect of every workman and performer. He told me he will not be satisfied with anything but the best in equipment and performance, and the day spent at his quarters showed that everything is being done on that basis. He is introducing many new ideas into the Wild West game and without doubt will have a show of which he may well be proud.

Mrs. Virginia Ringling is in a Chicago hospital recovering from a serious operation. . . . She will have to remain at hospital for about five weeks. . . . Frank (Doc) Stuart and wife of Oklahoma City, flew to Chicago and back again last week. . . . They have become confirmed trailer fans and expect to spend much of the coming summer gyping about the country. . . . Negotiations between W. H. Stephens, AFM representative, and Howard Y. Bary, operator of Hagenbeck-Wallace Circus, were terminated early last week without an agreement being reached. . . . Stephens stated that further negotiations were strictly up to Bary. . . . R. L. Lehmer, of Henries Bros.' Shows, and Sam Gluskin, of Royal American Shows, in Chicago on business. . . . Tex Cooper postcarder from Hollywood that he was on his way to McCoy quarters at Springfield and soon will be saying hello to the boys in Chi. . . . Tex and Trix, Australian whip-crackers, have returned to Chicago from a successful trip thru Canada.

H. A. (Whitely) Lehrter, former circus man now with Ford, is proud of the record his son, H. A. Jr., is making in Kelvin Park high school. . . . The young man recently won a Union League Club fellowship for his work in oratory and essay writing, a much-prized honor.

**W. E. WEST MOTORIZED CARNIVAL**

WANT Mickey Mouse, Mechanical, Gawk or Fat Girl Shows, with or without own outfit. WILL BUY Fat Rides, with or without transportation. WANT Agents for Stock and Cotton Shows. Rida Help that can drive Semi-Trucks, Minors for Husbands Show, Partners for Girl Shows. Don't write, come on. Chertville, Kan., this week; Lawrence, Kan., to follow.

**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. Communicate immediately with John Logan Campbell, J. L. Campbell & Company and learn how the industry is obtaining relief from these ever-increasing rates—by insuring under the Special Public Liability Insurance Plan sponsored by the National Association of Amusement Parks, Pools and Beaches.

Your inquiry will have our undivided attention.  
**J. L. CAMPBELL & COMPANY**  
 MUNSEY BUILDING, BALTIMORE, MD.

**ENDY BROS.' SHOWS, Inc.**

OPENING GOLDSBORO, N. C., SATURDAY, APRIL 16  
 AMERICAN LEGION INDUSTRIAL EXPOSITION  
 WANT Fun House, Monkey Show, Ride-o, Pal Cars. 16 Weeks of Fairs and Celebrations. Man to take charge Darkest Africa and Snake Show. Can place Talkers, Grinders. Concessions—Pitch To Win, Candy Floss, String Games, Truck Drivers, Rida Help.  
 WE HAVE THE GREAT WILNO — CANNON ACT.  
 All Address DAVID B. ENDY, Mgr., Goldsboro, N. C.  
 P. 5.—Can use Real High Free Act for this date. Wire quick.  
 Have E-Z Freeze Chromis-Plated Custard for Sale.

**JOHN R. WARD SHOWS**

WANTS sober, reliable Rida Foreman and Second Man. Good pay and long season assured. Real Rida Help. WANT Acts for Side Show. Have complete Stroll Show for real Hawaiian Entertainers. Johnny Reuser wire Jimmy Boyd. Will place all Stock Concessions. Will sell exclusive on Photos. WANT Manager for Cook House. WANT capable Concession Agents. WANT Two Lady Waitresses. Have opening for high-class Talkers and Grinders. Hammond, La., this week; then Alexandria, La.; Legion Celebration, Eldorado, Ark.; Cheese Carnival, Collierville, Tenn.; Strawberry Festival, Humboldt, Tenn.; Cotton Carnival, Memphis, Tenn.; Ozark Jubilee, Poplar Bluff, Mo.; Cotton Carnival, Dyersburg, Tenn. Fairs start July 1.  
 JOHN R. WARD.

**MILLER BROS. SHOWS**

OPENING APRIL 11th  
 WANTED AT ONCE—Merry-Go-Round and Chaperone. CAN USE Help on Tilt-a-Whirl, Octopus and other Rides. Will sell exclusive on Bingo. PLACE all legitimate Concessions, SIDE-SHOW Attractions—Will place all kinds of Acts, or will book Party with Acts. Furnish complete outfit. Frank Russell wire. WANT high-class Promoter, SHOWS—Will place Motorhome, Fun House or Big Snake and Animal. CAN USE all kinds Carnival Help, Talkers, Grinders on Shows. Write or wire.  
 MORRIS MILLER, Coronado Hotel, Wichita, Kan.  
 P. 5.—Fair Secretaries, Celebration Committees, this is the original Miller Bros. Shows, and has no connection of similar names.

**F. H. BEE SHOWS, INC.**

OPENING SATURDAY, APRIL 16, AT SPRINGFIELD, TENN., UPTOWN.  
 WANT Five-Piece White Brass Band for Belly Work. Must have flashy uniforms. State all first letter. CAN PLACE Stock Concessions and one or two Shows with own outfit. Cook House, Bingo, Digger, Popcorn, Photos and Palmistry sold, but have exclusive Franken Custard for sale, to join not later than June 1, \$25.00 per week. \$50.00 cash deposit required. On account of new Tax Laws, this Show will play new territory at still dates, and have 15 Fairs starting July 11. Address Springfield, Tenn.

**WANTED FOR THE HACKETTSTOWN FAIR**

SATURDAY, AUGUST 6-13, INCLUSIVE  
 RIDES — FREE ATTRACTIONS — SHOWS  
 HOWARD S. SUTTON, Secy., 166 Main St., Hackettstown, N. J.

**LAST CALL! --KAUS EXPOSITION SHOWS, Inc.**

SHOW OPENS APRIL 10 IN NEW BERN, N. C.  
 CAN PLACE Ride-o, Hush-hush, Fun House, Clown, Balloon and any Walk-Thru Shows. WANT Frozen Custard, Noodles, Candy Floss and any legitimate Concession. FOR SALE—One Permanent Machine. Will book name. WANT Caterpillar Foreman. State all in first letter. Rida Help in all departments. Address 202 Gorge Street, New Bern, N. C.

**LAST CALL--HETH BROS.' SHOWS**

WANT Rides, Tilt-a-Whirl and Octopus. Shows, Minstrel Troupe with Band, Sideshow Manager and Acts, Drums, Animal and Wax. J. J. Marion wants Girls for Revue. Billie Kessler, Myrtle Curtis wire. One good Free Act. Concessions, Cook House, Lead Gallery, American Palmist, Fishpond, Scales, Diggers, Whoopie, Ball Games, Penny Arcade, Custard, etc. No grift. Committees, see us for pleasant, profitable engagement without embarrassments. All replies Tallahassee, Ala., this week; Talladega, Ala., next week.

**POPCORN AND SUPPLIES**  
**Lowest Prices**

Fruits, Confectioners' Supplies, Corn Syrup, Caramel, Coloring, Tally Sticks. Write for price list. Prompt service.

**E. CHERRY, Inc.**  
 233 Market St., PHILADELPHIA, PA.

**J. J. PAGE SHOWS**

Can place for Elks' Spring Carnival, next week, Columbia, S. C., Legitimate Concessions, also one more Grind Show. Address J. J. PAGE SHOWS, Augusta, Ga., this week.

**R. D. BOB PENNY'S AMUSEMENTS**

Opened in High Point, N. C., April 4th. Can use a few Legitimate Concessions. Write or wire.  
 R. D. BOB PENNY, High Point, N. C.

**JOHNNY TOFFEL SHOWS**

All concessions open. Will book Rides that don't conflict. Good proposition to shows with own outfit. Okmulgee this week; Hennessey week of April 11; both Oklahoma and North. Want to hear from the following people, Joe Smith, Jack Thomas, George Dick. 12 celebrations in Northern Illinois. Address  
 JOHNNY TOFFEL SHOWS, Okmulgee, Okla.

**MILLIE JOHNSON**

OPENING FOR THE  
 BECKMANN & GERTY SHOWS  
 With My Own BEEF TRUST Show.  
 SHOW MANAGERS TAKE NOTICE  
 Always open to any proposition where a Beef Trust producer is needed.

**NEW 8 CAR WHIP AT LIBERTY**

Wire or write best proposition. You furnish transportation. G. B. CLAWSON, care The Billboard, 1504 Broadway, New York, N. Y.

**WANTED**

Wife and Pony Rides, Ten-in-One, small Circus, Fun Show or any Show of merit, Cookhouse, Pitch-Till-You-Win, Hoops, High Sticks, Shooting Gallery, Bingo, Mickey Mouse, Penny Pitch or what have you.  
 MILLER BROS.' UNITED SHOWS.  
 G. A. MAITLAND, Mgr., Broadway, Va., this week.

**CRESCENT AMUSEMENT CO. — WANTS —**

Book Chaperone with own transportation, treat fare Dash, be Jack; also Kidde Autom. Concessions that will work for stock and not over 10c. Will sell exclusive on Bingo and Custard. Want experienced Hush-hush Foreman that will work and stay sober. Macon, Ga., this week.

**MAJESTIC EXPOSITION**

Midco, Tenn., April 4-9, inclusive.  
 WANT Man and Wife, Minstrel Show, Man and Wife for Snake Show, also Rida Show. We furnish top and floor. Opening for Bingo, Cookhouse and all Concessions open except photos. Write or wire.

**H. A. "SLIM" FERGUSON**

Get in touch with me quick.  
 J. P. BOLT, High Point, N. C.

TWENTY-FIFTH SEASON

**FAIR AT HOME SHOWS, Inc.**

Now Combined With  
**Traver Chautauqua Shows, Inc.**

15 RIDES 3 FREE ACTS

**ANNOUNCES**

Show will take the road, opening April 30. I plan to take out the best show of my career as a Class A Carnival Showman.

**WANT ALSO WANT**

to hear from First-Class Cook House capable of handling over Four Hundred Dollars in Meal Tickets.

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 gift of any kind. Making real concessions a paying business.

**GEORGE W. TRAVER, Manager**  
39 NO. SUMMIT AVE., CHATHAM, N. J.

**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.

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19 S. FOURTH ST. ST. LOUIS, MO.

**POPCORN**

All Varieties — Only top quality. Cans, Seasoning, Salt, Bags, Glucose, Brown Sugar. JUMBO and FANCY PEANUTS in shell Roasted and Raw. Prompt delivery on all orders. Buy all your supplies here and you won't be sorry.

**JOHN B. MORTENSON & CO.**  
241 E. ILLINOIS ST., CHICAGO. Phone Superior 8280.

Concession **CANDY** Packages

WRITE FOR COMPLETE NEW PRICE LIST

**LEIHY CANDY CO.**  
309 VALENTINE ST. ST. LOUIS, MO.

**North--HELLER'S ACME SHOWS, Inc.,--North**

10 BIG DAYS, INCLUDING TWO SUNDAYS, DUNELLEN, N. J.,  
OPENING APRIL 8.

Want good Cook for Cook Show, nicely framed. Harry Osborne, wire. Want outstanding Freak to feature for Side Show. Athletic Show People, Girls for Revue. Ride Help—Whip—Merry-Go-Round—Ferris Wheels—Chair-o-Plane. Will book Kiddie Ride, Octopus, Loop-o-Plane or Ridee-O. Want Concessions of all kinds. Can place any Shows with their own outfits. Good proposition. Have three Free Acts. All address HARRY HELLER, 477 N. 11th St., Newark, N. J. Phone Humboldt 3-0474.

**DODSON WORLD'S FAIR SHOWS**

OPENING APRIL 23 — ST. LOUIS, MO.

WILL BOOK BOOMERANG RIDE AND STRATOSHIP

Can place Foremen for Hey-Day and Ridee-O and Help on all Rides.

DODSON WORLD'S FAIR SHOWS, P. O. Box 7, EAST ST. LOUIS, ILL.

**CALLIOPE BARGAINS**

To reduce our large inventory, we offer for each some very exceptional bargains in factory rebuilt Chicago Outfits, including 45-Whistle and 50-Whistle Automobile or Hand-Flared Instruments. Will give each customer an additional discount on same 1938 models in either size for 30 days only, with or without spare equipment. These rebates will not last long. Act quick. Correspondence handled. Wholesale "NATIONAL" CALLIOPE are the world's finest and most dependable instruments.

**NATIONAL CALLIOPE CORP.**  
725 BALTIMORE, KANSAS CITY, MO.

**OUTDOOR FIELD—**  
(Continued from page 3)

exceed those of the last two years. With more foreign governments represented than at any time in the last 10 years and with the British government constructing a new building for its display, we look forward to this exhibition surpassing all previous ones."

**Robert Muckler**

Robert Muckler, secretary of California State Fair, Sacramento, said: "We expect California business to hold up well in 1938. Ability of California to maintain pace in previous slow periods inspires confidence. Building trades are heartened by home construction. Travel to California is increasing consistently, which, as a business, amounts to millions annually. California State Fair demonstrates its faith by launching a two-year \$2,000,000 major building program, largest construction expansion by great odds in its history. Last year's budget has been boosted to provide for increase in racing purses by \$10,000 and premiums have been increased in every bracket."

**Otto Herold**

"The outlook for our fair this year is very good," said President Otto Herold, State Fair of Texas, Dallas. "We have booked 60 per cent of the usual quota of exhibits and concessions at this early date. Crop conditions are very promising, as well as prospects for live stock and general business. We have a good budget for 1938, slightly more than that for 1934, the last year in which we operated."

**William R. Hirsch**

William R. Hirsch, secretary-manager of State Fair of Louisiana, Shreveport, said: "Louisiana, having suffered only mildly any effect of depression and being free of the recession, owing to the splendid efforts of Gov. Richard W. Leche in bringing new industries into the State, with a 10-year tax exemption and with wonderful oil and gas fields in every direction from Shreveport, con-

**SARATOGA KETTLE POPPERS**



12qt. CORN POPPER

The Original Saratoga Kettle Popper, made of heavy 14 gauge aluminum, spun to take the wear and tear. \$14.00. Has in service and durability.

We also have the lighter weight Kettle Popper. These Light Poppers sell for \$9.50.

**A. T. DIETZ COMPANY**  
Money-Making Specialists,  
2144 MADISON AVE. TOLEDO, OHIO

**WANTED COWBOYS - COWGIRLS**

Contestants, Indians, Mexicans, Cowboys, Horse Acts or any thrilling act suitable for rodeo, New Orleans, April 24 to May 1, in Loyola Stadium, followed by 2 big ones in the North. Contestants write for prize list.

**KNIGHTS OF COLUMBUS RODEO**  
216 St. Charles St., New Orleans, La.

**JOE B. WEBB WANTS**

Professors, Clowns, Magicians, Agents with car, Bumper Man, other useful Circus People. Will refund gas bill on arrival. Write Webb, N. M. JOE B. WEBB, Mgr., ART MIX CIRCUS.

**BRIGHT LIGHT EXPO. SHOWS**  
OPENS APRIL 15th

Can place Shows, Rides and Concessions of all kind. Positively no racket. We have added Goalposts, Pa. Celebration to our list of attractions, making 8 Concessions, 6 Real Fairs, 2 Conventions and more pending. Playing coal and steel fields; conditions very good. Address JOHN GEGOMA, Edward Hotel, Gettysburg, Pa.

**Carnival Showmen Voice  
Opinions on Biz Outlook**

**William Glick**

"The business outlook does not seem as bright as it looked in 1937. I believe it will be better in the fall, based on the theory that more people will be employed the latter part of this year and that will give the working people to which our business caters more spending money. We are optimistic and our spending program is about the same as the past two years. I find it impossible to reduce expenditures and keep up the standard of the organization. Expect operating expenses this year to be higher on account of additional taxes in different States and also federal taxes," said William Glick, Ideal Exposition Shows, from Salisbury, N. C.

**Dee Lang**

"We have spent more than twice as much in quarters as in any previous year. We believe show business is like a basket picnic. You get only some of what you take for the crowd. We are taking more than ever before and hope to get some of it back," said Dee Lang, Dee Lang Shows, from East St. Louis, Ill.

**E. M. Foley**

"There is probably greater unrest and uncertainty thruout the country today than at any time since 1932. However, I have an abiding faith in our institutions and look toward the future with optimism. I fully expect our opening date in Oakland on April to be best we have ever enjoyed at this location. Other spring dates I expect to be slow, but before midsummer when we are assured of a bumper crop, good prices and confidence restored to industry I anticipate a healthy season for outdoor shows. With this thought in mind, my activities and expenditures in quarters have been a little above average for a normal season," said E. M. Foley, Foley & Burk Shows, from Oakland, Calif.

**Frank West**

"My opinion of the business outlook for the season is that the present economic condition of the country will without question materially affect our grosses. This condition, combined with the unquestionable increase in general overhead, especially the recent railroad increase, is a problem that all showmen must face with grave concern," declared Frank West, West's World's Wonder Shows, from Norfolk, Va.

**J. W. Conklin**

"The Brantford, Ont., business outlook in Canada is on par with that of last year or is even better. We are making more elaborate preparations than in any previous year and will spend at least 100 per cent more in putting our show on road this year than in 1937," said J. W. Conklin, Conklin Shows, from Brantford, Ont.



# We've Got Sumthin' Here!

**BE THE FIRST WITH THE LATEST**

**CARNIVAL AND PARK CONCESSIONERS  
CORN GAME OPERATORS  
STREET WORKERS  
SPECIALTY MEN  
NOVELTY MEN  
PITCHMEN**

**SEND for our NEWEST NOVELTY CATALOG TODAY**

**Most Complete Lines of Novelties and Concession Goods in the Middle West**

**YOU CAN'T LIVE ON PROMISES  
HERE ARE FACTS YOU CAN BANK ON**

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SAVE TIME — SAVE MONEY**

- Thousands of New Flash
- Original Creations To Pick From Blankets, Clocks, New Toys, Lamps, Chromeware, Radios
- China, Slum, Plaster, Canes, etc.
- Prices That Defy Competition
- One-Day Service—Any Quantity

**PLEASE STATE YOUR LINE OF BUSINESS  
CATALOG READY APRIL 20th—WRITE NOW**



**3139 OLIVE STREET ACME ST. LOUIS, MISSOURI**

**PREMIUM SUPPLY CORPORATION**

**Now BIGGER + BETTER than Ever**

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Write Today for Your Copy of Our New 1938 Catalog.  
250 Pages of Outstanding Up-to-the-Minute Values.

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**Continental PREMIUM MART**

**3 RD. + WELLS ST. MILWAUKEE, WIS.**

**ROUTES**  
(Continued from page 37)

Morris, Chet, Show: Pineda, Ga., 4-6; Pierce, Magellan; Bristol, Conn., 6; New Britain 7; Wallingford 2.  
Prince Blinn Show: Canton, Minn., 4-9.  
Ricketts, S. Show: Andersonville, Ga., 7-9; Meak 11-13; Junction City 14-16.

**CIRCUS AND WILD WEST**

Barnes-Hells-Polo: (Hill and Washington etc.) Los Angeles, Calif., 4-10; Hollywood 11-13; Santa Monica 14; Olenale 15; Santa Barbara 16; Ventura 17.  
Cale Bros.: (Stadium) Chicago 13-May 1.  
Hagg Bros.: Glasgow, Ky., 5; Campbellville 6; Liberty 7; Harrodsburg 8; Cynthiana 9; Morehead 11.  
Hagenbeck-Wallace: Peru, Ind., 14; Indianapolis 17.  
McCoy, Tim, Wild West: (Int. Amphitheater) Chicago 14-24.  
Nighth Hagg: Marianna, Fla., 10.  
Mix, Tom: Greenville, Tenn., 4; Terrell 5; Mexia 6; Waco 7; Martin 8; Austin 9; New Braunfels 10; San Antonio 11-12; Alice 13; McAllen 14; Brownsville 15; Harlingen 16.  
Newton Bros.: Besemer, Ala., 6; Leeds 7.  
Parke & Watts: Emporia, Kan., 15.  
Paddock Bros.: Everett, Wash., 4-9.  
Ringing Bros. and Barnum & Bailey (Madison Sq. Garden) New York City 8-20.

**SOME THERMOMETER**

18 in. Wide, 60 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 incomes by selling advertising space on the "JUMBO". \$180.00 for a Day and a Half Work.

Display space in public places and on treatment courses is easily secured for the big "JUMBO" Thermometer. The 14 advertising spaces on the barometer—some of our own and out the thermometer in a day and a half or less. Write Us Today and Let Us Send You Full Details. Can Make Immediate.

**THE CHANEY MFG. CO.**  
1100 E. Pleasant St., Springfield, Ohio.

**CANDY GIVE PACKAGES AND INTERMEDIATES**

**SMILES**

100 To Carton	200 To Carton
100 Pkg. \$2.00	200 Pkg. \$2.00
500 Pkg. \$10.00	1,000 Pkg. \$10.00
1,000 Pkg. \$20.00	

Three packages contain Assorted Caramel Kisses. Send for FREE Illustrated Catalog. 20% Deposit With Order, Balance C. O. D.

**DELIGHT SWEETS, Inc.,** 50 East 11th St. New York City

**CARNIVAL**

(Routes are for current week when no are given. In some instances possibly mailing points are listed.)

Alamo: (Third St. Lot) Mason, Ga., 4-16.  
Anderson-Strader: Wichita, Kan., 11-15.  
Balfour's: Comstock: Marietta, Ga.; Dalton 11-15.  
Barner: Charleston, Mo.  
Bastinger, Al: Poplar Bluff, Mo.  
Blue Ribbon: Lagrange, Ga.  
Ellis Ridge: Bristolville, Tenn.  
Brown Brothers: Thomasville, Ga.  
Brown Family: Hides: Grand, Ga.  
Buckeye State: (Fair) West Point, Miss.; Meridian 11-16.  
Dulock Am. Co.: Sumner, S. C.  
Eardley's: All-Texas: Fort Arthur, Tex., 4-10.  
Eaves, Harry: Independence, La.  
Evers & Beach: Belleville, Ill.  
Evers Greater: Batesville, Ark.  
Campbell United: Crawfordville, Ga.  
Central States: Ellsworth, Kan.; Lyons 11-16.  
Coley, J. J.: Okemah, Okla.  
County Fair: Hall Grounds, Ga.  
Gratts 20 Big: East Los Angeles, Calif., 4-10; Maywood 12-17.  
Crowley's United: Hemlock, Okla.  
Crystal: Expo: Oshtemo, S. C., 7-15.  
Dade: Expo: Andalusia, Ala.  
Don Kiro: Inman, S. C.

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GAMES - HIGH STRIKERS - WHEELS

Send for Catalog

**F. C. MUELLER, Chicago, Ill.**  
4646 Montana St. Alb. 4953

**ANDERSON-STRADER SHOWS, INC.**

OPENING APRIL 15th AT WICHITA, KAN. Want Legitimate Concessions. Pony Ride. Experienced Girls for Pony and Hula Show. Write Albert Strader, Care place 3 more real-appearing shows; attractive proposition to those with own skills.

**READING'S UNITED SHOWS**

Wants 10-cent Stock Concessions: Bingo, Ball Games, Duck Pond, Bumper, American Petrolary, Hand Bingers, Shows; Fresh or Fish-in-Oral; I have top for same. Springfield, Tenn. Write week; Franklin, Tenn. next. W. J. WILLIAMS, Mgr.

**KARR NOVELTY CO., INC.**

427 MARKET ST., PHILADELPHIA, PA.

**GET READY FOR A BIG SEASON WITH A NEW LINE OF SURE WINNING NUMBERS**

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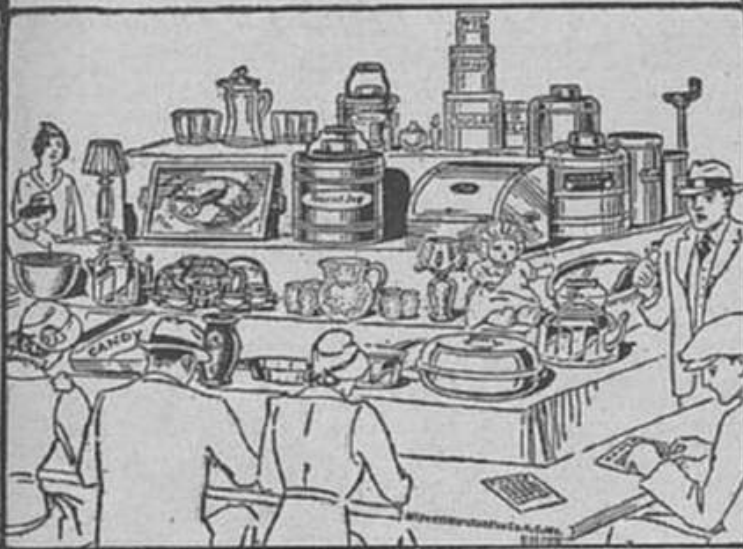
INCLUDING ALL SIZES OF DUMMY DANCERS, BEACON BLANKETS, CANES AND SWAGGER STICKS, MICKEY MOUSE AND TUMBLING DUMMY TOSS-UPS, ALL BINCO GAME MERCHANDISE. WE SELL DELIGHT SWEETS AT FACTORY PRICES.

OUR PRICES ARE LOWEST. One-Day Service. Send for Catalogue.

**BOB HURST CARNIVAL**

Opening in Arg. Texas, April 16, for 10 Days. WANT FIVE OR TEN-IN-ONE. Will buy Top-Wind or Single Loop or Whip July 1st. Gambler and son, painter, writer, or come on.

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**MOST COMPLETE LINE OF MERCHANDISE FOR ALL CONCESSIONS.**

**ALUMINUMWARE, BEACON BLANKETS, BOUNDER BALLS, CORK GUNS, BM MAJOR BEARS, DUMMY DOLLS.**

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**NEW GOLDEN DREAMS GIVE-AWAY CANDY.**

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**SNOW CONE AND JUICE JOINT SUPPLIES.**

**WRITE FOR OUR No. 123 SPECIAL CARNIVAL LIST.**

**PENNY VENDING MACHINES. PLASTER STATUARY, RADIOS—DUMMIES, SHEET WRITER'S PREMIUMS, WHEELS—GAMES.**

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Dudley, D. S.: Holiday, Tex.  
Dyer's Greater: Expos, Minn.  
Expo: Coffeyville, Kan.; Independence 11-16.  
Evangelist: Vivian, La.; Rodessa 11-16.  
Fairly & Little: Springfield, Mo., 9-16.  
Globe, W. A.: Coffeyville, Kan.  
Gold Medal: (Conventual Park) Nashville, Tenn.; (Lomas) Nashville 11-16.  
Great Southern: Dora, Ala.  
Great Superior: Gallatin, Tenn.  
Greater Expo: Granite City, Ill.  
Greater United: Shawnee, Okla.  
Grove: Greencastle, Ind.; Vincennes 11-16.  
Gruberg's World's Expo: Birmingham, Ala.  
Heiler Acme: South River, N. J.  
Hessler Bros.: Shreveport, La.  
Heth Bros.: Tallahassee, Fla.  
Hess, L. J.: Clarksville, Tenn.; Cookeville 11-16.  
Hooge, Al O.: Terre Haute, Ind.; La Fayette 11-16.  
Hughes Bros.: Lillbourn, Mo., 9-16.  
Hyslop, Eric H.: Columbia, S. C.; Wimsboro 11-16.  
Janes, Johnny J.: Expo: Greenville, S. C., 9-16.  
K. O.: Ft. Smith, Ark.  
Lang's, Dea.: Pannock, Alton, Ill.  
Largo: Valders, Wis.; Texasland, Okla.  
Lawrence, Sam: Cleveland, Tenn., 9-16.  
Lewis, Art: Concord, N. C.; Raleigh 11-16.  
McGregor, Donald: Clatskanie, Ia.  
McKee, John: Kowawa, Okla.  
Magic Empire: Tulsa, Okla.  
Markas, S.: Buchanan, Va., 9-16.  
Miller Bros.: Wichita, Kan., 11-16.  
Miller Bros.: United: Roadway, Va.  
Model: Athens, Ga.  
Moler City: (Liversols & Warren ave.) Detroit, Mich., 4-12.  
Northwestern: (W. Vernon Highway near Central) Detroit, Mich.  
O'Brien & Cullum: Ferriss City, Ark.  
Park, J. J.: Augusta, Ga.; Columbia, S. C., 11-16.  
Pan-American: Jonesboro, Ark.  
Parade of Shows: Houston, Tex.  
Rafferty's Premier: Wilmington, N. C.; Fayetteville 11-16.  
Reading's United: Springfield, Tenn.  
Reynolds & Wells: Texasland, Tex.  
Rogers & Powell: Durant, Mich.  
Shirley Midway: Savannah, Ga.; Charlotte, N. C., 11-16.  
Shugart Bros.: Clayton, Okla.  
Shubert: Albuquerque, N. M.  
Siz, J. Harry: Lewisburg, Tenn., 9-16.  
Smith, Brook: Stoneham, Okla.  
State Fair: Needles, Calif.  
Sunset Am. Co.: Aurora, Mo.  
Tasell, Barney: Hardenville, S. C.  
Texas Longhorn: Orrington, Tex.  
Texas: Raytown, Mo., 4-12.  
Valley: Llano, Tex.  
Walker Bros.: Sheffield, Ala.; Columbia, Tenn., 11-16.  
Ward, John H.: Hammond, La., 4-12.  
West, W. E.: Mesquite, Chertrohn, Kan.  
West Bros.: Cape Girardeau, Mo.  
Western State: Corpus Christi, Tex.  
White City: Hanford, Calif., 5-10.  
Williams, B. B.: Purrell, Okla.  
Wolk, R. H.: Mt. Pleasant, S. C.  
World of Merry: Richmond, Va.  
World of Fun: Inman, S. C.  
Wright's Golden West: E. Otendale, Calif.; Montrose 11-16.  
Y. Am. Co.: Phenix City, Ala.  
Yellowstone: Oklawaha, Fla., 9-12.  
Zentgraf's Great: Union City, Tenn.; Paducah, Ky., 11-16.

# POPCORN

**SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.**

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27-inch, \$16.20  
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Small size, wrapped in cellophane, Drum Major Robotic

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Cellophane wrapped.

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**CHARMS**—40 different styles, assorted variety, per gross, .80¢

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**Dolly Dimples**  
A Very Classy Package. Contains Assorted Chewing Candy. Packed 100 Pkgs. to Carton ..... \$2.00 Per Carton. 500 Packages ..... \$10.00

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Want one more High Sensational Free Act. Concessions and Shows wanting to go North join here at Douglas, Ga. Show train leaving here April 15 for Latrobe, Pa.

**WANTED**—Legitimate Concessions, except Cook House, Bingo, Pop Corn and Custard. Have Posing and Blue-Eye Show open for capable party. Will book any worth-while Show not conflicting. Want Freaks and Working Acts for Ten-in-One Show. Want Foreman for new Tilt-a-Whirl and Ride Help on all Rides.

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**WARNING** Don't frame your concession until you see this amazing, brand-new game!  
COMING SOON!  
**SAVOY MFG. CO., 12 W. 33rd St., N. Y. C.**

More Flash—More Color—More Player Appeal Than Anything on the Market.

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It is the best made. Best Bearing. Best Grease on the road. Comes with Post, all ready to go.

24-in. .... \$27.50  
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**WANTED**  
Colored Band Leader, Singers, Dancers, Comedians, Novelty Act doubled in Brass. Must be well dressed and well off stage. White. Caucasian. All-round Mechanic. White Agent with car. Prices must be RIGHT—mention in first letter. Salary is very liberal by all standards. Address: **WALTER GOLSON, 828 Herman Ave., Norfolk, Va.**

Leo Hittory is no longer connected with this show in any capacity. West Man with Acts capable of producing and taking over this Show. Also American Player for Girl Shows. Want Trained, Trained and Experienced for Greenback Colored Show in Virginia. Address: **Marietta, Ga.,** this week and Dallas next.

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Best—Simplest—Money Getting BUILT.  
AG-Electric Candy Floss Machine, \$49.00 up  
White Enamel porcelain Porcelain Bands, Each ..... 3.50  
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The Originators of the One-Piece Band.

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For ten of the most elaborately trained Shows on the road—Tap, Tye, Acrobatic, Native, Interests, Moderate and Novelty Dancers, also clown, modern Tramp and Fun. Master of Ceremonies, good Music, Singer, Sitar or Harmonica, Pianist. Must be young and attractive and have personality with good wardrobe for same. We furnish chorus wardrobe. We also furnish transportation after suitable selection guaranteed weekly. Send late photo. Will return same. Good Piano Player and Tablar Drummer for small orchestras. For Miss America Show attractive young Model or Posing Girls. Teachers wanted that can make a pitch on package candid. Those that know the girls in at once. There are 25 to 30 weeks guaranteed to reliable people. Address: **MRS. ELSIE CALVERT BRIDGEMAN, care J. L. LANDES SHOW, Chapman, Kansas.**

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In full dress  
 8 1/2 inches — 21  
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 Less than 12  
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 L. size. Smartly styled  
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A sparkling new series of French  
 style, lively, colorful, natural,  
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 B21V80 — Decals only \$3.60  
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 CHAMP 4-tube radio is housed  
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 RCA ironed circuit, assuring  
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 5/8" x 1 1/2" x 1 1/2". Black  
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 The Sensational New Turn-Around Beverage Glass  
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 White metal cross  
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 Startling value.  
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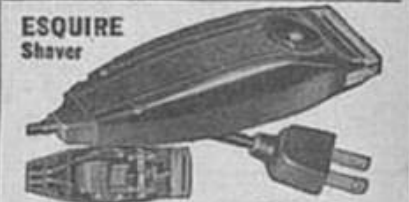
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 A precision movie camera ideal  
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 American-made watch chain  
 and knife in the color of natu-  
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## ESQUIRE Shaver

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 powerful motor and Smoother, Cleaner, Quicker  
 Shaves Without Irritation, and it's priced Right.  
 Molded black body. For 110 volts, A. C. or D. C.  
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No. B10K22 — Mar-  
 vel Electric Dry Shaver.  
 Colored plastic case.  
 While a limited supply  
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From Beautiful San Antonio, Texas  
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**FRED BECKMANN AND BARNEY S. GERETY**  
 Owners and Operators of  
**BECKMANN & GERETY SHOWS**  
 The World's Largest Carnival Attractions  
 ANNOUNCE THE OPENING OF THEIR 1938 SEASON AT  
 THE FIESTA DE SAN JACINTO AND BATTLE OF  
 FLOWERS ON THE STREETS AND PLAZAS OF  
 SAN ANTONIO, MONDAY, APRIL 18.  
 And Extend to All in the Amusement Business  
 Their Best Wishes for a Successful Season

**LAST CALL O. C. BUCK SHOWS LAST CALL**  
 OPENS THURSDAY, APRIL 14, FAIRFIELD, CONN.  
 With best New England and New York Spots to follow, including third year at Keens, N. H.  
 Marshmouth Fourth of July Celebration,  
 CAN PLACE Grind Shoes of Merrit. Good opening for Fun House, Kiddle Aeroplane Swings and  
 Pony Track.  
 CONCESSIONS OPEN: Girls Photos.  
 Show leaves Winter Quarters Monday, April 11. All people holding contracts join at  
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 Address: 464-32 128TH STREET, RICHMOND HILL, N. Y.

**GREATER UNITED SHOWS**  
 WANT TEN-IN-ONE AND FUN SHOW, ALSO FERRIS WHEEL, LONG  
 SEASON. GOOD ROUTE, INCLUDING MANY FAIRS.  
 Address J. GEORGE LOOS, Week April 4, Shawnee, Okla.; Week April 11,  
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**LOOK!**  
**WANTED**  
**Merry-Go-Round**  
**Small Rides**  
 Also Some Clean Concessions and Attractions  
**FOR CHICAGO'S NAVY PIER**  
 WORLD'S LARGEST PROMENADE—  
 3000 FEET STRAIGHT INTO LAKE MICHIGAN  
**2,000,000**  
 VISITORS IN 1937  
 Write or Wire  
**KENNETH H. BURNS, Manager**  
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**WANTED—FRISK GREATER SHOWS—WANTED**  
 3719 EMMERSON AVE., NORTH, MINNEAPOLIS, MINN.  
 SHOWS—Midgets, Ten-in-One, Crane or any Grand Show of merit, with or without outfits.  
 CONCESSIONS—Country Store, Watchka, Frozen Custard, String, Penny Arcade or any  
 Legitimate Concession. NO RACKET.  
 RIDES—Can use Tilt Foreman and Two or Three Ride Men.  
 SHOW OPENS May 7th in St. Paul—then Winona and The Iron Range.  
 When Writing to Advertisers Mention The Billboard.

1937—NEW YORK'S NEWEST DRINK SENSATION.  
1938—THE NATION'S BIGGEST DRINK SENSATION.  
**PINA COLADA** 5c  
100% PROFIT



**COCOANUT CHAMPAGNE** 10c  
FREE—Formulas with each unit—FREE  
Includes 15 gal. fully insulated stainless steel tank equipped with two chromium dropless faucets. H. P. General Electric Motor, Stainless steel shaft, 2 aluminum belt rollers. ENTIRELY PORTABLE.  
Standard Model \$75.00 De Luxe Model \$100.00  
1/2 Doz. with Order, Bal. C. O. D., F. O. B. N. Y. See Our Latest Installation—46th and Broadway.  
WATCH FOR OUR NEW PAPAYA DRINK.  
**TROPICAL EQUIPMENT CO.**  
203 Lexington Ave. (Aldland 4-6646), N. Y. C.

**MIDWEST SHOWS**  
The best equipped motorized show in America. Wanted—Legitimate Concessions of all kinds. Will sell ex on Corn Game, Cook House, Photo Gallery, Cigarette Gallery, Candy Floss, Diggers, Lead Gallery. Want Shows of all kinds: Paul Hauck who will book or buy Two-Absent Merry-Go-Round. This show will carry five major rides and will play Industrial towns in Michigan, Ohio and Illinois.  
HARRY MILLS, Mgr., 427 West Loper Street, Lansing, Mich. Phone, 42686.

**GIRLS WANTED GIRLS**  
For New England Motorized Carnival  
Strip Tease, Hula, Rhumba and Oriental Dancers and all useful girls. Show people. Salary guaranteed and a long season. Answer air mail or Western Union. GIRL SHOW MANAGER, New England Motorized Carnival, Somerville, N. J.

New Holland (Ohio) American Legion  
**18th FALL FESTIVAL**  
SEPTEMBER 7 TO 10—ON STREETS.  
WANT—Independent Rides, Shows, Concessions—No Gifts!  
Come in Early. WM. SKINNER, Secy.

**WANTED FOR FIREMEN'S NIGHT FAIR**  
JUNE 20 TO 25.  
SHOW, RIDES AND CONCESSIONS.  
When Writing State Terms.  
Write H. H. BAKER, Secy., Milliflburg, Pa.

**WOLANDI**  
Climbing a Ladder on the High Wire, Dancing Without a Balancing Pole.  
WITH MIGHTY SHEESLEY SHOWS  
Open for Fairs. As Per Route.

**WANTED—BORTZ AMUSEMENT CO.**  
WANTS Shows except Athletic or Girl Shows, with or without outfits. Agents for Grand Concessions, Man and Wife for Strip Photo, Ferris Wheel Firm, Man and Wife for... Also other...  
Write: Bortz Amusement Co., Dept. 16 to 25 under Fire Department; Evanston, Ill., to follow, April 25 to 26.

**For Sale or Lease**  
Elephant Meme, gentle and does show well. Have good truck for transportation. Would consider partnership for small shows. Can see dependable shepherd man. E. K. COLEMAN, 1927 Revenwood Ave., Dayton, O.

**AUSTIN, EAGLES**

(Continued from page 44)

Bruce is the "top" comedy rider. His finish on swift running horse and roll-away had them on their feet.

No. 20—Walter McClain's three herds of elephants. He has added some new tricks and presented three beautiful girls working the bulls. They are Stiva Phillips, Irene Servis, Olivia Desmond, new to circus business. Finish, long mount on track, 17 pachyderms.

No. 21—Ring 1, The Moratas, equilibrista and acrobats. Center (special announcement), Yom Kam Troupe, Oriental acrobats. This was a splendid offering. Features close bending, posturing, spotters on small table and finish, man supported by Mme. Yom Kam, she hanging by her hair. A tremendous hand. Ring 3, the Zapatas, balancing and acrobatics.

No. 22—High-school horses, ridden by Myrtle Williams, Floret Gourdeoux, Vivian Chick, Myrtle Stanley, Billie Cooks, Martha Joyce, Dianne White, Betty Miller, Jack Joyce, Betty Helffenach, Rheba Jack, Alma Taylor, Helen Richards, Maybelle Young, Shirley Baron, Jackie Bobberta, Cella Lee, Vernis Mitchell, Miriam Hellman, Edna Hull, Mrs. K. Phillips, Maryon Darling.

No. 23—Clown number, the March of the Grotesques. Several novel walk-arounds.

No. 24—Flying Lorings, featuring Buddy Fisher, three men, two women. One clever woman Flyer and Fisher, doing full twister and somersault and for finish a double, blindfold to hand catch.

No. 25—Races. Ladies, men's jockey, monks on ponies, jumping tandems and Roman standing. Finish, ensemble of costumed persons in rings and on track, and playing of The Star Spangled Banner.

**The Concert**

The show has changed style of this part several times. This time, George Cunningham presents what is tabbed "Wild West Musical Extravaganza." Loveen Donnell, Buddy Herrick, baton jugglers; Dickie Thompson, Jane Riano, rhythm dancers; Chats Escalante, song and rumba number; Foue Le Ferre's knife throwing; Edwards and Young, rhythm roping and wild toe dancing; Diane Lovett, table tumbling routine; De Vons, battle-ax throwers; ballet of the old West, Maybelle Young, Martin Edwards, Jane Riano, Dickie Thompson, Pauline Pettee, Diane Lovell, Maryon Darling, and especially announced and featured, Evelyn Burns, from Paramount studios, vacationing with show. Very good entertainment and a lot of show for the money.

**The Side Show**

Art Windecker, manager; A. Eisenberg, assistant; Herbert Marshall's band and minstrels, Herbert Marshall, director; Horace Mansfield, Ernest Hutchins, trumpets; A. C. Officer, clarinet and sax; Joe Bowles, bass sax; Charles Alston, Horace Morehead, trombones; Ed Curran, euphonium; Ben Phillips, tuba; Oscar Burch, drums. On platforms, Mme. Virginia, psychoanalyst; Mme. Norma, magician; Prof. Gerneaux, lightning cartoonist and Hindu cabinet mystery; Ball Brother's Hawaiians, Mignon Kallala, Ann Brown, Ida D'Orto, Stacia Kallala, Fred, Don and Aubrey Ball; Thelma Von Lind, three-legged woman; Earl Hall, man with two mouths; Larry Benner, ventriloquist and novelty musician; Mme. Josephine, snakes; Willie Krieger, Punch; La Belle Rose, iron-tongue woman; Clyde Huunleut, one-man band; Mimi Gerneaux, sword swallower. In annex, Mr. X, Crime Does Not Pay, Jimmie Cotton, Jehnred White and A. Eisenberg on front. Jersey Schanck, boss canvasman, with 15 men. New banner fronts, ground flares and reflectors on banners and public address system. Nels Lausten and S. D. Wells, ticket takers.

**The Band**

Big show band, Eddie Woeckener, director; Niklas Schwartz, Dick Mack, Tom Balsom, Emilio Hernandez, trumpets; Anton Tonar, Frank Tonar, B-flat clarinets; W. H. Plummer, E-flat clarinets; Clarence L. Karr, euphonium; Harry Fairbanks, Andrew Gralinger, Albert Mitchell, trombones; Dallas Davis, Bruce Clayton, basses; Pete Heaton, calliope; Russell Ewing, Eldon D. Orto, drums.  
Clown Alley—Mill Taylor, producing Joey; John Tripp, Dan McPride, Arthur Burton, Frank Cherry, Ray Harris, Homer Goddard, Ray Arlinger, Fay Avalon, Nick Garner, Fay Walcott, Billy Craig, Carl Jahn, Bones Hartzell Trio, Jim Flagerty, Bob Wallace.

**ORIGINATOR**  
of Decorations for  
**HAWAIIAN TROPICAL DRINK STANDS**

Manufacturers of

FIRE-PROOFED GRASS MATS, PALM TREES, FLOWERS  
**BOTANICAL INDUSTRIES OF AMERICA**  
Showroom and Main Office — 655 6th Ave., N. Y. C.



**IDEAL EXPOSITION SHOWS, INC.**

America's Best Amusements

**Season Opens Alexandria, Va.**  
**April 11th**

BEST SPRING DATE IN THE EAST

Can place two more Shows, also Octopus Ride. Can place all Wheels, Grind Stone, Palmistry; no exclusive. Also will sell exclusive Lead Shooting Gallery. Wanted—Foreman for Smith & Smith Chairplane, also Ride Men who can Drive Semi-Trailer. Have opening for Talker for Monkey Circus. Write or wire

WILLIAM GLICK, Mgr., Mason Hotel, Alexandria, Va.

**★ DELUXE SHOWS of AMERICA ★**

Opens at Baltimore, April 15-23—2 Saturdays  
Followed by 3 Weeks in Philadelphia

- |                   |  |                               |
|-------------------|--|-------------------------------|
| <b>WANT RIDES</b> | <b>WANT SHOWS</b>                            | <b>WANT CONCESSIONS</b>       |
| • OCTOPUS         | • ILLUSION                                   | • CRIMD STILES                |
| • BOOMERANG       | • CLASS HOUSE                                | • CIGAR SHOOTING GALLERY      |
| • CATERPILLAR     | • MIDGET, FAT or any other good money getter | • LONG RANGE SHOOTING GALLERY |
| • TILT-O-WHIRL    |  | • WATCH LA                    |

**FOR SALE** MONKEY SPEEDWAY. Also Complete Crimdo Show.

We Play the Best Money Spots in the East

**NOW BOOKING FOR OUR No. 2 SHOW!**  
Opens last week in April. Playing 24 weeks in Metropolitan Area. WANT SHOWS, RIDES, CONCESSIONS. WHAT HAVE YOU?

Address S. E. PRELL, 36 Green St., Newark, N. J.

**AL MARTIN OUTDOOR ATTRACTIONS**  
96 BROADWAY BOSTON, MASS

Attention

New England's

Now Available

**Parks Fairs Celebrations**

Largest Individual Booker of Outdoor Entertainment.  
Booking Exclusively Rocky Point Park, R. I.; 15 Celebrations, 10 Outdoor Circuses; Shrine Circus, Providence, R. I.

The Blonde Sensations, Two Darling, Youthful Misses — 110-ft. Hi-Aerial Act

Booked Exclusively by Al Martin. Write, Wire or Phone for Dates.

**WANT: RIDE HELP—SIDE SHOW PEOPLE—TWO TALKERS**  
—CANVAS MAN WHO CAN HANDLE 100 FOOT TOP

Will Book Any Show That is Suitable for Church Auxiliaries. Will Furnish Top and Fronts. WANT HIGH DIVER AND FANCY DIVING GIRLS FOR FREE ACT; WORK ONCE A NIGHT. WANT CLOWN WHO CAN HANDLE RIDING.  
Want Lost Miss Game, State All and lowest salary in street really.  
Show Opens in Clear April 21st. Will play under strongest auspices possible and will stay in Chicago Industrial Districts all summer.

Dave Tennyson, Reply to Room 310, 179 N. Wells St., Chicago

## OUTDOOR FIELD

(Continued from page 142)

of whom are confident that recreation has had little pessimistic effect upon the classes who are natural parkgoers and amusement seekers. While a drop-off came early in July last year and continued until close of the season, it is predicted that the start this year may not be anything to shout about, but that an impetus will be felt as the season progresses and that, all in all, the summer will give a good account of itself.

## Harry C. Baker

"Based on observations thru my travels and consultations with men recognized as leaders in our own as well as other industries, a general improvement in the economic situation by midsummer is looked forward to," said President Harry C. Baker, New York, National Association of Amusement Parks, Pools and Beaches. "This should result in a reversal of conditions experienced last year in the outdoor show world. Early-season efforts proved highly successful and were reminiscent of old times, with a gradual drop-off in income from early July to closing date. This year our start may not be so good, but I feel confident improvement will be shown as the season progresses. Most resorts, I find, are going ahead with reconditioning programs and new installations, anticipating an average good season and not at all pessimistic with evidence of what we hope is only a temporary recession. Let us be guided by the knowledge that, regardless of depression or recession, our people want and seek the wares we offer."

## A. R. Hodge

Executive Secretary A. R. Hodge, Chicago, National Association of Amusement Parks, Pools and Beaches, said: "Judging from plans for improvement and beautification made by numerous parks during and since the recent convention, together with general optimism among park men, I feel that a good season lies ahead. Pessimism is not so strong among working classes as among executive classes. If a spring pick-up starts reasonably soon and is fairly good, I believe there is a big season ahead."

## Leonard B. Schloss

"Washington, being the center of governmental activities with vast pay rolls to department employees, coupled with being a summer tourist city and not an industrial center, depression or recession does not materially curtail this locality," declared Leonard B. Schloss, general manager of Glen Echo (Md.) Park, in suburbs of the capital. "While theaters and all stores have noted a slight decrease, all are doing a nice volume of business. Like my own, an optimistic outlook prevails. Glen Echo goes forward as usual and with new attractions, a general clean-up and paint-up campaign inside and outside the park and to its approach. I look for an exceptionally good season, starting on April 15. With traveling dance bands, a new departure, favorable weather conditions and plenty of hustling, Glen Echo should exceed last summer's profitable season. Expenditures have been increased about 50 per cent over 1937 and decreased 25 per cent under 1936."

## Jefferson W. Asher

General Manager Jefferson W. Asher, Ocean Park (Calif.) Pier Amusement Corp., said: "Every foot of our available space is occupied or contracted for and 90 per cent in operation. Our amusement pier operates the entire year and, from recent increase in receipts, we cannot help being optimistic. Greater expenditures have been made within the last six months than in any year in the last five. The fishing barges off our pier and all other boats have been modernized and we believe we have the finest accommodations with respect to this sport, including boats, restaurants and tackle establishments and a curio store situated on end of the pier, which is part of the fishing concession. Our rides have been thoroughly renovated and premises made more attractive. With

our sunny California weather, we are confident of a successful year and that our pier will continue to be known as the playground of the West."

## Harry J. Batt

"The business outlook is okeh for this section of the South," said General Manager Harry J. Batt, Pontchartrain Beach, New Orleans. "We are looking bigger outdoor attractions into the park this season than ever before. Expenditures this year will compare with last year's."

Henry Wagner, proprietor of Eastwood Amusement Park, Detroit, replied that he did not care to make a statement at this time regarding season's prospects.

It is a little early to predict just how the big tops will fare, owing to unsettled conditions throughout the country. However, it is the belief of showmen that conditions will improve later and will continue to end of the season. At present not many circuses are on the road. However, one of the major shows, Al C. Barnes-Sells-Floto, which opened in San Diego, Calif., on March 26-27, had good attendance.

## J. B. Austin

J. B. Austin, acting manager of the Barnes show, wired from Pomona, Calif.: "We have not been on the road long enough to form any opinion regarding conditions."

## Adkins and Terrell

From Rochester, Ind., Jess Adkins and Zack Terrell wire: "We believe that business will improve soon, either thru natural channels or by governmental expenditures, so, either way, we look for a fair business this spring. We are not curtailing our expenditures in any manner and will have an outstanding and expensive performance with both Cole Bros.' and Robbins Bros.' circuses."

## Dail Turney

Following was wired from Texarkana, Ark., by Dail Turney, general manager of the Tom Mix Circus: "Outlook for season normal in certain territory at present, but believe by midsummer conditions will be more favorable generally. Expenditures equal to any other year of preparations."

## C. W. Webb

Telegram from C. W. Webb, manager of Russell Bros.' Circus, from Itola, Mo., says: "Business outlook bad, due to generally poor business conditions, labor trouble and high taxes. Also believe lack of confidence in the administration is affecting spending activities. Our spending program greatest in several years."

Confidence in the carnival business is expressed by the fact that each organization has made more or less extensive preparations for opening. Some see the fog of recession clearing at an early date, while others do not look for any perceptible change in the business situation until midsummer or late fall. A big fly in the ointment seen by some is ever-increasing and overlapping taxes. Increased costs of overhead to keep up the standard set by many and a tilt in railroad rates are considerable concern to several railroad shows.

One of the leaders in the railroad classification deplures existence of calamity howlers and suggests that, recession or no recession, the thing for all business men to do is to push forward. As a whole, all express confidence in the future with the breath of eternal optimism.

## Rubin Gruberg

"My opinion is that business will definitely improve in a few weeks. Hence money turned loose thru RFC must reach show business thru usual channels. My plan has always been to move when facing recessions and depressions. If this were followed by more people

## INSURANCE

- A:** LIABILITY INSURANCE on your CIRCUS or CARNIVAL Lot, covering all types of accidents claimed by the public, whether faked or otherwise.  
**B:** LIABILITY INSURANCE ON YOUR RIDES, LOT AND CONTRACTIONS.  
**C:** All types of insurance on AUTOMOBILES, TRUCKS, HOUSE CARS, ANIMALS, RAIN INSURANCE, AUTO RACES, FAIRS, FIREWORKS, or what have you.  
**D:** APPEAL BONDS in case of attachments, without cash collateral on your part if you carry a liability policy with us.  
**E:** The best lawyer in each town to serve as your friend and go to the front for you in case of trouble.

Only Agency in United States specializing in insurance exclusively for Show People. Will gladly furnish names for reference, of the many reliable circuses and carnivals now insured through this agency.

**"THE SHOWMAN'S INSURANCE MAN"**, Charles A. Lenz, Broker  
 EASY MONTHLY OR WEEKLY PAYMENTS — REASONABLE RATES.  
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## NEW ENGLAND MOTORIZED CARNIVAL

OPENING SOMERVILLE, N. I., APRIL 14TH.  
 WANTED—BINGO. CAN PLACE GRIND STORES; ALSO STOCK WHEELS. HAVE GOOD PROPOSITION FOR WHIP OR ANY OTHER FLAT RIDE.  
 CAN USE GRIND SHOWS OF ALL DESCRIPTIONS.  
 FAIR AND CARNIVAL COMMITTEES THROUGHOUT NEW ENGLAND GET IN TOUCH WITH A CLEAN AND RELIABLE SHOW. WANT EXPERIENCED AGENTS FOR BALL GAMES. Address All Communications to  
 W. J. (BILLY) GIROUD  
 1564 Broadway, New York City, Room 302. Longacre 5-9535.  
 P. S.—SHRIMPY WANTS TO HEAR FROM FOLACK WHITEY.

## CALL! DICK'S PARAMOUNT SHOWS

OPENING APRIL 21ST, NAUGATUCK, CONN.  
 WANT—RIDES, OCTOPUS, SHOWS, MONKEY CIRCUS, GRIND SHOWS, FUNHOUSE, SIDE-SHOW ACTS, CONCESSIONS, PHOTO GALLERY, LEGITIMATE GRIND STORES. RIDE HELP, FOREMAN ON CHAIR-O-PLANE.  
 Address: DICK GILSDORF, Mgr., 54 So. Main St., CONCORD, N. H.

## J. L. LANDES SHOWS

WANT CRIME SHOW, MONKEY CIRCUS, OR ANY WORTH-WHILE SHOWS. Will Finance Reliable Managers.  
 CAN PLACE FEW MORE LEGITIMATE CONCESSIONS THAT WORK FOR STOCK. SIDE-SHOW ACTS AND FREAKS. WRITE MARK WILLIAMS.  
 SHOW OPENS APRIL 23, CHAPMAN, KAN.  
 Address: J. L. LANDES, CHAPMAN, KAN.

there would be no lull in business. Money must be kept in circulation. As for me, I have spent more and done more building than in the past 10 years. At great expense have booked Hugo and Mario Zucchini, double-cannon feature. One must do a little coaxing to offset the propaganda of the calamity howlers. Business will be good in 1938. "The show must go on," said Rubin Gruberg, of Rubin & Cherry Exposition, from Atlanta.

## William C. Fleming

"The Johnny J. Jones Exposition has this winter experienced about 20 per cent more in rebuilding and reconditioning its property than in the past two winters. This expenditure has been based on the expansion and improvement program, with a steadfast faith and belief that business in general will show a decided improvement this spring and summer. This belief is not mere optimism, but the result of careful study of conditions in our prospective territory also, as well as show's faith in the amusement-going public's response to a meritorious show that keeps pace with the times," said William C. Fleming, director general of Johnny J. Jones Exposition, from Augusta, Ga.

## Beckmann &amp; Gerety

"San Antonio, which is our winter quarters location, is a city of individuality, and conditions here have been very good all winter, especially among the retail trades. The government pay rolls here for Fort Houston and the several flying fields, including Randolph Field, known as The West Point of the Air, are a very reliable and regular asset distributed monthly among the merchants of the city. The tourist business this winter has been exceptionally good, due in a large part to the completion of the wonderful scenic highway thru San Antonio to the City of Mexico, backed by San Antonio's wonderful climate and the many attractions and historical spots and excellent accommodations offered for tourists. The amusement business in San Antonio this winter has been exceptionally good, with all first-run picture theaters and the sev-

eral large road shows that have played here doing capacity business. We see no reason for disappointment in the carnival business for the 1938 season. As to the results on our own circuit this season, we are very optimistic, as we figure that we have a route which even under ordinary circumstances and conditions is as staple as sugar and coffee in a grocery store. Our expenditures this winter in quarters have been about on par with those of the past several years. While we have not overbuilt, we will open the season with a show that will be a credit to any city in which we appear," is the word from Fred Beckmann and Barney Gerety of Beckmann & Gerety Shows.

## C. Guy Dodson

"Do not feel any too optimistic, but brother and myself have been covering lots of territory and amusements seem to be holding up fairly well. Am hopeful business will adjust itself so that we all may have a good season," said C. Guy Dodson, Dodson's World's Fair Shows, from East St. Louis, Ill.

## Max Goodman

"For the larger shows, weather permitting, business will be excellent because of improvements made by them. My expenditures are fair just now but will increase as I go along, because I realize improvements will be necessary to make the public spend. Nothing but weather can hurt us," Max Goodman, Goodman Wonder Show, said from Little Rock, Ark.

## James E. Strates

"Am very optimistic about business for 1938 and looking forward to very good season. Industry is regaining strength thruout the entire country and I think that by June conditions will be very good. Our expenditures for 1938 are about 30 per cent greater than 1937," James E. Strates, Strates Shows, wired from Weldon, N. C.

COIN OPERATED

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# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## CUSTOMERS

"The customer is always right."

That is one of the first and simplest lessons of business. However much at fault he may be, the customer is always right. That is a lesson that will need to be repeated over and over again, as new tides of greed and selfishness take the place of the old.

Well confirmed reports come from both operators and locations that there is a lack of customers to play coin-operated machines of many types. The operator finds his earnings down because there are fewer people coming into locations than before. The location lacks customers and the operator lacks customers. This is especially reported to be true in industrial locations.



WALTER W. HURD

I had never expected to see the time that coin machines, depending on small coins as they do, would actually lack patronage. We might as well mark the customer—the player—for what he really is and call him the consumer. He is the person who has money to buy something and use it. There are a lot of these consumers missing and the coin machine trade is just as anxious to find them as other trades are.

Timely warnings have been given that the consumer is getting scarce, disappearing even more rapidly from year to year as business follows the gleam of Big Money—Fast Money. At a national congress of advertising men in Washington, D. C., only a few years ago, the cold, inhuman warning was given to business that it was useless to spend money on advertising to 40 per cent of the American people.

This was no political propaganda. It was cold figures developed by experienced research men, who were telling heads of business that the standard of living of 40 per cent of the people was so low that they did not count as "consumers" in planning an advertising program. The newspapers, naturally, gave little mention to such cold figures.

These men that handle figures about consumers were also busy in giving out warnings before 1929. They warned that the list of consumers (people with money to buy) was getting smaller all the time, altho the population was increasing. They pointed out particularly that a high rate of profits was being drained off each year by business and that this could not go on forever. No one believed it until October 19, 1929.

Now more recent warnings have been given. The National City Bank reported on a cross section of 2,080 corporations that the average gain in net earnings in 1936 was 47 per cent. The experts who study the consumer said that business can't go on with such excessive gains. It required the fall of 1937 to prove they were right.

More recently still the Public Affairs Committee, Inc., has warned that in comparison with 1929, "25 per cent more goods is being produced by 20 per cent fewer workers." And the population is increasing all the while.

Consumers (people with money to buy) are getting fewer, altho the population is increasing.

More goods are being produced, altho jobs are getting fewer.

But the idea of Big Money-Fast Money still lingers.

These facts are not mixed with partisan propaganda. In

the face of such facts it is insanity to be partisan. These are facts that the experts have seen and have been warning the country about for years. These are facts which the coin machine industry must face, along with all other lines of business. Business wants more customers (people with money to buy). The coin machine industry wants more customers. We are all in the same boat—we want more consumers—we are all consumers. But some don't have the money to buy goods or to patronize coin machines.

If the figures seem too dismal, remember that a lot of good has been accomplished since 1932. England did more than all perhaps when she "went off gold." The prospect is that never again will the stock markets of New York and London be the gambling monopolies they once were—the gambling centers for rich and poor, saint and sinner alike. Gambling has been decentralized and the promoters of petty gambling could stabilize their business if they would forget the lure of Big Money-Fast Money. The amusement games industry could stabilize itself much easier if its members could lose some of their greed for "fast money."

Now the trend is definitely toward smaller business enterprises. Every division of the coin machine trade can profit by that trend. Many monopolies have been broken, only the greed for Big Money-Fast Money remains. All lines of business are beginning to appreciate the consumer more. Only we have not yet learned how to get money into his pockets so that he can buy—except by the expensive process of government spending. When we learn to provide jobs for every American, then the machine age will really come into its own. And the coin machine industry will share the success of that new era.

With the new trend toward smaller business enterprises, the trade association is coming to the front to represent all lines of business. But a warning must be given. I have boosted organization in the trade in every way possible. But it should be understood that trade organizations can represent the worst form of greed, selfishness and business rackets. In the light of present trends it can be said that organized trade groups will make or break this country within the next few years. There is only one trade group in the country that is showing any sort of intelligent leadership or understanding of present conditions. That is the National Retail Dry Goods Association. This organization has proved that its officers and membership have some conception of what the "consumer" means to the future of American business.

It may be that the thousands of other organized trade groups in the country will see this example before it is too late to disband their vicious and greedy rackets. Some of the most dangerous propaganda now appearing in the press is being concocted by what are supposed to be legitimate trade associations. If anyone in the coin machine trade doesn't know just what organized trade groups can do, let him observe how many of the adverse bills against coin machines are inspired by some organized trade.

The organized groups in the coin machine trade ought to be progressive enough to see the way things are going, drop some of their greed and win favor with the people by catering to the "consumer."

Note—McGraw-Hill will soon publish a book, "What People Want From Business," by J. D. Hauser, an authoritative study of the "consumer."

# CMMA Goes Into Action With Meeting on April 8

Original group of manufacturers revive activities—plans program to get favorable publicity for coin machine industry—will hold annual convention

CHICAGO, April 2.—At a dinner and organization meeting to be held in the Crystal Room of the Sherman Hotel here, on Friday, April 8, the original Coin Machine Manufacturers Association of America will formally resume its functions as an active association of leading coin machine manufacturing firms, according to an announcement released by the CMMA headquarters this week. The CMMA was formed several years ago and among its activities sponsored the annual coin machine exhibits and convention. It suspended activities as a harmony move, it

was stated, when the NIRA required the formation of industry codes. "The increasing feeling among many manufacturers that this arrangement has not resulted in maximum benefits to the industry as a whole," is given by the CMMA as a reason for resuming its activities.

Included in the program of the CMMA at the time are plans for securing publicity favorable to the industry and substantial reductions in the price of exhibit space at the annual coin machine shows. The promotion of an annual show will again be resumed as a major activity of the CMMA. A large number of manufacturers, it is said, have definitely signified their intention of exhibiting under CMMA auspices.

The organization headquarters announces that membership in the CMMA is open to manufacturers, distributors, suppliers of parts and the allied trades. Nominal membership fees are planned in order to insure as representative a body as possible, it is stated.

At the meeting on April 8, dinner will be served at 6:30 p. m. and will be immediately followed by a business meeting. Based on reservations already received, CMMA headquarters state that close to two hundred representatives of leading coin machine manufacturers will attend the meeting. Reservations for the dinner or communications to the organization may be addressed to the Coin Machine Manufacturers Association, 610 West Van Buren Street, Chicago, Ill.

## 3-Way Strength Tester

THE ONLY MACHINE THAT ACTUALLY HAS ALL THE NEW IMPROVEMENTS

**1195**  
TAX PAID



The Perfect Gripper With Sine Reading Button — Quick-Proof Lock — Improved Coin Head, Chrome Handles.

LEGAL EVERYWHERE

Our New Circular Is Now Available. Write for Complete Price List. 1/3 Cash Deposit With All Orders.

**Acme Novelty Co.**  
23-25 NO. 12TH ST. MINNEAPOLIS MINN.

### RECONDITIONED USED GAMES (At Bargain Prices)

Novelty Games	Mercury	\$20.00
Baseball	Stooky	19.00
Ripshot	Races	39.50
Outboard	Always	42.50
Long Beach	Counter Games	
Ohio Derby	Penny Pack	8.00
Skupper	Real Spok	10.00
Daytons	High Stakes	8.00
Due	Rates	3.00

**MISCELLANEOUS**

Play Ball (A-1)	\$85.00
Daily Basket Ball (Like New)	60.00
New Gun Yanks	40.00
Rotary Merchandise with Escalator	65.00
Wurlitzer P-412 (A-1)	99.00
With Dancester (good pair, A-1)	30.00
Chasing Out \$3200.00 Worth of Rotary Merchandise at Half Price.	

TRACK TIME, Serial 5000, New (Track, Check and Cash) \$200.00

WILL BUY OR SELL Escalator Type Rotaries, Track Time, Pushers, Fair Grounds, Turk Change. 1/3 Down (No personal checks).

**ARROW NOVELTY CO.**  
2802 SIDNEY ST., ST. LOUIS, MO.

truly amazing  
**VANAK**

**SLUG REJECTOR**  
Patented Check and Check Separator gives extra protection. Individual checks available for each location—an added income safeguard! See your dealer or write  
**A. DALKIN CO.**  
4311-13 Ravenswood Ave., Chicago.

## FOR SALE

3310 WASHINGTON MECH. BALLS, in good condition. Cost \$250. Will sell for \$100 untested. F. D. H. Buffalo. Should pay for themselves in a few weeks. **M. L. BARBER, 810 Liberty Bank Bldg., Buffalo, N. Y.**

## H. L. Baker Opens Manufacturing Firm

CHICAGO, April 2.—Harold L. Baker, formerly vice-president and chief engineer of the Pace Mfg. Co., and his associates have formed the Baker Novelty & Mfg. Co., which will produce a line of novel games and also offer high-grade used machine specialties and also a repair service. The firm will also offer the Tri-Putt golf machine, which was introduced at the 1938 Coin Machine Show. The golf machine is adaptable to carnivals, clubs, resorts, golf clubs, and also may be placed by operators.

The new organization has inaugurated a service department at which the trade can obtain the best of service. It is stated, in repairing and reconditioning slots, Pace Races and other high-grade machines, with overnight service promised as a feature. Complete overhauling and rebuilding of slots will be done. Such games as Faces Races will also be rebuilt and may be installed in entirely new and attractive cabinets. All kinds of parts and attachments for various machines will be ready at all times, the firm states.

"An operator can bring any kind of mechanical job or problem to us on the high-grade machines and we will give complete service," Baker states.

Baker has had an interesting experience in the coin-machine field, extending in all over a period of 21 years. Recently the *Coin Machine Journal* said of him: "Baker is one of the best known figures in the coin-machine industry, having been thru every phase of coin-machine activities from mechanic to operator and sales and production executive. He enjoys the distinction of being one coin-machine man whose training and knowledge of machine construction is the envy of many engineers in the business. He also is an authority on production and design. Few men have had the fortune Mr. Baker has had in being associated with highly successful men in the industry."

The address of the new firm is 643 North Kedzie avenue. Baker says that he will be making business announcements to the trade at regular intervals.

Some people are born rich . . . .  
Some people acquire riches . . .  
and some operate **KEENEY GAMES** and have riches thrust upon them.

**KENTUCKY CLUB & SKILL CLUB**  
**1938 TRACK TIME & SKILL TIME**  
**DERBY CHAMP • FREE RACES**

Built for the successful operator who insists on the best.

**J. H. KEENEY & COMPANY**  
"The House that Jack Built"  
CHICAGO

Beware of Imitations

## COIN MACHINE SUPPLIES

Send 10c in coin or stamps for the largest illustrated CATALOG of parts and supplies for coin-operated machines ever published.  
**BLOCK MARBLE CO.** 4919 N. 8th St., Phila., Pa.

### ONE BALL PAYOUT AND NOVELTY TABLES

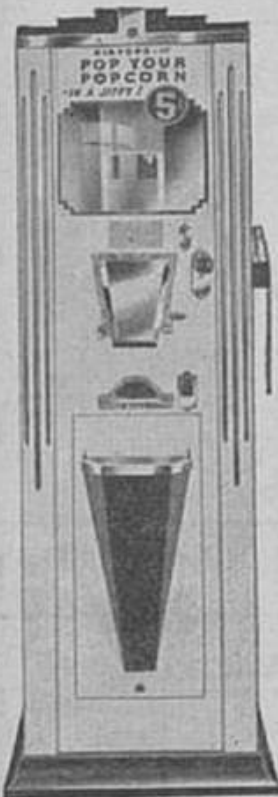
1 Peacock—Six Slot	\$22.50	6 Darts Baseball	\$12.50	5 All Stars	\$14.50
2 Turf Champs	27.50	5 Darts Red & Blue	17.50	5 Lancers	29.50
3 Milk Flashers	71.50	2 Milk C. T. Payoff		2 Daily Races	17.50
2 Bally Skippers	15.00	Tablet	27.50	4 Mazons	27.00
7 Bally Bumpers	10.00	2 Game Fifty Grand	12.50	1 Combination	22.00
4 Green Wheels	32.50	2 Game Kings	9.50	4 Electric Score Board	14.50
3 Classic	32.50	2 Game Scotty	9.50	2 Panama	11.00
3 Carom	32.50	6 Preview	27.50	6 Bull Over	14.50
10 Fair Grounds	89.50	6 Winners	29.50	10 Air Races	20.50
1 Wink Vank Slot	59.50	2 Paros Parlay	12.50	1 Wizard	17.50
1 Discard	39.50	4 Red Balls	12.50	1 Fire Cracker	14.50
6 Flatwood	117.50	8 Tycoon	18.00	2 Western New Hi-Lite	8.50
6 Felp Finish	47.50	3 Jumbo	37.50	2 Scientific Cris. Measurs	7.50
3 Ardmore	49.50	All Sizes Numbers Ready for Immediate Delivery.			

WANTED SLOT MACHINES AND STANDS FOR CASH, OR IN EXCHANGE FOR TABLES.  
**DIXIE COIN MACHINE CO., 5 S. Autaw Street, BALTIMORE, MD.**

### PREMIUM DISPLAY PADS FOR SALES BOARD DEALS

(CRUSHED PLUSH, METALLIC PAPER, Colors: Red and Blue.) Each  
Size 16 W. x 18 H. . . . . \$0.75  
Size 18 W. x 20 H. . . . . .90  
Size 20 W. x 24 H. . . . . 1.10  
All Sizes Numbers Ready for Immediate Delivery.  
PADS MADE TO ORDER, ACCORDING TO YOUR OWN SPECIFICATIONS.  
Tailor-Made Display Pads—Sturdily Constructed—One-Place Exam—Will Not Wear—Withstands Rough Handling.  
Manufactured By **IDEAL SALES, Inc.** 1516 MARKET ST. ST. LOUIS, MO.

# They Go WILD About This POPCORN



## So Crisp - So Fresh MADE THE NEW AIRPOPS-IT WAY

Popcorn made the improved Airpops-It way means more profits per machine, more profits for the localish owner and more profits for operators and distributors. The popcorn is popped **not** in oil but in moving stream of hot air. That means larger, crisper kernels—a delightful home-made flavor—a taste equal to the finest home-made popcorn. Airpops-It gives off no offensive oily odors, produces no oily, greasy product, has no oily greasy parts that have to be cleaned daily.

Airpops-It has numerous other advantages—low electric cost, works on either A. C. or D. C., minimum servicing, only one moving part . . . removable popping unit . . . every machine guaranteed for one year for workmanship and materials . . . shag proof A. B. T. coin drop chute . . . cabinet constructed of heavy 20-gauge automobile steel . . . automatically regulates itself for all changes in temperature and voltage variations . . . money box locked in a separate compartment, accessible only to route collector.

Airpops-It offers delighted customers, big repeat business, large profits and no "headaches." (Popcorn costs operator only 1¢ a bag.) Get in on the ground floor with Airpops-It. Order one—five—or whatever you please, but order today so you will be first in your territory.

Operator's Price, \$195.00,  
F. O. B. Chicago.

# AIRPOPS-IT INC.

330 E. Ohio Street  
Dept. 142 CHICAGO

Phone — Delaware 4044.

# MERCHANDISE MACHINES

## Lieberman Markets New Bulk Vender

CHICAGO, April 2.—Century Manufacturing Co. will soon announce a new penny bulk vender to the trade, according to Bud Lieberman, president.

"Any way you look at it, this new vender of ours is a honey. The base is finished in baked enamel with a crackle finish that makes it one of the most attractive of its kind. A radically new departure will be noted in the globe used on this machine. Before deciding on the new shape and design of this globe, we made many exhaustive tests and experiments to find the one most suited for providing the best in attractive appearance combined with display qualities that would increase the sales possibilities.

"This machine," he went on, "can be adjusted to vend ball gum, pistachios, Spanish nuts, charms, etc. It's an all-purpose machine that is sure to win the hearts of ops everywhere. Having in mind the problem of the operator, I am putting an unconditional guarantee against all mechanical defects for a period of one year," Lieberman concluded.

## Roy Torr Praises Calvert Vender

PHILADELPHIA, April 2.—Roy Torr recently was heard spilling a lot of data about the new Calvert Bulk Vending Machine. "This vender," he proclaimed, "was designed and constructed after determining first-hand the needs of operators throughout the country. A questionnaire was sent out to hundreds of operators inviting recommendations for improvements in design and construction of the Calvert Bulk Vender. All worthwhile suggestions were incorporated. The paramount feature of this machine is the straight glass instead of the old globe model. Other features that have been added insure ops maximum performance and operation with this vender."

## Exec Announces New Popmatic Distributors

ST. LOUIS, April 2.—R. Greenbaum, president of the Popmatic Mfg. Co., recently announced the appointment of two distributing firms to handle southern sales of the Popmatic popcorn vending machine.

The Louisiana Popmatic Co. of New Orleans, has signed up for distributor of that state, Greenbaum reports, and has sent its man in charge of servicing,

## Vender Pick-Up

DETROIT, April 2.—The definite trend toward better business reported from several sources in the trade lately was given further evidence this week in the report of purchase of a quantity of venders by Kenneth Tingey, of Wayne, Mich., located 20 miles west of Detroit. Reported sales to suburban operators, aside from the music field, have been very scarce of late. Sale was made by Arthur H. DuGrenier, Inc.

## Vendapak Added To Robbins Line

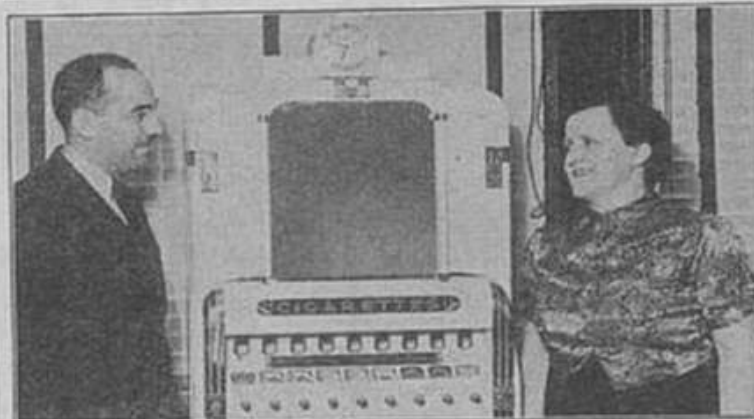
BROOKLYN, April 2.—Vendapak is the name of the latest merchandiser being manufactured by D. Robbins & Co. This vender holds 44 cartons of nuts or confections, according to Robbins. In pointing out the various features of this new vender, he stated, "Vendapak is especially designed to set on counters, but it also can be placed on a floor stand or against any wall. The cabinet is constructed of steel, finished in baked enamel and equipped with a mirror in a chromium-plated frame. The coin slot is slugproof.

"We are in a position to supply special cartons to fit the machine," Robbins went on. "The operator can pack any kind of goods in the cartons that will sell best in his locations. We recommend that salted peanuts be used in taverns and candy in factories, garage, etc. Hershey Chocolate Corp. is making three different bars of chocolate which will vend perfectly in Vendapak. Bulk candies such as kisses, Hooties, Joenges, etc., are also profitable items. Operators who are looking for a steady income will find this machine the answer to their quest," he concluded.

Walter Miller, to the Popmatic plant here for instruction in the proper handling of these machines. Headquarters of the firm are at 611 Peco Marquette Building in New Orleans. Heading the firm are two live-wire salesmen, S. E. Mortimore and L. O. Shiell.

Handling sales of the vender in Kentucky and Tennessee are a trio of experienced men who have formed the Dixie Popmatic Co. All three of the men are reported to have had extensive sales training with the Wahl Pen Co. before associating themselves with the Popmatic firm. They are J. F. Crawley, O. L. Coryat and L. P. Heap.

With such a lineup, Greenbaum stated that he expects sales in the southern part of the country to boom throughout the months to come.



HENRY WERTHEIMER AND BADE KAUFMAN admire the new National Cigarette vender after Babe signed contract for a quantity of machines.

## U-POP-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 vender

**RANEL, INCORPORATED**

325 N. HOYNE AVE. • CHICAGO, ILL.

SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS

## STOP & SHOP

# UNIVERSAL CHIEF

FOR COMPLETE DETAILS SEE YOUR NEAREST DISTRIBUTOR OR WRITE US AT ONCE!

VICTOR VENDING CORP.

4203 FULLERTON AVE.,  
CHICAGO, ILL. U. S. A.



# SWEEPING THE COUNTRY... THE BINGO BALL GUM 5c JAR DEAL

**A LEGAL JAR DEAL!**  
Operators everywhere are rushing orders in for the BINGO BALL GUM 5c JAR DEAL because it immediately BRINGS BIGGER PROFITS wherever placed. Here's a LEGAL JAR DEAL! Customers in actually purchasing beautiful, scientifically FOIL wrapped Ball Gum and PLAYS BINGO FREE with each purchase! Multi-colored foil gives jar big flash and appeal. Going like WILDFIRE! TAKES IN \$30.00; Pays out \$13.00; PROFIT \$17.00. The BINGO BALL GUM 5c JAR DEAL is REVIVING LOCATIONS all over the country. Enclose 1/3 Deposit—RUSH YOUR ORDER NOW—Balance Shipped C. O. D., F. O. B. New York.

Sample Only  
**\$4.75**  
Lots of 10  
**\$4.50 ea.**



## THE PRODUCT THAT BROUGHT THEM BACK ALIVE!

# BINGO BALL GUM

FOR 1c BALL GUM VENDING MACHINES  
BINGO BALL GUM continues to be the GREATEST MONEY-MAKING SENSATION IN HISTORY for 1c Ball Gum Venders! Daily AIRMAIL and Telegram REORDERS from operators all over the country attest to the great sensation BINGO BALL GUM is creating wherever placed. If you haven't yet started—DO SO TODAY! Rush 1/3 Deposit, Balance C. O. D., F. O. B. New York!

COMPLETE SET With 1100 Ball Gum  
**\$3.00**  
Sample  
LOTS OF 10... **\$2.50 ea.**

### BUY FROM THESE REPUTABLE DISTRIBUTORS

- ADVANCE AUT. SALES CO., 1021 Golden Gate Ave., San Francisco, Calif.
- JANE AUTOMATIC SALES, 932 West Main St., Zanesville, Ohio.
- JOHN GOODBODY, 1824 E. Main St., Rochester, N. Y.
- EASTERN MACH. EXCH., 350 Mulberry St., Newark, N. J.
- HENRY C. LEMKE, 31 Vernon Highway, Detroit, Mich.
- OHIO SPECIALTY CO., 123 W. Central Pkwy., Cincinnati, O.
- E. O. LIKENS, 924 77th St., N. W., Washington, D. C.
- PIONEER OPERATING CO., 436 E. 5th South St., Salt Lake City, Utah.
- NOVELTY SALES SERV., 402 Webster Ave., Akron, O.
- M. BRODIE CO., 3215 Ross Ave., Dallas, Tex.
- BLOCK MARBLE CO., 4015 N. 21st St., Philadelphia, Pa.
- R. W. FAIRBANKS, Street Falls, S. D.
- S. O. LAZAR CO., 1940 Forbes St., Pittsburgh, Pa.
- IDEAL SALES, Inc., 1810 Market St., St. Louis, Mo.

MANUFACTURED AND SOLD EXCLUSIVELY BY...  
**BINGO BALL GUM MFG. CORP., 1123 Broadway, N. Y.**

## WANTED

Used Masters, North-westerns, Silver Kings, Columbus, Ball Gum and Nut Venders. **WILL BUY ANY QUANTITY FOR CASH!** Please give full particulars in first letter!  
**EASTERN, 350 MULBERRY ST., NEWARK, N. J.**

**EXTRA SPECIAL!!**  
Mechanical CHARM ONLY SETTER! Guaranty sets the charms in vending machines where your hand can't reach.  
**25c EACH**

## ATTENTION: Vending Machine Operators

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW PEANUT-SHAPED CHEWING GUM  
Will vend in any peanut vending machine.  
A fast seller—people buy it because they like it.  
**U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN**

## CALVERT The ARISTOCRAT of all Bulk Venders

The machine you can use 5 different ways and many exclusive features.  
Write for illustrated circular, price and terms.  
**ROY TORR**  
2047-A So. 68th St., Philadelphia, Pa.

## LOW PRICES ON USED CIGARETTE MACHINES

THOROUGHLY RECONDITIONED FULLY GUARANTEED.  
Ewos Aristocrats, Iron Stands... \$29.50  
Uneda-Paks, 5-Column Enclosed Stands... 37.50  
National No. 6-26 Enclosed Stands... 37.50  
Stewart-McGuire, H Model, 5 Column... 24.50  
National No. 5, Five Columns... 6.00  
F. O. B. New York City.  
Terms: 1/3 Cash, Balance C. O. D.  
**HENRY WERTHEIMER**  
231 Fourth Ave., New York, N. Y.

## BIG APPLE PROFITS!

Operate a Route of 57 Apple Display Stands  
Holds 51 Colossal wrapped apples. Displays only 12 inches square space. STEADY SELLER! Over 100% gross profit.  
RESERVE YOUR TERRITORY!  
Send \$2.75 in coin for sample Display Stand and 50 Colossal Colossal wrapped apples.  
**D. ROBBINS AND COMPANY**  
1145 DEARBORN ST., BROOKLYN, N. Y.

## "TRINKETS"

FOR YOUR VENDING MACHINES.  
New, original, beautiful. Very large assortment. Increase the play 500%!  
225 Pieces — \$1.00  
1350 Pieces — \$3.00  
**M. T. DANIELS**  
1025-1027 University Ave., WICHITA, KAN.

## Babe Kaufman Buys National Venders

NEW YORK, April 2—Henry Wertheimer, eastern representative of National Venders, and Babe Kaufman have again completed a contract for delivery of the new National cigaret vender. This is the second time within 12 months Babe has signed a contract; the first time for 500 machines and now for an additional 300.

Wertheimer is especially enthusiastic about the new model vender. The improvements include an electric clock, a full-size mirror bordered by two iridescent poles about an inch in diameter, illuminated by electricity. The machine, in addition to terrific flash, is mechanically perfect and slug-proof, he says. Babe Kaufman, who has had the machine out on location for a few weeks on test, speaks enthusiastically about the vender. Babe says, "In my opinion the National cigaret machine is the outstanding merchandise machine presented this year."

Wertheimer informs us that not only has Babe Kaufman spoken highly of the National machine but the leading cigaret operators in his territory are in touch with him for quantity shipments and he expects to have the best year he has ever had selling operators.

In addition to the new special No. 930 cigaret machine, Wertheimer says National's introduction of the new No. 918 multiple merchandiser has met with spontaneous approval of operators and tobacco jobbers thruout the East. This machine vends cigarets, chewing gum, mints, nuts and other package items. The machines will vend combinations of 5 and 15-cent items or 5 and 20-cent items. The merchandiser has 9 columns and a capacity of 162 pieces, is slug-proof and the refill mechanism is simple, he says. They come in attractive black and white or walnut grain finish.

## Official Softball Game Sales Grow

CHICAGO, April 2—Ken C. Shyvers, head of the Shyvers Mfg. Co. here, says that sales of his Official Softball game have shown encouraging increases and that the next several months are sure to show much better sales because the game is suited to many seasonal locations now opening up.

Shyvers has developed and engineered many ideas for games that have been placed on the market by other manufacturers. He has established his own manufacturing business to introduce some ideas in games that are unusual in their appeal, he says. He feels that time will be required for some pioneering in the field of novelty games with definite skill features and that is what he is doing with the Official Softball game, Strikeette, etc.

The Official Softball machine capitalizes on the idea of the well-known popular sport. It has the appearance of some of the bowling games on the market, gives the player nine balls for a nickel and has a very novel scoring feature. It can be used with rewards for skill or whatever territorial regulations may require. The game is said to offer the appeal of baseball and also of the three-reel machines.

## KAY-SEE PEANUT VENDER FOR BOOTH or BAR

The Ideal Machine for Locations where space is limited.  
**\$3.00** Each  
1 or 100 Complete With Wall Hanger.  
Western Mo. and Kans. Distributors for "BANG-A-DEER" The Game That Shoots Real Bullets.  
**CENTRAL DISTRIBUTING CO.**  
108 W. Lincoln Blvd., KANSAS CITY, MO.

## SEND FOR

our Automatic Sales Merchandise Vender circular for Arcades, Park, Beach and Carnival Concessions.  
**ARCADE AMUSEMENT CO.**  
115 First St., No., Minneapolis, Minn.

## FIRST and BEST POPMATIC



The Automatic Popcorn Vending Machine  
WRITE FOR ILLUSTRATED LITERATURE  
**POPMATIC MANUFACTURING CO.**  
5147 NATIONAL BOULEVARD  
ST. LOUIS, MISSOURI

## Unheard of Values! REFINISHED AND RECONDITIONED GUARANTEED A-1 CONDITION

- 8col Rowe Aristocrat... \$22.50
- 8col Stewart-McGuire... 24.50
- 4col Stewart-McGuire... 19.50
- 3col National... 6.50
- 3col National... 7.50
- 3col National... 8.50
- 3col National... 9.00
- 3col National... 82.50
- 3col Gum and Mint Machine... 27.50
- 3col Gum and Mint Machine... 14.50
- 3col Advance... \$12.50 and 19.50
- Shipman 1c Cigarette Machine... 5.50
- Makin-Hilton Cigar Machine... \$10.50 and 18.50

**MASTER CIGARETTE MACHINE**  
● 6 Columns  
● Capacity—150 Packs.  
**\$17.50 EACH**

- 8col Rowe Deluxe... \$14.50
  - 3col Rowe Deluxe... 12.50
  - 3col Gumballs... 18.50
  - 7col Gumballs... 18.50
  - 3col Rowe Standard... 12.50
  - 3col U-Need-A-Pak... 27.50
  - 3col U-Need-A-Pak... 42.50
  - 3col U-Need-A-Pak... 27.50
  - 3col Round U-Need-A-Pak... 14.50
  - Stewart-McGuire Pump Handle Cigarette Machine... 12.50
  - Stewart-McGuire 5c Candy Bar Machine... 19.50
- Late Models JENNINGS CHEFFS  
— 1c, 5c, 10c, 25c, 50c.  
only \$45.50  
Largest Distributors of Used Cigarette Machines  
**X. L. COIN MACHINE CO.**  
1353 Washington St. BOSTON, MASS.

## THE KING OF VENDORS IS SILVER KING

VENDS EVERYTHING Size 7x7x4" 6 P O TTY 5 POUNDS MERCHANDISE PRICE ONLY **\$6.50**  
F. O. B. Chicago. 30 DAYS FREE TRIAL.  
Thousands of them now on location. A proven money maker with a Written Guarantee. **Send for complete details.**  
**NATIONAL VENDORS CO.**  
1009 N. Mayfield Ave., Dept. A, Chicago.



Send your correspondence to advertisers by mentioning The Billboard.



# Cigarette Merchandisers' Association

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

**BY WAY OF INTRODUCTION**—A trade association represents the will of those within a given industry to co-operate for their mutual benefit and public interest. It is not a new type of business organization that has been created by legislation or by governmental edicts.

Each field of industry and commerce should have a representative trade association on a basis of voluntary membership to give continued consideration to the problems of the industry.

A trade association, while not standardized in form, has become a recognized characteristic sort of organization of business men in the same line of business; it has grown in accord with our economic, political and governmental policies and typifies the principles under which this country has made remarkable and unprecedented progress.

In general, the functions of a trade association are to deal with common intra-industry problems of management; to give proper consideration to the expression of opinion upon business and general economic subjects, so that efficiency and economy of operation may be furthered. We must be aware that no action will be taken by governmental agencies which will adversely affect the industry and that relationships with allied industries and the public should be mutually helpful.

Management has thus created the trade association for the purpose of enabling the field of business which it represents to conduct itself with the greatest economy and efficiency and thereby better to serve the public.

Some of the most common activities of a trade association are: legislation, business standards, elimination of unfair competition, accounting, exhibits and shows, merchandising, field service, publicity advertising service and arbitration.

Co-operative effort by thorough analysis and careful appraisal of our experiences, by prudence and sound judgment, by recognition of sound economic principles, by a growing sense of group consciousness, we are able thru trade associations in the cigaret merchandising field to benefit industry and the general public.

The policy of CMA of New Jersey's promotion committee has not changed. Each week guests of honor are introduced at the association meetings. On February 8 Mr. Matthew Forbes, the new manager of the CMA of New York, was the principal speaker, while on March 8 Mr. Will Golden, president of the CMA of New York; Mr. Martin M. Berger, sales manager of the Rowe Mfg. Co.; Mr. Robert P. Cook, executive of the Philip Morris Co.; Mr. Louis Lipst, executive of the Universal Match Corp., and Mr. Leon Rosenthal, of the Axton-Fisher Tobacco Co., were the invited guests. Mr. Henry Kirestein, of the Insurance Company of North America, was the second principal speaker of the evening and spoke on *Machine Insurance*.

**A SLOGAN FOR MEMBERSHIP COMMITTEES:** "No member is bigger than the association," which, translated, means that every good association is here to stay and no matter who may drop out, for any reason whatsoever, the association itself will not suffer.

A special private brand committee has been appointed for the study of the introduction of a brand by the members of the association. At its meeting on February 8 it invited Mr. Leon Rosenthal, of the Axton-Fisher Tobacco Co., who spoke on the topic *Why a Private Brand?* At its meeting on March 8 Mr. Herman Roskind, executive of the Axton-Fisher Tobacco Co., spoke on the topic *What a Private Brand Will Do for an Association*.

**THE ALBUM**—"Do good deeds by stealth and be found out by accident." That's the way Ben Orowitz works. Because he works in that manner this reporter, assigned to the job of writing Ben's "success story," found himself up against it.

Unable to get any information from Ben himself, our reporter had to phone and write to a dozen different people in order to piece together the incomplete biography which follows:

After leaving school Ben tackled the toughest job he could think of . . . selling candy face to face . . . three months after he started he was out in front as top producer for his employer. Being mechanically minded, he sought experience with coin machine mechanics, and in getting it, just for good measure, turned it into a profitable and legitimate coin machine business.

To further round out his experience Ben next went into the cigaret vending machine business. Today Ben heads one of the largest firms of cigaret vending machines in the East. On trade associations Ben says, "Two horses pulling away from each other is a waste of good energy. That same energy pulling in one direction results in teamwork with many advantages." Ben has been a member of this association from its inception. He has also been its perennial Vice-president and has been responsible for much of the progress that the cigaret merchandising industry has made thru its trade association.

Those who know him vouch for his honesty, integrity and business acumen. Ben never forgets a face or a name. He can name offhand every location in which he has one of his machines, the amount of business it does, the amount of commission he pays and the type of machine. Ben knows that by keeping his finger on the pulse of his business he can rectify any misunderstandings before they get out of hand.

Here in the East he is an asset to the industry. He has more real friends than it's usual for a man to have. Ben is a married man now, but we can't see how he finds time to be married, or whether he can spare time to wear pajamas to bed. (His many activities do not allow him more than five or six hours of sleep.) His favorite sports are baseball and golf, and if someone gives him a gun it's hunting. He is famed as the best dressed man in the industry.

Any membership committee can secure plenty of applications for membership from small operators with from 10 to 15 machines. Small operators need you and they all help to add numerical strength to the association. It should be the policy of every membership committee to enroll every operator regardless of size.

OPERATORS! OPERATORS!  
**NATIONAL  
MULTIPLE  
MERCHANTISER**



Will Vend Candy — Cigarettes — Chewing Gum — Mints — Nuts and other Package Items. Will vend combinations of 5c and 10c items, or 5c and 20c items.

9 Columns — King Proof  
Cabinet — Simple Refill  
162 Prices — Mechanism,  
Attractive Black and White, or Walnut  
Grain Finish.

**OUTSTANDING MERCHANDISE  
MACHINE OF THE CENTURY!**

Write for Complete Information.

**Henry Wertheimer**

381 4TH AVE., NEW YORK, N. Y.  
(Exclusive Eastern Representative for  
National Vendors.)

## 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.**

**WRITE FOR  
LOW PRICES**

On Peanut and Ball Gum  
Vendors.

Also Table Sixe Vendors.

**Self-Serv Mfg. Co.**

5. Broad and Wicckman Sts.,  
Palmyra, N. J.



ATTENTION!  
VENDING  
MACHINE  
OPERATORS!

## WANTED!

There is no other cigarette like Spuds, 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 COLD'S Zone!

# Spuds

ARE SOOTHING



THE AXTON-FISHER TOBACCO COMPANY  
Louisville, Kentucky

**NUT VENDOR**  
5¢ Coins Money FOR YOU!  
HIGH DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, GIGAR STORES, WAYSIDE STANDS, MENI DINERS

Establish a profitable business in your neighborhood with Caterline's Nut Vendor. You keep the money and collect your regular WEEKLY INCOME. Strict territory rights protect your own growing business. Write: CATERLINE BROS., 1916-1926 Scoville Ave., Dept. LP, Chicago, Ill.

**WHY PAY MORE?**  
The "P-Wee"  
Nut or Candy Vendor is now only \$2.35.  
DAVIS METAL FIXTURE CO.  
Lansing, Mich.

**1c STICK GUM VENDOR**  
Double column, Holds 100 sticks of Spearmint Gum, Glycerine gum, etc.

PRICE—only \$4.99 with 400 sticks of gum free. Wall bracket with lock, 50c. Additional gum supplied at \$3.00 per 1000 sticks. Retail Price Amount With Order.

**D. ROBBINS & CO.**  
1141-B 64th Ave., BROOKLYN, N. Y.

# AT LAST! THE NEW MACHINE YOU HAVE BEEN WAITING FOR!

Bringing an internationally famous quality perfume to the coin machine industry for the first time... "PARFUM RIS-CHARDE" in

A TRULY MODERN, STREAMLINED MERCHANDISER THAT OPENS A BIG, NEW FIELD FOR GREATER PROFITS.

### Read the Facts!!

1. Took 2 years to complete. Tested 6 months on all types of locations. Manufactured by America's leading merchandise machine builders. GUARANTEED FOR ONE FULL YEAR! Best 10c SLUG PROOF mechanism ever developed.
2. "RIS-CHARDE PERFUME" used exclusively because of its internationally recognized quality. Machine capacity sixty 10c boxes. Perfume packed in beautiful cut-glass perfume flasks inside attractive silver box. First machine to vend FULL DRAM in handy purse flask. Five famous odors—Du Du'orient; Repose; Blue Passion; Gardenia, and Sweet Pea.
3. FREE PERSONAL SERVICE anywhere in the U. S. A. by famous service organization. Regardless of where you operate service men always on call from Coast to Coast. Machine is fit for Wall, Bracket or Stand operating.
4. First time in history so beautiful and modern a machine presented at such LOW PRICES! Quantity purchasers given 12 months to pay. "RIS-CHARDE" Perfume machines have opened such locations in New York as Jack Dempsey's Restaurant, International Casino, Paradise, Jimmy Kelly's, and many others.
5. Choice locations asking for it every day. Theaters, Restaurants, Night Clubs, Hotels, Dance Halls, Taverns, Pavilions, Beauty Parlors, Bars and Rail Terminals, etc., etc. Here's THE MACHINE YOU NEED TO BRING YOU BIG, STEADY INCOME FOR YEARS AND YEARS TO COME!!!



PRICED LOW! WITH A 12 MONTH TIME PAYMENT PLAN FOR QUANTITY PURCHASERS.

DISTRIBUTORS WRITE NOW FOR OUR SPECIAL PROPOSITION

Be First! Write - Wire or Phone Immediately!

## MECHANICAL SALES CORPORATION

250 WEST 54th ST. (Tel. Circle 7-1381) NEW YORK, N. Y.

## It's Arcade Time

By PERC SMITH

It looks like it will be a big season for folks in the arcade business—and why not? There are more small coins in circulation than ever before. The penny arcade is the logical place to spend the nickels and pennies. Why? Because their penny concessions top all others in earnings, especially when the nominal investment is considered. Where do you find the crowds in a park or carnival—why, in the Pennylands, of course. The admission is free, there is lots to see and do, and the amusements appeal to women and children as well as men.

The Exhibit Supply Co. has been making arcade machines and supplies since 1901. To meet the insistent demand we have brought out quite a few new numbers for this year. The Barrel of Fun is new and novel—different from anything you've seen before. What the player sees when he looks into the bung-hole gets a big laugh. A battery of our three little Love Meters will get thousands of pennies in any arcade. Another outstanding amusement machine is our new Hi Ball—a wonderful flash with lots of player appeal.

The backbone of any penny arcade is a line-up of 10 or more Exhibit de luxe card venders. This is our latest modernistic card vender fitted with two A. B. T. coin chutes. We back up this handsome vender with a popular line of over 40 different series of fast-selling cards, and new subjects are added from time to time to keep up the interest. Attractive display signs are free for the asking.

In answer to many requests we have decided to build again our Champion bag puncher and orders are being accepted, subject to early delivery. Those arcades that wish to add novelty bumper tables will find our Exhibit El Toro and Coney Island are two up-to-date games and priced right.

Exhibit is a good source of supply for stereo views, fortune cards, fun cards, aluminum tape, repair parts—everything needed by the arcade man to keep his machines working and getting the money.

Readers of *The Billboard* who are interested in starting a penny arcade can take advantage of our long experience and write us—ask any and all the questions you want to—we will answer willingly. We tell you how that empty store, picnic ground, dance hall, spare floor room or wall space, etc., can be turned into a going business.

## Art Caille Says Business Better

DETROIT, April 2.—"Business is getting better," Art Caille, president of the A. C. Novelty Co., said this week. "I feel definitely encouraged about the increase in business of March over the preceding month. This was by no means spectacular and is no ground for unbounded enthusiasm, but is a good sign. Actual increase in sales was about 25 per cent for the month."

"Being a comparatively new company, no comparison could be made with the corresponding month of last year. We also look for a nice increase in business during the month of April. Much of this can be directly attributed to the growing popular interest on behalf of operators and the public alike in our exclusive seven-play seven-jackpot Multibell."

## Art Nyberg Is Covering Maryland for Fitzgibbons

BALTIMORE, April 2.—Art Nyberg, one of Baltimore's leading distributors, is now taking care of the State of Maryland for John A. Fitzgibbons, Bally's Eastern representative. Nyberg will display all the leading Bally hits and give distributors and operators first-hand information on new games. Shipments to jobbers and operators will also be facilitated as the orders will be sent directly to Fitzgibbons and he in turn will make direct shipments.

Fitzgibbons claims, "In addition to being one of the best known distributors in Maryland, Nyberg is well liked and I have every reason to believe he will do a fine job for Bally machines and the operators in his territory."

# SEL-MOR

Had 'Em Blocking The Aisles At the 1938 Show!



Enthusiastic operators are buying Streamlined SEL-MORS by thousands! DE LUXE Model in dignified mahogany brown and chromium. Combination TOY and Candy Shop that pulls MORE PENNIES! Perfect edition of TOYS, CHARMS. Tamper-proof, durable. Five-pound capacity, 15 inches high. A pleasure to own and operate!

Sample \$8.50  
Cheaper in Quantities.

GREAT STATES MFG. CO.  
1601-9 East 39th St., Kansas City, Mo.

## UNIVERSAL VENDORS

ACCLAIMED THE FINEST TOY AND GUM VENDER OF ITS KIND. INTRODUCED ONLY PRICE! Cash \$6.95 With Everything STOP & SHOP 3-Way Merchandise, Not \$35 —ONLY \$18.00. PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY, \$2.40 UP Write for further information. Cash with all orders less than \$10.00.

RAKE COIN MACHINE COMPANY, 3415 Woodland Ave., Philadelphia, Pa.

## Lane Optimistic On Spring Biz

NEW YORK, April 2.—Bert Lane, who heads the sales destinies of the George Ponser Co. of N. Y., Inc., predicted a bang-up spring season for the nation's coin machine men.

"The recession scare is wearing away," says curly-haired Lane. "Coin machine buyers, wary of making new purchases when the country was crying the blues, are beginning to realize that conditions are brightening, the wheels of industry are beginning to get up steam, and people in general are loosening up on panic-tightened purse strings."

"I believe the time is ripe for a startling new coin machine development, some legal, long-time proposition that will change the public's idea of the coin machine business as an easy-money racket to an honorable field offering real public service. Look to the spring of 1938 for a business-boosting, blues-busting season!"

## Budin Back on the Job

BROOKLYN, April 2.—Herman Budin, Budin Specialties, Brooklyn, returned to his office this week after a two-week illness. Budin took sick just after returning from a trip to Chicago.

## OPERATORS! THE HIT OF 1938!



The K-V Money Maker—a Legal Bank Vender with Fin Yable Excitement, Fortune-Telling and Skill Appeal, bringing big earnings.

The K-V Company  
245 Trinity Ave., S. W., Atlanta, Ga.

## WORLD'S FINEST VENDER

4-IN-ONE OPERATORS WANTED To distribute, sell and operate under new sales plan. Must qualify in character and ability to finance own route. Write for open exclusive territory. FOUR-IN-ONE MFG. CO. 3338 JOY ROAD DETROIT MICH.

## CHARM MACHINES

The new Penny Master Vender with reinforced top, porcelain cabinet, equipped with cylinder locks. FILLED with best quality charms and tumbler, ready to operate. Average \$8.95 net profit \$2.50 per machine. Price. BEST GRADE assorted charms, tumbler removed, 75c per gross. Contains 1 1/2 lbs. per pound. TERMS: One-third deposit, balance C. O. D. M. & S. NOVELTY COMPANY 412 1/2 Front Street, Marietta, Ohio.

## The Perfect Combination for Northern California Operators

NORTHWESTERN VENDORS The Finest Vending Machines in the World. XENOBIA PISTACHIO NUTS Fastest Selling Nuts on Earth. WAMCO CHARMS The Greatest Variety Made. Factory Authorized Sales and Service.

WESTERN AUTOMATIC MACHINE CO. EDDIE FEY 555 Golden Gate Ave., San Francisco.



CHARMS Not the Ordinary But an Extraordinary Assortment. Gross Assorted As Low as 75c Gross. All Best Grade Charms — No Metal. IDEAL SALES, INC. 1510 Market St., St. Louis, Mo.

VALUER PENNY GUM FOR COUNTER OR VENDING MACHINES. Size 1/4 x 7/16 x 1/2. 2 Sticks in One Package. Inquiries solicited. TRUE BLUE GUM CO. LANSING, MICH.

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

**SPRING SPECIALS**

**RECONDITIONED PHONOGRAPHS**

3 Wurlitzer Model 918	\$174.50
2 Wurlitzer Model 911 or 912	104.50
2 Wurlitzer Model P-12	84.50
1 Wurlitzer Model P-25	84.50
3 Sunburg Schuttophone, 389	52.50
2 Sunburg Symphonias, 390	84.50
1 Caphart Orchestron, 39	42.50
1 Mills Dance Master	44.50

**NOVELTY GAMES**

Speed	\$27.50
Wind World	18.50
Auto Derby	20.00
Home Stretch	20.00
Chico Derby	29.50
Track Meets	27.50
Home Run	18.50
Autway	37.50
Turf Kings	32.50
Tournament	22.50

**ONE BALL AUTOMATICS**

Flicker	\$17.50
Classic	17.50
Crown	24.50
Golden Wheel	24.50
Wagon	27.50
Parson Bells	17.50
Turf Champs	32.50

**CONSOLES**

Evans Keene	\$ 95.00
Paul Racer	117.50
Club House	107.50
Dominoes	62.50
Exhibit Racer	82.50

**5 Rotary Merchandisers**  
Easitator Type **\$67.50**

**SLOTS**

30 Jennings Chiefs, 5c, 10c, 25c	\$42.50
50 Mills Blue Fronts, 5c, 10c, 25c	47.50
20 Mills Blue Fronts, 5c, 10c, 25c	44.50
10 Pace Coronets, 5c, 10c, 25c	45.00
1 Wurlitzer Deuces	18.50
2 Mills St Wolf Heads	29.50
5 Mills War Eagles, 5c, 10c, 25c	32.50
5 Casino Commanders, 5c, 10c, 25c	42.50

**COUNTER GAMES**

W. Stakes	\$ 2.00
Asia Punch	13.50
Western Races	5.00
Club House	5.00
Wagon Wheels	4.50
Reel Speed	10.50
Joker	65.00
Dandy Vendor	6.00
Skipper	2.50
Reel 21	5.75
Reel Races	4.50
Ginger	12.50

**AUTOMATIC AMUSEMENT CO.**  
1000 Pennsylvania St., Knoxville, Ind.

**Swing Is Name of Chicoin's Latest**

CHICAGO, April 2.—The mystery which has surrounded the unveiling of the latest release of the Chicago Coin Machine Manufacturing Co. was dissipated during the past week when officials Sam Wolberg and Sam Gensburg announced the new game, named Swing.

"Swing is a new high-score novelty bumper game with so many outstanding features that we predict it will prove a gold mine for operators," Wolberg said. "Swing, like all other Chicago Coin games, has been built with an eye to beauty and attractiveness as well as to mechanical perfection. Its backboard is spectacular in the novel light-up action. And its playing field is the height of beauty with its new spring colors. Such outstanding features as the 2-way 600-point or 1,000-point swing gates, the 14 full-sized bumper springs, and the 1,000-point plus 600 point tunnels will undoubtedly make Swing one of the biggest profit-earning novelty games on the market. Then there's an added appeal to players of the out ball registering 600 if the Swing light is lighted.

"While the coin machine trade was being appraised as to the nature of Swing," Wolberg continued, "its predecessor, Snappy, is fast setting new sales and profit records, according to reports from operators. Snappy is a five-ball bumper novelty game that is giving players more action and excitement than they have received from a coin game for a long time. Many operators who ordered the game before it was in production have placed repeat orders for it. These men report that just as Snappy is the by-word to greater coin game profits today, so Swing will be added to the ever-growing Chicago Coin list of profit by-words."

**Triplex Chief Ups Profits, Says Ryan**

CHICAGO, April 2.—The 5-cent piece has held the popularity spotlight for a good many years, but since the introduction of Jennings' Triplex Chief, dimes and quarters seem to be crowding the nickel for first place, in the opinion of W. J. Ryan, vice-president of C. D. Jennings & Co. "Triplex Chief has upset the popular opinion that the players prefer to play nickels," he states.

"The introduction of this machine into the check machine field," Ryan went on, "has caused considerable excitement among the operators. Triplex takes nickels, dimes and quarters, and actual operation has proved that most of the play has been with dimes and quarters. This is true even in territory where it is generally agreed that nickel-play machines are the favorites. The average player sticks his hand in his pocket and finds possibly two nickels, one or two dimes and several quarters. Usually he would play the two nickels and let it go at that. With Triplex he can continue to play dimes and quarters with the result that the machine gets considerably more play. Triple profits from Triplex is not just a promise," Ryan concluded, "it is a proven reality."

**STRIKETTE**

**Radically New  
Strictly Legal  
Tremendous Appeal  
Fast as Lightning  
STRIKETTE**



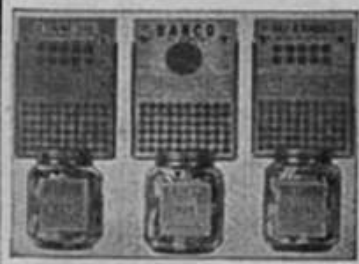
Has Been Designed and Engineered "To Challenge the Player's Balance of Strength and Skill" and his sporting inclinations. The STEPPING REELS indicate the Force and Accuracy of the Blow. To Line Up Three of a Kind Across the Board Determines His Skill. STRIKETTE Intrigues the Ladies as Well as the Men.

**OFFICIAL SOFT BALL** ANOTHER DRASTICALLY NEW DEPARTURE IN COIN-OPERATED LEGAL SKILL GAMES. Played With Regulation Soft Balls. Coin-Operated. Scores Registered Automatically by STEPPING REELS.

**DON'T FAIL** to investigate these 2 outstanding money-makers. STRIKETTE and OFFICIAL SOFT BALL are welcomed into thousands of locations never before open to coin-operated games. Open closed territory. Inject new life into the business of operating automatic amusement games.

WRITE FOR PRICES ON "SINGLES" and "BANKS"  
**SHYVERS MFG. CO.**  
2315 West Huron Street CHICAGO, ILL.  
West Coast Distributor: JACK B. MOORE.

**3 Complete New JAR DEALS \$8.88!**  
ALL THREE COMPLETE in only



Get a Natural 2,280 Tickets @ 5c, \$114	Basic 2,280 Tickets @ 5c, \$114	Half a Hundred 2,280 Tickets @ 5c, \$114
Average Pay-out, \$71	Average Pay-out, \$71.40	Average Pay-out, \$71.50
As Profit, \$43.00	As Profit, \$42.60	As Profit, \$42.70

**\$24.00 PER DOZEN**

Get in the money-making class. Throw out your stale deals and operate the latest 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. Exclusive distributor wanted for every city in U. S.

Just off the press, 4 brand new 2,280 Ticket, 1c and 2c Cigarettes 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.

**WINNER SALES COMPANY**  
3307 ARMITAGE AVE., CHICAGO, ILL.

RAILROAD, some cash and Ticket P. O.	\$22.50
RACING FORMS	30.00
RAY'S TRACK (1936) guaranteed	70.00
CLASSIC	22.50
PREVIEW	12.50
PALUKA (as is)	10.00
CAROM	22.50
BIG RICHARDS (can have free with 2 tables)	22.50
TURF CHAMP	30.00
PAGES RACES (black 1936 guar.)	55.00

Get some first served. Third class, balance C. O. D. All guaranteed in first-class condition.  
**W. P. VENDING MACHINE CO.**  
1000 Highland Ave., N. E., Atlanta, Ga.

**The ORIGINAL and NOT THE DUPLICATED**



**3 in 1 Grip Tester**  
3 WAYS TO TEST GRIP. EACH WAY ANOTHER PENNY. Greater Income for Operators. Legal Everywhere.  
**\$16.50** Plus Stand **\$2.50**  
**HERCULES GRIP MACHINE CO.**  
412 E. Market St., Chicago, Ill.

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

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THESE PRICES EFFECTIVE IMMEDIATELY AND ALL ORDERS SUBJECT TO PRIOR SALE!

GENCO FOOTBALL	\$22.50	BALLY CROSS LINES	\$ 2.00
HOME STRETCH	15.00	ROCK-OLA JIGJOY	17.50
MERCURY	15.50	BATTER-UP	2.50
AUTO DERBY	15.00	HAPPY DAYS	4.00
LONG BEACH	20.00	HOLD 'EM	5.00
BURNING WILD	12.50	FIRAL SCORE (Cigarettes)	7.50
CHICAGO EXPRESS	30.00	PACIFIC SMOOKY	10.00
TRACK MEET	22.50	BALLY BOOSTER	2.50
REPLAY	10.00	REASON	3.00
RICOCHET	5.00	TORPEDO	4.00
BALLY BUMPER	6.50	MADCAP	4.00
BALLY DERBY (Automatic)	8.00	SHORT SOX	3.00
PENCE BUSTER (Automatic)	12.50	REEL 21 (Counter)	3.00
REEL SPOT (Counter)	2.00	HIGH TENSION (Counter)	3.00

WE ARE STATE DISTRIBUTORS FOR BOTTLES GIANT SINGLE GRIP SCALERS AND NEW DE LUKE 3-WAY GRIP MACHINES. THE GREATEST LEGAL MONEY-MAKERS ON THE MARKET TODAY. WRITE US FOR SPECIAL OPERATORS' PRICES. ALL ORDERS MUST BE ACCOMPANIED BY ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK, POSTAL OR EXPRESS MONEY ORDER. BALANCE TO BE C. O. D. STATE METHOD OF SHIPMENT PREFERRED.

**MORRIS NOVELTY CO., Inc.**  
4505 MANCHESTER AVENUE, Phone: Franklin 0757. ST. LOUIS, MO.



**"COUNTER GAMES MAKE FASTER PROFITS"**  
**BALLY'S MILL WHEEL** ..... \$27.50  
Plays 1c, 5c, 10c, 25c. Playing Time 10 Seconds.  
Nets \$10.00 to \$25.00 Daily Profits.

**WESTERN CIGARETTES** ..... \$12.50  
1c Play Cigarette Dice—Liberal Percentage

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**AUTOMATIC AMUSEMENT CO.**  
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Ranging from 100 to 1,000 holes. Attractively made in Cigarette and Candy Boards. Also have a large variety Jumbo Candy Salesboards. Manufactured by **CENTRAL PRESS, 425 MARKET ST., Philadelphia, Pa.**

## Extols Progress In Music Field

CHICAGO, April 2.—Officials of J. P. Seeburg Corp., manufacturer of the new Seeburg Symphonolas, the Concert Grand, Regal and Gem, in a recent discussion extolled the automatic music industry and the position it now occupies in the business world. "Many years ago when automatic music operation was young, these machines were more or less of a 'fad.' In the intervening years, like any other business, it has had its ups and downs but has always striven to go forward. And this unending fight for progress has converted, over a period of years, a 'fad' into a most lucrative business, giving employment, directly and indirectly, to many thousands of persons. Each year saw greater strides made—saw progress in the manufacture of automatic phonographs reaching a pinnacle of glory in the newest Seeburg Symphonolas, the Concert Grand, Regal and Gem.

"Into these new Symphonolas," they said, "the Seeburg engineers have built the finest mechanisms possible with such features as triple tone flow and high fidelity compensated bias amplification. Improved mechanisms they are—improved to the extent that music reproduction of these new Symphonolas is so realistic, so life-like that it barely seems possible that one is listening to recorded music. Many other improvements in Seeburg Symphonolas were made and among them was the illuminated selective instrument panel, placed in such a way as to allow the patron to make a selection and play a coin without having to inconvenience himself by bending, stooping, etc. Then the Seeburg record preference meter was incorporated on these new Symphonolas to give the operator an accurate check on the choice of players with regard to selection of records. Seeburg operators enthusiastically agree that this improvement is invaluable, for they are able to easily tell the popularity of a record, thus may operate their phonographs most efficiently and earn extra profits from this efficient operation.

"And these are but a few of the many improvements in the new Seeburg Symphonolas—improvements that spell cash in the pockets of Seeburg operators. One of the most outstanding and progressive changes in automatic phonographs is the complete colored cabinet illumination, a powerful merchandising factor," they emphasized.

## Babe Kaufman Buys Route

NEW YORK, April 2.—Babe Kaufman this week bought out phonograph route of Fresholt Music Co., operating in New Jersey. Route consists of 100 Wurlitzers, all latest models. Babe Kaufman's organization will add several new men and run the machines with its large operations thruout Jersey.

## Sheet-Music Leaders

(Week Ending April 3)

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

Position	Last Wk.	This Wk.
1	1	Ti-Pi-Tin
2	2	Heigh Ho
3	3	Whistle While You Work
4	4	Thanks for the Memory
5	5	There's a Gold Mine in the Sky
12	6	Love Walked In
10	7	Please Be Kind
6	8	Goodnight, Angel
13	9	Let's Sail to Dreamland
9	10	Moon of Manakoa
..	11	I Love to Whistle
15	12	It's Wonderful
7	13	A Cyper Told Me So
8	14	I Double Dare You
..	15	How'da Like To Love Me?

# Weekly MUSIC Notes

## "Ti-Pi-Tin" Is Destined To Lead the Pack for Some Time

NEW YORK, April 2.—It's probably going to get pretty monotonous saying each week that Ti-Pi-Tin is still way out in front, but it appears that will be the case for some little time to come. These novelty tunes are die-hards, and this little Mexican number has only just about reached its peak; it will be a big surprise if it gives up its perch at the head of the list for at least another two or three weeks. When it does it will probably be in favor of Heigh-Ho, which

Sail to Dreamland is going to give it a good run for its money, too. Love Walked In looks promising and will no doubt be helped by its featured spot in *The Goldwyn Follies*. I Love to Whistle, another pic tune (Deanna Durbin's *Mad About Music*), may get a big play due to its catchy, singable tune, but, on the other hand, its similarity in title to *Whistle While You Work* may be too big a handicap to overcome. It won't be the first time something like that has held



LINE-UP IN FRONT OF THE CAROLINA MUSIC CO., Columbia, S. C., just purchased by Morris Hankin, of Atlanta, is (left to right): W. C. Shepherd, Charlie Hollingsworth, of Decca Record; Morris Hankin, Bill Lancaster and the Lee Brothers, of Tropical Music Co.

is steadily climbing, jumping this week into second place. And while this Snow White ditty is on the way up, its companion piece, *Whistle While You Work*, is beginning to sink.

Thanks for the Memories and *Gold Mine in the Sky* held their last week's positions once again, but anybody who expects to see either, especially *Memory*, go in any direction but down is an optimist. Sheet-music sales are as dependable as the weather, it's true, but it's hard to see these songs do other than slide slowly but surely off the list. *I Double Dare You* is definitely on its way out, with a drop of six degrees into 14th place, and it's extremely doubtful if it will appear again after this week. *Ten Pretty Girls* tumbled off, with little likelihood of a reappearance, and another casualty, a quick one, was *The Old Apple Tree*, which made its debut in the line-up only last week.

In the little coterie of ascending ditties *Please Be Kind* is rising most rapidly and bids fair to turn into a No. 1 hit. With the wave of novelty tunes usurping the top spot all winter, there hasn't been much room for a good ballad of the pop type, but this looks like the white hope of its field. *Let's*

## Berenson Named As Gabel Agent

MILWAUKEE, April 2.—Vern O. Larsen, president of the Milwaukee Music Co. and distributor for Gabel Phonographs in Wisconsin, Minnesota, Upper Michigan and North and South Dakota, announced last week the appointment of Doc Berenson, of the Minnesota Automatic Machine Co., Minneapolis, as distributor in that territory. "Berenson is president of the local coin machine association," Larsen reports, "and a real go-getter, so we feel that this will be a real Gabel year in the Minneapolis territory."

## Greet-a-Fone Takes Phono Ops' Fancy

KANSAS CITY, Mo., April 2.—Greet-a-Fone, reported to be a bang-up business stimulator for coin-operated phonographs, is now in production here by the Great States Mfg. Co. "The Greet-a-Fone is the McCoy," declares A. E. Sandhaus, Great States presy. "Tested locations show that it ups the take from 75 to 300 per cent. When a phonograph is temporarily neglected in a crowded spot the bartender or manager pushes a hidden button and Greet-a-Fone 'puts on the heat.' A specially recorded transcription greets customers, plugs music sales and gives tantalizing samples of music from sweet stuff to hot senders. Startles even dopes from a trance and makes guys and dolls start scraping in pockets and purses to keep the turntable busy. No more donating house dough, no more hustling of nickels by hostesses; just a push on the button and Greet-a-Fone hits the groove!

"So far we've been so busy manufacturing Greet-a-Fones for a few specific machines that we've had no time to produce them for all makes," Sandhaus continued. "We expect to have one for every make in a very short time. Greet-a-Fone is an auxiliary attachment that is easily installed. We're now waxing unusual recordings of comedy skits, novelties and musical come-ons so that records can be changed before their effect on the public grows stale. Nothing like Greet-a-Fone has ever been offered to profit-hungry phonograph ops," he concluded. "It's the hypo-shot they've been crying for!"

## Permo Doing Big Biz, Says Olson

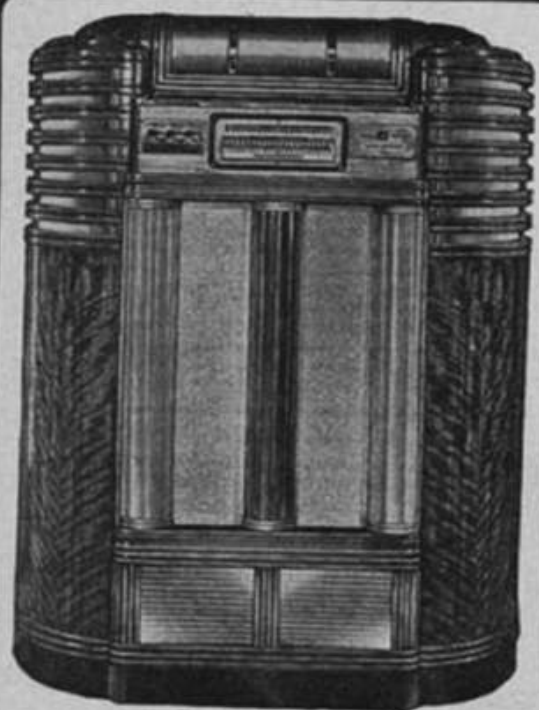
CHICAGO, April 2.—Reports from Art Olson, head of Permo Products Corp., indicate that music operators thruout the country realize more and more the benefits of using Permo Point Needles. "There are more music operators in the Permo Point fold today than at any time in the history of our company," he stated. "These operators realize the importance of offering superior phonograph operation and reproduction to the public. They realize, too, that it is only with Permo Point, the patented elliptical-pointed needle, that they can offer the finest reproduction possible.

"With Permo Point Needles there is true economy in operation, for every Permo Point Needle assures operators of 2,000 perfect plays," he went on. "Thus this fine reproduction continues as a permanent feature and is not merely temporary, when the needle is new."



A SECTION OF THE ROCK-OLA EXPORT DIVISION. Each jar contains coins used to test the special coin chutes necessary on Rock-Ola phonographs exported to some foreign country. Seated is Robert E. Dillon, export manager, and standing is J. A. Wetland, of the phonograph division.

# The COLOR and LIGHT that SELLS!



The CONCERT GRAND

THE LIGHTS OF BROADWAY Flashing, brilliant colorful spectaculars beckon amusement-hungry millions, impress a multitude of twinkling sales messages upon eye-minded buyers. Soap and "Swing," bread and beer, amusement and automobiles, luxuries and necessities, all sold successfully, unceasingly, with COLOR and LIGHT!



Your product, the music you offer through your automatic phonographs, can be sold in greater volume by application of the strongest merchandising principle known. Attraction with COLOR and LIGHT!

Seeburg's Original  
**COMPLETE CABINET ILLUMINATION**  
PROVIDES THE COLOR AND LIGHT THAT  
**SELLS MORE MUSIC!**  
SEEBURG 20 RECORD MULTI-SELECTOR SYMPHONOLAS  
**CONCERT GRAND • REGAL • GEM**

**J. P. SEEBURG CORPORATION**  
1500 DAYTON STREET  
CHICAGO

Five Musical Instruments Since 1902



PRODUCED BY SCIENCE and SKILL

## PERMO POINT

THE WORLD'S MOST PERFECT  
LONG PLAY PHONOGRAPH  
NEEDLE

MORE THAN 2000 PERFECT PLAYS

Only PERMO POINT is standard equipment on ALL new phonos. It 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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**PERMO-POINT**

The Only Needle for Dependable Performance

IT'S ALL IN THE  
PATENTED  
ELLIPTICAL POINT!



**PERMO PRODUCTS CORP.**

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1137 RIVERWOOD AVE. CHICAGO, ILLINOIS

## 50 WURLITZER 412

Late 1936 with Illuminated Grill  
\$90.00 Lots of 5

\$95.00 Single

20 Gabel Entertainers

Good Shape \$18.00

1/3 Deposit With Order

**National Coin Machine Exchange**

137 Tryon Lane Toledo, O.

Your correspondence to advertisers by mentioning The Billboard.

## Modern Phono Class To Start April 2

NEW YORK, April 4.—Nat Cohen of Modern Vending Co. says that April 2 a school of instruction for phonograph operators and mechanics was started at their New York office. The first class was held at 11 a. m., and every Saturday at the same time from now on another class will be held. The class will be under the direct supervision of H. Wilcox, the service instructor of the Rudolph Wurlitzer Co.

Cohen says the class will be called Wurlitzer's School of Instruction. Cohen is exceptionally enthusiastic about the setup and claims "This is a grand opportunity for all operators and mechanics to become acquainted with the Wurlitzer music machines. Wilcox will demonstrate his lectures with a special open face chassis phonograph and visual instruction will predominate. The operators and mechanics can become so proficient in handling service calls that they can save a good deal of their valuable time for securing additional spots for new phonographs. The trouble can be spotted in a few seconds and the situation remedied when the operators are well acquainted with the inside mechanism of the machine. I think every operator should take advantage and come around to these lectures."

## Music Pick-Up Is Seen in Detroit

DETROIT, April 2.—The recession in the music machine field has begun to lift in this town anyway, according to indications of the past week. Most hopeful sign was the biggest single report of orders for new machines in weeks; in fact, since the time of the Chicago show and just after. The recipient was the J. P. Seeburg Corp.—represented in the sale by See-Con, Inc.

## GABEL RECORD \$35.00 (LOTS OF 5)

(SINGLE MACHINE 129.50)



Take advantage of this unusual opportunity! **GUARANTEED PERFECT 24-Record GABEL** money-makers. Write—Wire—Phone, Enclose 1/2 Deposit with **ORDER**—Balance shipped C. O. D.

**SPECIFICATIONS:** Beautiful Streamline Cabinets (All Colors). Size, 48" High, 27" Wide, 10" Deep. Operates 24 10" Records. Automatic Selectivity. Wurlitzer Amplification. Magnavox Speakers. Perfectly reconditioned and guaranteed.

**ROBERT GRENNER CO.**  
246 W. 54th St., (Circle 7-1381) N. Y. C.

## GUARANTEED RECONDITIONED PHONOGRAPHS

Gabel's 1935 Modern Selective 5c and 10c Slot. Each..... \$49.50  
Gabel's 1935 Streamline Selective 5c and 10c Slot. Each..... \$49.50  
Lots of 5, \$45.00 Each

10 Only Gabel's 1936 Aristocrat and Commander Model. 24-Record Selective 5c and 10c Slot. Each \$65.00, or \$595.00 for the lot.

## AUTOMATIC MUSIC CO.

2429 18th ST., N. W. WASHINGTON, D. C.

## CLEARANCE SALE

- Wurlitzer Phonograph P-12 ..... \$74.00
- Wurlitzer Phonograph 412 ..... \$44.00
- Rock-Ola Phonograph No. 2 ..... \$0.00
- Above prices on lots of five; single machines 85 cents.
- 1 Scientific X-Ray Pekar ..... \$30.00
- 1 Wurlitzer Blue Ball, 14 fl. .... \$35.00
- 1 Kenney Bookette, 14 fl. .... \$0.00
- 1 Gai Gai Walk-a-Sure, 9 fl. .... \$5.00
- Bowling Game \$7.00 extra if tested.
- 1 Chi Coin Bump-a-Lite ..... \$5.00
- 4 Nivve Bumper Game ..... \$5.00

TERMS: One-third deposit with order, balance C. O. D.

**CAPITOL COIN MACHINE EXCHANGE**

80 South Main St.,

CONCORD, N. H.

—which sold orders to Eddie Oram, Lucius Carr and James Dohart. Another up-State operator to order phones was William E. Bolton. Interesting factor in this report was that most of these were established operators "coming back for more," indicating a genuine belief in the immediate future in this field.

DEC. JAN. FEB. MAR. APR. MAY

OCT. SEPT. AUG.

# THE LARGEST YEAR-ROUND PROFITS

WURLITZERS  
THE ONLY MODERN PHONOGRAPH THAT PROVIDES AUTOMATIC SELECTIVITY FOR 24 RECORDS! ONE OF THE MANY REASONS WHY THE LARGEST YEAR-ROUND PROFITS ARE ENJOYED BY WURLITZER OPERATORS

MODERN VENDING COMPANY  
A MODERN PRODUCT  
RELIABLE & DURABLE

## MODERN VENDING COMPANY

656 BROADWAY, NEW YORK CITY, N.Y.  
822 FIFTH STREET, MIAMI BEACH, FLA.

## WURLITZERS . . . \$149.50

616-716-316-416 . . . \$99.50 P12 . . . \$74.50  
312-412 . . . \$69.50 SEEBURG "A" . . . \$69.50

One or hundred same price. Wire deposit. Guaranteed First Class Condition.  
RICE MUSIC COMPANY  
1410 N. ROBINSON, OKLAHOMA CITY, OKLA.

## PHONOGRAPH OPERATORS!

McCormick's WATERPROOF PHONOGRAPH COVERS and McCormick's 60-RECORD CARRYING CASE are recognized everywhere as the most outstanding necessities ever produced!

WRITE TODAY FOR FULL DETAILS and PRICES to . .

**McCORMICK**  
MACHINE COMPANY  
GREENVILLE, N. C.

## Coinography

By the Coinographer

Until two years ago Joseph A. Kroeck was up in the air with the U. S. Air Corps. He came down to earth and started an operating business on a small scale. He now has established himself as one of the most successful operators in the coin machine business. One of the busiest night-spot territories in the United States, Chicago's near north side "Gold Coast" district, is headquarters for Kroeck's well-known Paramount Musical Co. Operating Rock-Ola's phonographs exclusively along with an efficiently-managed nut machine route, Kroeck has developed an organization which makes a business of supplying



JOSEPH A. KROECK

music to this well-known night-spot center.

In speaking of his operating business, he states: "Most operators do not fully appreciate the possibilities that exist right in their own industry if the business is managed correctly. We give night and day service, never skimp on records, employ a polishing man just to keep the machines sparkling and inviting to the public."

Assisting in the Paramount Musical Co. management are the following key managers: Ralph Hoffman, service manager; Elizabeth Ignatius, office manager; Anthony Heidt, collection manager, and George Kroeck, peanut division manager.

## McCormick Covers Save Ops Phonos

GREENVILLE, N. C., April 2.—A recent report received by L. B. McCormick, president of the McCormick Machine Co., here, revealed how the phono covers of the firm had saved a Midwestern operator some badly scratched phonographs. "This operator revealed," McCormick stated, "how one of his men had an accident a few days ago when a tire of his truck blew out. The truck wobbled right over to the side of the road, and even tho it had four phonos in it not one of them were even scratched or hurt in any way. Each one

## 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

- GUY LOMBARDO** Victor 25807  
*The Perfect Song* (this is the radio theme song identifying Amos and Andy. And it serves as lovely music, in medium tempo, for the royal Lombardians).  
*Down by the Old Mill Stream* (the sweetest music banking any stream. No vocals on this double).
- TOMMY DORSEY** Victor 25795  
*Bewildered* and *Jessabel* (one of the sweeter songs of the day and a title song from the Betty Davis picture sounding sentimental 'stead of the usual Dorsey swing).
- TED WEEMS** Decca 1704  
*Good-Night, Sweet Dreams, Good-Night* and *What Are You Doing the Rest of My Life?* (plenty danceability in these sides and with plenty of pep without going pokey).
- HORACE HEIDT** Brunswick 8092  
*A Cypri Told Me* and *Bewildered* (the Heidt way is the right way to rhythmpate for the sweet, smooth songs).

### SWING MUSIC

- FATS WALLER** Victor 25806  
*I Love to Whistle* (from Deanna Durbin's *Mad About Music*) and *Florida Fly* (it's the typical Waller-Waller jive by the jovial Fats).
- EDDIE STONE** Vocalion 3996  
*Mr. Sweeney's Learned To Swing* and *The Campbells Are Swingin'* (it's really Isham Jones' Band swinging out stompy tunes inspired by the Scotch and the Irish).
- CAB CALLOWAY** Vocalion 3995  
*I Like My Music Hot* (and if they like the music hot, Cab's hi-de-ho habits will keep your phono heated).  
*Three Swings and Out* (the band alone beats it out, and their swing is strictly in).

### VOCAL

- ANDREW SISTERS** Decca 1703  
*Ti-Pi-Tin* (these gals gave you *Bel Mir*, etc., and now give it torrid for this lippy tune).  
*Where Have We Met Before?* (the gals harmonize hettly for this ballad).
- MAXINE SULLIVAN** Vocalion 3993  
*It's Wonderful* and *You Went to My Head* (becoming a front-page figure for singing it swingy to *Loch Lomond*, they'll want to hear more of her hair-raising warbling. However, this double is only conventional chanting for a couple popular ballads).
- FRANK CRUMIT** Decca 1708  
*I Can't Stand Sittin' in a Cell* (a prisoner's plaint, not sore at the warden, but sore from sittin').  
*The Old Apple Tree* (you can skip this one, plenty of better sides telling the story of pappy getting hung on the apple tree he planted).

### RACE

- CASEY BILL** Vocalion 04001  
*Lady Doctor Blues* (she's the best doctor in town, making his temperature jump to 103 when she feels his pulse).  
*Go Ahead, Buddy* (he doesn't want any two-fimers hanging 'round his woman no more).

was covered with one of our covers. "This op also stated," McCormick went on, "that our slot guard has saved him plenty of slug trouble and eliminated beat coin chutes. He also was very much interested in our new way of sharpening needles and inclosed a bunch of his needles for us to recondition." McCormick concluded.

## MIRACLE POINT NEEDLES

Have Passed the Test

They are a proven success and you are losing money every day you are without them. Buy from your dealer. If he does not carry, order direct. 1 to 9 - 45c each; 10 to 99 - 40c each.

MONEY-BACK GUARANTEE

M. A. GERETT CORP.  
2947 N. 30 St., Milwaukee.

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

# "Education" Rings the Bell; "Fall in Love" Climbs a Bit

NEW YORK, April 2.—As forecast in this section of last week's issue, You're an Education rang the bell this week and will probably become a worth-while investment for the next three or four weeks at least. Another of last week's recommendations, I Fall in Love With You Every Day, crept up a bit further in the week's poll for song popularity on the radio. It'll probably take on prestige enough to make lots of customers ask for it for the next few weeks. Besides being a peppy, rhythmic tune, You're an Education is gathering moss

on the strength of the Warren-Dubin reputation.

For sweet swing, bet on Please Be Kind. It's a pop with a good future. On the Sentimental Side is a singy number which should check and double check in the not too distant to be. It's from Crosby's picture Dr. Rhythm and will gain momentum with the release of the flicker. It's on the wax already with a George Hall orchestra accompaniment for Dolly Dawn's piping.

You Couldn't Be Cuter, from the Joy of Living, is a fast, chopping number with good lyrics. It's going to get a lot of steam from the pluggers, but not nearly so much as they intend to bestow on its sister tune, Just Let Me Look at You Tonight. This gets a favorable prediction because it has been specifically designed to follow up that old favorite, The Way You Look Tonight. It's in the cards, tho it hasn't shown face so early.

Another sweet song which seems to be able to hold its own is In My Little Red Book, as is Romance in the Dark, which has the added attraction of rhythmic romance. Two Bouquets and I Simply Adore You will get good mention tho they may never actually hit the top. For new attractions, the radio this week offers Bewildered and Cry, Baby, Cry. Four songs dropped out of competition. They are It's Easier Said Than Done, Jezebel, Ten Pretty Girls and Just a Simple Melody.

A fair indication of the trend in the rating of the songs' popularity would be the following listing:

- 1—You're an Education.
- 2—Please Be Kind.
- 3—Ti-Pi-Tin.
- 4—Heigh Ho.
- 5—Love Walked In.
- 6—On the Sentimental Side.
- 7—I Fall in Love With You Every Day.
- 8—You Couldn't Be Cuter.
- 9—In My Little Red Book.
- 10—Tonight We Love.

## New Orleans

NEW ORLEANS, April 2.—Music operators of the New Orleans area find spring expansion in business coming in unusually early this year, favored by "summer" temperatures that are bringing out the pleasure seekers many days ahead of other years. Phonograph distributors report steady buying of new equipment with most operators showing inclination to substitute the 16 and 20-record instruments for the older and smaller capacity machines. The ever-increasing attractiveness of the newer models is also a great stimulation to the demand for new machines, the distributors contend.

Dan Cohen, head of the Crescent City Novelty Co., is planning to move his phonograph headquarters from Poydras street to 425 South Rampart street, some time in April.

It's hard to beat the good looks of the 1938 Seeburg line and Burt Trammel,



THE MICHIGAN BIG THREE, Wurlitzer ops. Standing, C. L. Yuelle, Wolverine Entertainers, Pontiac; seated, left, Harry E. DeSchryver, Marquette Music Co., Detroit; right, C. C. Johnson, Coin Automatic Amusement, Flint.

# ★ USE WERTS PRODUCTS ★

MANUFACTURERS OF

## ★ JAR GAMES

World-Famous RO-WO-BO  
1800 and 2520 tickets in many arrangements.  
Fascinating POK-er-BOK  
2160 tickets in a variety of games.  
Original JAR-O-SMILES  
All sizes of sets from 1440 to 3312 tickets.  
Fast playing PICK-A-TICK  
1000 and 3000 tickets in various games.  
WATCH FOR WERTS NEW SENSATIONAL BASEBALL JAR GAME

## ★ BASEBALL TALLY CARDS

Daily Baseball Books  
28 and 120 tickets in all leagues.  
Weekly and Daily Series  
All sizes of series books from 28 to 10,626 tickets  
"Mateo" Daily Score Books  
Creates more interest with baseball fans  
Specials of All Kinds  
We make any type of special ticket or book according to your requirements  
World Series and Individual Game Books  
120 and 153 tickets; can be used as you like.

## ★ TRADE STIMULATORS

Cash and Trade Cards (all kinds)  
New MERCHANDISE MART Jar Deal  
A great promotional idea

## ★ ASK ABOUT THE NEW "HI-LO" COUNTER GAME

Absolutely New and Different. Just Released.  
WHEN WRITING, PLEASE SPECIFY THE ITEM OR ITEMS IN WHICH YOU ARE INTERESTED.  
Originators and World's Largest Manufacturer of Jar Games, Tally Cards and Counter Games.

WERTS NOVELTY COMPANY, INC.

920 S. PERSHING DRIVE, Dept. BB-4A Muncie, Indiana.

## FACTORY DISTRIBUTORS FOR

# THE JOHN GABEL Manufacturing Co. in

- MAINE
- NEW HAMPSHIRE
- VERMONT
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- RHODE ISLAND
- CONNECTICUT
- NEW YORK
- PENNSYLVANIA
- DELAWARE
- MARYLAND
- DISTRICT OF COLUMBIA
- VIRGINIA
- WEST VIRGINIA
- NORTH CAROLINA
- SOUTH CAROLINA

## GABEL'S 1938 "RAINBOW"

The Latest Achievement by the Oldest Manufacturer of Automatic Phonographs.

Its beautiful cabinet encloses a simplified mechanism in chromium and satin finish. Fully illuminated interior and exterior.

For full details and new sales proposition write, phone or wire

## H. R. COLLARD

Special Factory Representative  
OFFICES AND SHOWROOMS  
LOCATED IN THE NATION'S CAPITAL

2429 - 18th St., N. W.  
WASHINGTON, D. C.

# FOR SALE 500 WURLITZER PHONOGRAPHS

P-12; P-400; 412; 616; 616A  
ALSO MANY ROCK-OLA'S  
Write for Complete List!

HANKIN MUSIC CO.  
258 PRYOR ST., S. W.  
ATLANTA, GA.

## "STEPPIN' SAM"

THE BIG HIT OF THE COIN MACHINE SHOW

-- PHONOGRAPH OPERATORS --

PUT ONE IN EACH OF YOUR LOCATIONS AND WATCH THE NICKELS ROLL IN! IT'S A WOW!



SAMPLE \$1.00 EACH

\$7.20 per dozen  
\$6.60 per dozen in 3 dozen lots  
\$6.00 per dozen in 6 dozen lots  
\$5.50 per dozen in gross lots  
1-3 Deposit Requested With All Orders.

We have counter display stands, placards and salesboards to go with Steppin' Sam.

AUTHORIZED DISTRIBUTORS

Montreal, Canada: ROXY SPECIALTY CO., 744 Notre Dame St., W., Montreal, Canada  
Philadelphia, Pa.: STEPPIN' SAM CO., 5062 PENWAY STREET, PHILADELPHIA, PA.

## ILLUMINATED GRILLS

SAMPLE \$9.95

Third WITH Order, Balance C. O. D.  
Write Today for Quantity Prices.  
LUMI-CHROME MFG. CO.  
25th and Leavenworth Sts., Omaha, Neb.

## MUSIC OPERATORS!

Save money! We reprint 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

## Clean Your Cellars Out

WE BUY ALL KINDS OF RECORDS. WILL PAY 25 PER LB. AND FREIGHT.  
NOVELTY RECORD CO.  
4914 N. Orms St., Philadelphia, Pa.

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

local office manager for Electro Ball, reports more satisfied operators in this section than ever before. Trammel left this week-end for an extensive trip thru Mississippi and Louisiana to close more new orders.

The United Music Operators' Association held its regular monthly meeting last week with more than 30 of the city's operators on hand to take part in discussions and to enjoy the spread that followed the business session. George Brennan, hard-working president of the organization, presided as usual.

Celebrating the completion of his new home on City Park avenue, Jules Feros, manager of the Jerry Germaine Novelty Co. and head of the Melody Music Co., was host this week to several leading phonograph and games operators of the city. Germaine and A. M. Mendes, who is spending his spare time these days watching the stock ticker for bargains, were last to leave and were reported to have bumped into the milk man on their way out.

Visitors at the office of the Germaine Novelty Co. this week included Ben Neubauer, Thibodaux, La., and Bob Hidalgo of Donaldsonville.

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**SENSATIONAL BARGAINS**  
IN GUARANTEED RECONDITIONED GAMES

*Always A SQUARE DEAL WITH IDEAL*

AUTOMATIC.		SUNSHINE DERBY	
ACE	\$ 2.00	TOP 'EM (Tyl.)	\$ 5.00
AIR RACES (Tyl.)	27.50	TOP ROW (Tyl.)	15.00
ARLINGTON	27.50	TRAFFIC (5 Ball Tyl.)	7.50
BALLY DERBY (With Pk.)	15.00	TROJAN	7.50
BAZAAR (5 Ball Tyl.)	22.50	TURF CHAMPS (Tyl.)	27.50
BELMONT	12.50	TYCOON	15.00
BIG SHOT	5.00	WINNER	22.50
BLUE BIRD	15.00		
CALIENTE	5.00	CONSOLES.	
CLASSIC (Tyl.)	24.50	CLUB HOUSE	\$112.50
CLASSIC (Cash)	24.50	DERBY DAY (Gaming Tyl.)	150.00
CARON	22.50	DOMINOLE (Cash)	54.50
CHALLENGER	15.00	DOMINOLE (Tyl.)	27.50
DAILY RACES (Mystery)	27.50	GOLD BALL SLOTS (Mini 25¢)	140.50
DAILY LIMIT	5.00	LONG CHAMPS	135.00
DOUBLE SCORE	5.00	PAMCO DE LUXE (5¢ & 25¢)	49.50
ECLIPSE	5.00	RAY'S TRACK	28.50
EQUITY	5.00	TANFORAN (Cash)	24.50
FAIR GROUNDS	27.50	TANFORAN (Tyl.)	27.50
FLEETWOOD	112.50	TRACK TIME	115.00
GIANT	5.00		
GOLD AWARD	5.00	RAY GUNS.	
GOLD RUSH	5.00	BALLY EAGLE EYE	\$105.00
GRAND PRIZE	17.50	KEENEY TARGETTE	27.50
HURON	10.00	PAY-O-LITE (Babcock)	119.50
HOLLYWOOD	7.50	SHOOT-A-LITE	24.50
JUMBO	2.50		
LADY LUCK	22.50	PHONOGRAPHS.	
MILLS FLASHER	35.00	MILLS TROBADAUR	\$ 17.50
PEAKNESS	49.50	ROCK-OLA No. 1	28.50
PAY DAY	5.00	ROCK-OLA No. 2	74.50
PHOTO FINISH	23.50	ROCK-OLA RHYTHM KING	129.50
PARI-MUTUEL (5 Ball Tyl.)	22.50	(Estab.)	69.50
PEARL HARBOR	5.00	WURLITZER P-12	69.50
PUT 'N TAKE	5.00	WURLITZER P-12	109.50
PEELESS	10.00	WURLITZER 415	109.50
RACING FORM	27.50	WURLITZER 400 (Late Model)	129.50
RAPID FIRE	5.00	SEESBURG MODEL E	21.50
RED ARROW	5.00	SEESBURG SYMPHONOLA A.	69.50
PROSPECTOR	7.50	ROCK-OLA IMPERIAL 20	129.50
SKY HIGH (5 Ball Tyl.)	7.50	WURLITZER 412 (52 Vols)	129.50
STAMPEDE	5.50		
SKIPPER (Free Play)	17.50	MISCELLANEOUS.	
SPORTSMAN (10 Ball)	7.50	PACIFIC PLAY BALL	\$24.50
		BALLY BASKETS	51.50
		BALLY ROLL	45.00
		KEENEY BOWLETTE	41.50
		BEEK BALL	22.50
		DAVAL BUMPER BOWLING	59.50

Send for Newest Price List, just off the Press, with Sensational Bargains in Novelty Games, Automatics, Counter Games, Slots, Phonographs, etc., etc. TERMS: 1/3 Deposit, Balance C. O. D. State wished of shipment preferred.  
Cable Address: "IDEALCO." PHONE: GARFIELD 0072.

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS MO.

**21 YEARS OF LEADERSHIP**

is our reward for adopting and maintaining a policy to endorse only the best coin-operated machines and protect operators' investments with all the care and vigor of our company. This shall always be our policy—this is the only OPERATORS' safeguard.

**BANNER SPECIALTY CO.** 1530-32 PARRISH ST. PHILADELPHIA, PA.

BRANCHES 1840 Fifth Ave., PITTSBURGH, PA. 1125 Broad St., NEWARK, N. J. Mr. Harry Brumback, Mgr. Mr. J. J. Kay, Mgr.

BUY FROM OFFICE NEAREST TO YOU



**PENNY BASKET BALL**  
100% LEGAL!  
Dupli-clone All the Thrills of Real Basket Ball.  
All Mechanical, 20" 23" Lens, 10 1/2" Wide, 17" High. Reconditioned Like New.  
**\$12.50 Each**  
(In Lots of 10)  
Single Machine, \$14.50, Lots of 5, \$13.50 Each.  
METAL FLOOR STAND \$2.50 Each.  
Terms: 1/3 With Order, Balance C. O. D.  
**D. ROBBINS & CO.**  
1141-G De Kalb Avenue, Brooklyn, N. Y.

**WURLITZER \$159.50 EA.** (Lots of 10)

**616** (SINGLE MACHINE — \$169.50)  
616A — \$189.50 P12 — \$84.50 716 — \$159.50  
ROCK-OLA, Late 1936 Model, \$79.50

**CIGARETTE MACHINES.** KEENEY'S **BOWLETTE \$49.50** (PRACTICALLY NEW)  
HOWE ARISTOCRAT (6 Columns) \$22.50  
STEWART & McGUIRE (6 Columns) \$27.50  
NATIONAL 8-30 \$74.50 50% Deposit, Balance C. O. D.

**BABE KAUFMAN MUSIC CORP.** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

**Triples Output Of Snookerettes**

CHICAGO, April 2.—Automatic Billiard Corporation of America, manufacturer of Snookerette tables, is tripling the production schedule, effective April 15, as a result of the spurt in orders for hotels, resorts and semi-outdoor amusement centers, officials state.

The hotel market is particularly responsive to Snookerette, according to J. L. Art, president of the corporation. "Where single tables have been in use for a few weeks, the interest of guests is so marked that lobby space is being cleared to accommodate two to six tables as soon as we can deliver them. An Oklahoma hotel manager writes that Snookerette is proving the most profitable crowd magnet he has ever seen."

"Snookerette," Mr. Art explains, "is popular with operators particularly because there are no legal complications in its operation. It is strictly a game of skill that has the same lasting appeal as pool or billiards. It is a game that the novice can easily master, and at the same time there are skill penalties involved that intrigue even the most proficient, leaving him at all times vulnerable to the less experienced player."

"Snookerette is played with balls and cues. The object is to hole the balls without missing a shot, and without knocking over any of four skittles that stand guard before the table's four center scoring holes. The tables are automatically operated and timed, requiring no attendant."

"In Europe, thousands of Snookerette tables have been in operation for the past six years, proving the lasting appeal of the game. They were introduced in the United States, via Canada, by the Automatic Billiard Corp." Mr. Art concluded.

**Climax Features Invisible Numbers**

CHICAGO, April 2.—Due to the great volume of deals they are shipping out, officials of The Climax Press announce that they have been able to slash prices on their famous 20-on-2 jar deal. This is the jar deal on which invisible number tickets are used, they point out.

"These invisible tickets are fascinating to the players," the execs stated. "The numbers are actually invisible on the tickets used in 20-on-2. The pay-out system gives awards on both the pink and green tickets used as well as on certain color combos. The combination of a pink and green ticket having the same pay-out number doubles the value of the award. When player draws a number, the ticket is dipped in water and the number becomes visible. The jar can be had with attractive display card having 40 lower and four upper seals to give added appeal to the jar on the counter," they concluded.

**SAVE with ROYAL'S Housecleaning Values!**

- |                   |         |              |         |
|-------------------|---------|--------------|---------|
| Stables           | \$92.50 | Alamo        | \$ 9.50 |
| Fairground        | 89.50   | All Star     | 9.50    |
| Clocker           | 47.50   | Cedar        | 9.50    |
| Turf Champ        | 39.50   | De Luxe      | 9.50    |
| Letonia           | 33.00   | "48"         | 8.50    |
| Paddock           | 31.20   | Tracin       | 8.50    |
| Swingtime         | 28.50   | Resolute     | 7.50    |
| Multiple          | 16.50   | Redwood      | 7.50    |
| Pamco Par-ley     | 16.00   | Oxkall       | 7.50    |
| Little & Peir     | 16.50   | Hour         | 7.50    |
| Daily Race        | 15.50   | Double Bonus | 6.50    |
| Red Ball          | 14.50   | Double Up    | 6.50    |
| Punch Hitter      | 12.50   | Sky High     | 6.50    |
| Pamco Speedway    | 11.50   | Daily Double | 6.50    |
| Pamco Par-ley Sr. | 10.50   | Starline     | 6.50    |
| Leatherneck       | 10.50   | Harvest      | 5.50    |
| Smoking Derby     | 10.50   | Raffle Ball  | 5.50    |
| McIntirey         | 9.50    | Flying Turf  | 5.50    |
| Stop & Go         | 9.50    | Sportman     | 4.50    |
| Rainbow           | 9.50    | Wall Street  | 4.50    |
|                   |         | King Fish    | 4.50    |
|                   |         | Whirlpool    | 4.50    |
|                   |         | Put & Take   | 3.50    |

**COUNTER GAMES**  
Red Spot \$15.00 Gold Rush \$7.50  
Daily Rogo 8.20 Hold & Draw 6.50

**NOVELTY GAMES**  
Hot Egg \$21.50 Markman \$39.50  
Home Run 16.50 Jumbo Dyer 29.50  
Top Hit 9.50 King Fish 4.50  
Ball 7.50 Audiotone 28.00  
Bally Ball 39.50

1/3 Deposit with Order, Balance C. O. D. Write for Complete Price List.

**ROYAL COIN MACHINE CO.** 2212 N. Western Ave., CHICAGO.

**DISCRETION**

Reconditioned 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 cap. 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 Fruit 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.

**Attention Coin Machine Buyers! Are you on our mailing list?**

Write for our latest price list just off the press—a list of Hundreds of MONARCH OK GAMES, Ready to Operate! Novelty Games, Payout Tables, Counter Games, Legal Equipment!

**Attention Jar Deal Buyers! Write for Our New Jar Deal Hits WRITE TODAY!**

**PAYOUT TABLES**

Preview	\$17.50	Tycoon	\$16.50
Winner	22.50	Turf Champ	37.50
Classic	29.50	Sky Hi	7.50
Pamco Par-ley, Sr.	10.30	Jumbo	9.50
Rover	42.50	Fair Grounds	39.50
Proachess	42.50	Racing Form	39.50
Electric Eye	17.50	Skipper	17.50
Collage Foot-ball	34.50	Red Balls	10.50
Hi-'N-Wax	29.50	Queen Mary	14.50
Ball Hit	19.50	Step and Go	16.50

1/3 Deposit — Balance C. O. D.

**MONARCH COIN MACHINE CO.** 1731 Belmont Ave., Chicago, Ill.

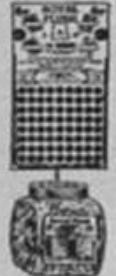
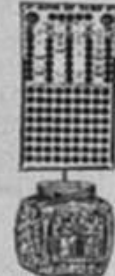

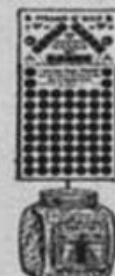
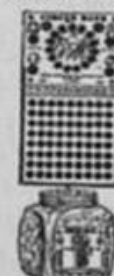
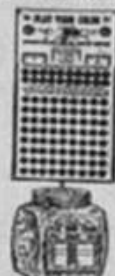








**GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE**

\*\*\* NEW IMPROVED GIANT GRIP SCALE \*\*\*  
TRIMOUNT COIN MACHINE CO. 1292 Washington St., BOSTON, MASS.

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



# UNIVERSAL: THE MOST TALKED OF JAR GAMES MANUFACTURERS IN THE U. S. TODAY -- GIVES YOU THE WORLDS GREATEST JAR GAMES!

<b>ROYAL FLUSH</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) \$2.00 Profit (average) \$44.00 Sample Deal Complete \$5.45	<b>KING OF TURF</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) \$1.00 Profit (average) \$44.37 This Deal is also available in a 10c play with a profit of \$78.50. Sample Deal Complete \$5.45	<b>THREE MUSKETEERS</b>  Taken in 2280 @ 5c. \$114.00 Pays out (average) 70.60 Profit (average) \$43.40 This Deal is also available in a 10c play with a profit of \$71.81. Sample Deal Complete \$4.95	<b>PYRAMID O' GOLD</b>  Taken in 2280 @ 5c. \$114.00 Pays out (average) 71.40 Profit (average) \$42.60 Sample Deal Complete \$4.95	<b>CIRCUS DAYS</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) 70.93 Profit (average) \$44.47 Sample Deal Complete \$5.45	<b>PLAY FOUR COLOR</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) \$1.23 Profit (average) \$44.77 This Deal is also available in a 10c play with a profit of \$75.42. Sample Deal Complete \$5.45	<b>HOME RUN</b>  Taken in 2280 @ 5c. \$114.00 Pays out (average) 71.40 Profit (average) \$42.60 Sample Deal Complete \$4.95
<b>CHAIN GANG</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) \$3.00 Profit (average) \$43.00 Sample Deal Complete \$5.45	<b>REACH FOR THE MOON</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) \$1.00 Profit (average) \$44.37 Sample Deal Complete \$5.45	<b>KENTUCKY DERBY</b>  Taken in 2280 @ 5c. \$114.00 Pays out (average) 70.60 Profit (average) \$43.40 Sample Deal Complete \$4.95	<b>PINCH HITTER</b>  Taken in 2520 @ 5c. \$126.00 Pays out (average) 78.50 Profit (average) \$47.04 Sample Deal Complete \$5.45	<b>KING FISH</b>  Taken in 2280 @ 5c. \$114.00 Pays out (average) 72.00 Profit (average) \$41.95 Sample Deal Complete \$4.95	<b>LAST ROUNDUP</b>  Taken in 1830 @ 5c. \$91.50 Pays out (average) \$3.30 Profit (average) \$28.50 Sample Deal Complete \$4.25	<b>THREE SOAKS</b>  Taken in 2052 @ 5c. \$102.60 Pays out (average) \$9.72 Profit (average) \$32.88 Sample Deal Complete \$4.40

## "NEW REELS"



The sensation of the century! The Jar game tickets are dreamed about. Now taking the place of the old expensive slot machines everywhere. "New Reels" tickets are printed in six colors with 100's, 50's, 25's, 10's, 5's, 1's. Just like a slot machine. Looks like a slot machine - works like a slot machine - makes money like a slot machine! No jackpot card or holder is necessary. All the information is contained on the Jar label. You will find that you have "hit the jackpot" when you put "New Reels" on your locations. First come - first served! So order now.

Taken in 2520 @ 5c. \$126.00  
 Pays out (actual) \$2.00  
 Profit (actual) \$44.00  
 Also available in 10c play with a profit of \$78.00  
**SAMPLE DEAL COMPLETE \$4.95**

**NOTE:** All Jar Game tickets advertised on this page are made by the New Universal method of circular ticket sewing, with special embossed seals, and are finished by the new Universal process of coating which gives a lasting, colorful gloss that demands instant attention.

Also the tickets to all Universal Jar Games are made from the highest quality Kraft paper. All seal winning tickets are individually protected at an extra cost.

Jackpot card holders are made from special 24-gauge metal, spot welded and painted in several attractive colors.

**SPECIAL NOTICE**  
 Our new 48-page catalogue showing the complete line of Universal Products is off the press. Write for yours now!



## UNIVERSAL'S FAMOUS "BABY MIDGETS"

Still leading the field! Still the "Top" in Jar Game Sales Stimulators! These Baby sized tickets deal far further ahead every day in popularity and sales appeal. Record breaking sales have been recorded wherever "BABY MIDGETS" are introduced. The smallest ticket ever manufactured yet the biggest selling deal ever produced. Each Jar Game Cigarette Wrapper—Uses Only Six Inches of Counter Space

<b>QUEEN OF CIGARETTES</b> Taken in 2000 @ 1c. \$20.00 Pays out 120 Pops. @ 15c. 18.00 Profit \$2.00 Also available in 10c play with a profit of \$12.00 PLUS PROFIT ON MERCHANDISE	<b>BEER</b> Taken in 3000 @ 1c. \$30.00 Pays out 120 bottles @ 15c. 18.00 Profit \$12.00 PLUS PROFIT ON MERCHANDISE	<b>HAMBURGER</b> Taken in 3000 @ 1c. \$30.00 Pays out 250 Hamburgers @ 5c 12.50 Profit \$17.50 PLUS PROFIT ON MERCHANDISE	<b>BOX CANDY</b> Taken in 3000 @ 1c. \$30.00 Pays out 42 box candy @ 20c 18.00 Profit \$12.00 PLUS PROFIT ON MERCHANDISE
<b>GASOLINE</b> Taken in 3000 @ 1c. \$30.00 Pays out 120 Pops. @ 15c. 18.00 Profit \$12.00 PLUS PROFIT ON MERCHANDISE	<b>BAR CANDY</b> Taken in 3000 @ 1c. \$30.00 Pays out 300 Bars @ 5c. 15.00 Profit \$15.00 PLUS PROFIT ON MERCHANDISE	<b>GASOLINE OR OIL</b> Taken in 3000 @ 1c. \$30.00 Pays out 90 gals. @ 20c. 18.00 Profit \$12.00 PLUS PROFIT ON MERCHANDISE	

**SAMPLE PRICE COMPLETE \$3.00!**  
 Packed 12 in a case—Get an assorted case TODAY!  
 "BABY MIDGETS" are introduced, Designed and Manufactured by the UNIVERSAL MANUFACTURING CO.—only All others are imitations!  
**BE THE FIRST IN YOUR TERRITORY**

## 'MONEY BAG SENIOR'

**OPERATORS—JOBBER—DISTRIBUTORS!** Revisit your old locations—Get back into the money again! Here's the game you have been waiting for. The latest addition to the Baby Midgets family. This new 3000 size. So play Jar Game is the last word in modern fast playing deals—

Taken in 3000 @ 5c. \$150.00  
 Pays Out (average) \$7.50  
 Profit \$142.50

**SAMPLE DEAL COMPLETE \$3.00**

## UNIVERSAL NEW 3000 SIZE BABY MIDGET DEALS

Universal New has a Jar game for every type of location. 1c deals, 5c deals, merchandise deals and cash deals. Here are the latest additions.

<b>HAVE A DRINK</b> Taken in 3000 @ 5c. \$150.00 Pays out (actual) \$10.00 (in whiskey) 10.00 Profit (actual) \$140.00 PLUS PROFIT ON MERCHANDISE	<b>IT'S IN THE BAG</b> Taken in 3000 @ 5c. \$150.00 Pays out (actual) \$4.00 Profit (actual) \$146.00 Sample Deal Complete \$2.50
<b>MONEY BAG</b> Taken in 3000 @ 5c. \$150.00 Pays out (actual) 15.00 Profit (actual) \$135.00	<b>COCA COLA</b> Taken in 3000 @ 5c. \$150.00 Pays out \$30.00 Bottles @ 5c. 15.00 Profit (actual) \$135.00 PLUS PROFIT ON MERCHANDISE
<b>BATTER UP</b> Taken in 3000 @ 5c. \$150.00 Pays out (actual) 15.00 Profit (actual) \$135.00	<b>GIVE &amp; GET</b> Taken in 3000 @ 5c. \$150.00 Pays out (actual) 14.50 Profit (actual) \$135.50 Also available in 5c size with a profit of \$33.25, 25c orders.

**SAMPLE DEAL COMPLETE \$3.00**

**SPECIAL NOTICE**  
 Write at once for your copy of Universal's New complete catalogue. The world's most complete line of Jar Games displayed in color.

To Mr. Old Customers and New  
 In bringing this ad to the many thousands of Billboard readers, I have made my best effort to select the Jar games that I feel are of outstanding value, and will prove profitable to all operators, jobbers and distributors.

"I have established a policy of using only the finest material obtainable in the manufacture of our merchandise, with the result that we produce merchandise that is both uniform and of the highest quality."

"I know that you will agree that our leadership in the Jar Game industry has been established. Our record in the past has given us the enviable reputation of "the most talked of manufacturers in the United States."

"With these views in mind I am very confident that you will find many new and profitable deals displayed on this page, and we will sincerely welcome all inquiries from both old and new accounts. My motto is, as it always has been, "New Ideas and new deals regularly, to help Operators keep their locations alive."

"I also wish to thank you, and you, and you and I do mean YOU, for your past cooperation."

**JOE BERKOWITZ, General Manager.**

**HOME OF THE ORIGINAL BABY MIDGET**



**WRITE TODAY—Now—For Attractive Factory Discounts**  
 We prepare freight and Federal Tax charges on orders of \$10.00 or over Net.

"It certainly makes me feel good to see the splendid way in which our Jar Games have been received. We have spared neither time nor money to give the Jar Game industry something really outstanding. I know that you will agree with me that we have succeeded."

"Naturally, we have kept many of the best features of the old Jar games, but we have added many new ideas and features of our own, which we feel will make the industry hit a new high in 1938."

"I believe 1938 will be a great year for Jar Games. It has been necessary for me to step up production to 24 hours a day, and to add more men and machinery in order to fill orders."

"In the comparatively short time that we have been in business, we have formed many friendships, and to all these friends, both new and old, I want to express my appreciation for the great way that you have cooperated with us."

"Although our art department keeps me constantly 'stowed under' with new ideas for Jar Games, I'm glad to work hard to put them on the market, because our motto is, 'Service, Quality and Attractive Merchandise'."

**"RICHARD CHANDLER, Production Manager."**

# UNIVERSAL MANUFACTURING CO. "We Manufacture Only" 104 E. 8th Street Kansas City, Mo.

# G-MAN GRIPPER

NOW WITH  
**BUTTON RELEASE**

The Only 3 - Way Gripper with Theft-Proof Lock and Improved Coin Head. All metal throughout. Orange Color—Crackle Finish Cabinet—Nickel Finish Handles. Legal everywhere.



**\$16.75**

TAX PAID

F. O. B. Chicago.  
Stand—\$1.50 Extra.

IT'S NOT A SALE UNLESS  
YOU'RE SATISFIED

## ONE BALLS

WINNERS	.....	\$18.50
PREVIEWS	.....	18.50
AIR DERBYS	.....	18.50
MAZUMA	.....	18.50
DAILY RACES	.....	18.50
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CLASSICS	.....	22.50
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GOLDEN WHEEL	.....	27.50
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SPORTSMEN'S DELUXE	.....	39.50
ARLINGTON	.....	47.50
FREAKNESS	.....	44.50

## SLOTS

READY TO OPERATE

BLUE FRONT, S. 1.	10c	.....	\$47.50
BLUE FRONT, S. 1.	25c	.....	49.50
BLUE FRONT, D. 1.	10c	.....	42.50
BLUE FRONT, D. 1.	25c	.....	44.50
CHIEFS, D. 1.	10c	.....	39.50
CHIEFS, D. 1.	25c	.....	42.50
CHIEFS, D. 1.	50c	.....	44.50
Q. T. 1c	.....	.....	27.50
Q. T. 3c	.....	.....	32.50
COLUMBIA	.....	.....	34.50
RELIANCE, 5c	.....	.....	22.50
RELIANCE, 25c	.....	.....	27.50
MILLS DICE GAME, 25c	.....	.....	97.50

500 PHONOGRAPHS. Write for lowest prices all models and makes.

5 SEEBURG RAYOLITES, Late Serial, Perfect Condition **\$139.50**

1/3 Deposit.

# GERBER & GLASS

914 Diversey Parkway,  
Chicago, Illinois

# 25 RAY-O-LITES

(Rifle Range—Seeburg)

**\$150.00**  
EACH

Perfect Working Condition. Good Appearance.

Terms: 1/3 Deposit With Orders.

Send for our Latest Price List on Phonographs, Slots, Seafos, Pin Games, Automatics, etc.

**W. B. NOVELTY CO., INC.**

8800 N. GRAND BLVD., ST. LOUIS, MO.

## Speedy Service Royal Keynote

CHICAGO, April 2.—"The Royal Coin Machine Co. offices are the scene of much activity these days," reports Raymond Pollard, head of this up and coming coin machine firm. "Our sales policy has been devised in such a way that it will benefit operators to the greatest degree. We are, at present, carrying a complete stock of new and carefully reconditioned games from which operators may make selections to fill any territory, and any location in any territory, to a T."

"However," continued Pollard, "we have more to offer operators than just an outstanding selection of equipment. We can offer them the finest service available with regard to deliveries. Our whole organization is keyed up to a point where we are well able to fill orders on extremely short notice. Operators appreciate this speedy service and signify their appreciation in the more frequent and larger orders they place with us."

## Bazon Reviews Monarch's Growth

CHICAGO, April 2.—Roy Bazon, Monarch Coin Machine Co. official, last week commented on the activities of his firm during the past year. Said Bazon: "Long about this time last year, while the weather man was heralding spring with predictions of warmer weather, we at Monarch were heralding it with a larger volume of business. Since sales of our dependable new reconditioned equipment continued throughout the year, we were forced to move to larger headquarters, where we are now located and, incidentally, where we have one of the largest and most beautiful showrooms in the Midwest."

"Monarch sales were not and are not limited to coin-operated equipment, for we serve operators with jar deals and all types of supplies as well. One of the most famous jar deals of all time is our Bags of Gold, introduced about four months ago and going as strong today as ever with repeat orders arriving daily from all sections of the country."

## National League For Fair Trade

NEW YORK, April 2.—Fair trade laws are to be discussed at an important meeting here April 4. Fair trade laws are likely to become of increasing interest to the vending machine trade and may have far-reaching consequences with those types of games of chance that have "vending" features. At this meeting all of the leading business groups which backed fair trade legislation now on the statute books of 43 States are expected to participate during the sessions which will be held at the Hotel Astor.

The meeting was announced by Wil-



\$18.75 Net. Tax Paid (1938 Model). Don't wait until you have a long white beard to buy this machine.

Reconditioned Guaranteed Machines: "Credit," Original Cases, Ticket Model, \$28.00; Bowling Machines—Ray's Track—Patent, Machines—Nifty Games. In fact, anything with a coin slot. Write us your needs.

**THE P. K. SALES CO.**

6th and Myrtle, Cambridge, O.

# SWING INTO SPRING AT PONSER'S

BANG-A-DEER	.....	Tru-Shot Corp.	★	1928 Model TRACKTIME	.....	J. H. Keeney
SNAPPY	.....	Chicago Coin	★	DERBY CHAMP	.....	J. H. Keeney
SWING	.....	Chicago Coin	★	EASY STEPS	.....	Rack-Ola
PHONOGRAPHS	.....	Rock-Ola	★	RECORDER	.....	Cenco
U-POP-IT	.....	Ranel, Inc.	★	MAGIC ROLL	.....	Cenco
WAR ADMIRAL	.....	Daval	★	GAY TIME	.....	Cenco
FREE RACES	.....	J. H. Keeney	★	GRIP TESTER	.....	D. Gottlieb
KENTUCKY CLUB	.....	J. H. Keeney	★	CLOSE TROTTER	.....	D. Gottlieb

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33 WEST 60th ST., NEW YORK CITY

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900 North Franklin, PHILADELPHIA, PA.  
303 W. Adams St., JACKSONVILLE, FLA.



## NEW REELS IT'S SENSATIONAL IT'S NEW

Jobbers, Operators and Distributors all over the Country are ordering them by the Hundreds. Looks like a Hot Machine—Works like a Hot Machine—Pays like a Hot Machine. The Nickle pull in as fast as they do in a Hot Machine. Tickets in six colors as follows: Red—Black; Yellow—Green—Lemon—Yellow; Cherry—Red; Orange—Orange, and Plum—Blue.

2500 Tickets at \$125.00  
Pay Out (Actual) \$2.00  
Profit (Actual) \$44.00

**SAMPLE DEAL COMPLETE \$4.75**

(Tickets, Jar and Label)  
Write for Quantity Discount.  
**WESTPORT DISTRIBUTING CO.**  
207 Westport Road, Kansas City, Mo.

## SPECIAL FOR PARKS AND CARNIVALS

ATLAS BASEBALL, Big Fish, Steady Money Earner	.....	\$125.00
RAYOLITES, Continuous Speed	.....	\$125.00 to \$85.00
ELECTRO HOISTS (Worth Double)	.....	39.50
HOLA SOOERS, TARGET ROLLS, 5 N. Extra Good	.....	35.00
ELECTRIC HOISTS (Worth Double)	.....	39.50
ROTARY MERCHANTSERS, High Grade, Perfect	.....	39.50

NEW GAMES—Bang-A-Deer, Skill Derby, Windjammer, Hi-Ball, Seeburg, Gaytime, Globe Trotter, Bally Hoovers, Tuff Times, etc.

USED EQUIPMENT—Fair Grounds, Lala, \$95.00; Flatwood, Floor Sample, \$125.00; Flasher (Duffy), Floor Sample, \$85.00.

SPECIAL—2 Seeburg Phone Recorders, records any sound instantly, 8, 8, 10 and 12-inch records. Big profits. Floor Samples. Write for description and price.

**KENTUCKY AMUSEMENT CO., INC.**

918-927 West Jefferson Street, LOUISVILLE, KY.

## SAIL ALONG WITH THE MAYFLOW

NEW GAMES IN ORIGINAL CRATES	.....	\$100.50
Stables, Special	.....	39.50
Racing Form	.....	39.50
CONSOLES	.....	198.50
Bally Balls, Write	.....	.....
Club House, Special	.....	87.50
Ferraris, Special	.....	17.50
Saddle Club, Special	.....	118.50
USED GAMES	.....	42.50
Outlines Terminal	.....	39.00
Top Em	.....	17.50
Sam Jay	.....	15.00
Daily Race	.....	15.00
1509 University Ave.,	.....	.....
Flying High	.....	\$ 15.00
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Road Lite	.....	15.00
Royal Race	.....	15.00
Lite-Par	.....	15.00
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Winner	.....	12.50
Skipper	.....	12.50
One Ball	.....	12.50
Parade Trip	.....	12.50
Sweet 21	.....	12.50
Bump-a-Like	.....	12.50
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Hi-De-De	.....	\$ 8.00
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Ball Roll	.....	5.00
Go Lase	.....	5.00
USED CONSOLES	.....	99.50
Galloping Domino	.....	89.50
Bang Tuff	.....	89.50
Track Game	.....	129.50
Chaukalets	.....	49.50
Keeper	.....	69.50
Passes	.....	79.50
Toner	.....	99.50
Passes	.....	79.50
Ray's Track	.....	79.50
Ray's Track (Ticket)	.....	168.50
1509 University Ave.,	.....	.....
MAYFLOWER NOVELTY COMPANY,	.....	St. Paul, Minn.

## USED MACHINES Like New!

**YOU** Always get immediate response when you write THE. Games are promptly shipped the following day. Our reconditioned games are "near best condition." Ask anyone who has dealt with us. **RICOCHET \$ 7.45 | MATCH-EM \$ 3.75 | LONG REACH \$1.00 | SPEED \$ 1.00** Send Jay With Order, Balance C. O. D. FREE—Get our Waiting List for Weekly Free Bulletins. **NATIONAL NOVELTY CO.,** MERRICK, L. I., N. Y.

## 5 SLIGHTLY USED EXHIBIT CONSOLE MODEL TANFORANS

Complete With Ticket Unit and Check Separators, \$82.50 Each. **\$19.50 Each** 2 AUTOMATIC PAY-OUT BALLY RELIANCE DICE MACHINES. CLOSING OUT 1,000-1,000-Hole Superior Le Cigarette Boards, 50c each in any quantities. Write for Prices on Mills 5c, 10c and 25c Play Blue Fronts, Mills Q, T, Y, Faces Races, Wurlitzer 412 and 616 Model Phonographs, etc. 1/3 certified deposit, balance C. O. D. **J. L. JONES SALES COMPANY** HICKORY, N. C. Corner 13th Street & 11th Ave.

Ham H. Ingersoll, former vice president of the Ingersoll Watch Co., who is chairman of the committee on arrangements. The purpose was to launch the new American Fair Trade League as a national organization to serve as a central body for co-operative action on price maintenance questions. "One of the causes that has brought the advocates of price maintenance together is the increasing evidence of a concerted drive to repeal or nullify these new laws and the Miller-Tydings act," Mr. Ingersoll said. He added that the need has been shown for a central organization to gather data on the effect of price stabilization on consumers, retailers, wholesalers and manufacturers. The organization meeting will be followed by a testimonial dinner for United States Senators Bulkley of Ohio, Capper of Kansas and Miller of Arkansas.

# AG MULTI BELL CONSOLE

7 Play — 7 Jack Pots



Patents Pending

It was the big hit in Bell machines at Chicago Show.

Write for new lower prices.

Manufactured exclusively by

## AG NOVELTY COMPANY

8602-21 Epworth Blvd.  
Detroit, Mich.

## Keeney Helping To Break Recession

CHICAGO, April 2.—Fortunate in having four different hits in the coin game field, the firm of J. H. Keeney & Co. reports it is trying to do even more than its share in breaking up the current recession.

"We are putting on as great a number of new employees as factory facilities will permit, and are also placing overly-large orders with supply manufacturers in an attempt to bolster their businesses too," states J. H. Keeney.

"When it is known that the manufacture of such Keeney games as Kentucky Club, Derby Champ, Track Time and Free Races require a daily utilization of 53 miles of wire, over 150 lights of glass, from 100 to 200 cabinets, and as many crates—not to mention castings, electrical and mechanical parts—then the reader can realize how much this concern alone is doing, directly and indirectly, toward the restoration of more prosperous conditions.

"When one considers how many thousands of dollars are brought into circulation by people playing our games," Keeney went on, "and how much added income is produced for the thousands of retail establishments in which these Keeney games are placed—then you will also realize how far-reaching is the beneficial economic effect of Kentucky Club, Track Time, Derby Champ and Free Races, our current hits."

## Bally's Buckley Calls Game Roll

CHICAGO, April 2.—"There's no recession at the Bally plant," exclaimed Jim Buckley, general sales manager of Bally Mfg. Co., pointing to a production schedule on his desk. "Never in the history of Bally," he added, "have we had such complete line, every one of which is moving in volume."

In rapid fire order, Buckley outlined the games in production, saying that "in the novelty field, there is the New Rocket, encouraging operators to make wholesale replacements with this five-ball bumper and skill hole game. . . . Volume is even heavier in the case of Bally Reserve, with its 'bank night' accumulative reserve award system.

"In the payout class, collections on our Sport Page multiple one-shot are actually averaging 10 to 20 per cent above Fairgrounds at its best. . . . Lincoln Fields in the console class and Lite-a-Pax in the counter class are still in volume demand. . . . Even so-called closed territory is coming to life with the Magic Ball air-controlled game, Bally's Racer competitive play console, and the Hot-Vender popcorn and confection vender.

"Last but not least, we are in full production on our newest counter game, Millwheel. . . . Nine games in full production, and our Bally Ball and Bally Roulette in ample production," Buckley declared emphatically.

## Johnson Reports Big Spring Sales

CHICAGO, April 2.—"With the coming of spring and warm weather," states Jimmy Johnson, head of Western Equipment and Supply Co., "an increasing amount of orders are arriving every day for our three current hits, Grand Derby, Hey Day and our new counter game, Cigarettes.

"Grand Derby and Hey Day are one ball payouts," he continued. "Grand Derby is a single coin play horse race game that features a brilliant back-board, roll over switches, rebound springs and live pockets. Hey Day is also a one ball payout but with a six coin multiple play that is chest-proof and piling up big profits for ops.

"Our new counter game, Cigarettes," he went on, "is really going to town. As a coin is inserted in this game, three cubes, each in their own compartment, hop and jump around and come to rest with a winner—perhaps. Machine offers operators a real chance to open many new locations available for counter game operation."

a much better spot than the Hotel Continental where the show was held in previous years.

# IT'S LEGAL ANYWHERE! The Imperial Streamline—Custom Built

## COIN OPERATED BILLIARD TABLE

### LAST CHANCE TO BUY AT PRESENT LOW PRICE! PRICES GO UP APRIL 15th!!

JR. MODEL \$197<sup>50</sup> SR. MODEL \$237<sup>50</sup>  
3 Ft. by 6 Ft. 4 Ft. by 8 Ft.



Order a Sample TODAY  
—and you will order a  
Carload Tomorrow!

## BIRMINGHAM VENDING CO.

2117 THIRD AVE., NORTH  
BIRMINGHAM, ALABAMA  
(PHONE: 3-5183)

## 50 Small Business Groups Organized

WASHINGTON, April 2.—Since the February conference of "little businesses," at least 50 organizations of small business men have sprung up, according to estimates of the Department of Commerce.

Literature received here indicated that the more active groups have platforms opposing chain stores and monopolies and seeking tax revision and more liberal credit.

One offshoot of the national meeting here was the American Small Business Council composed of the dozen men who talked to President Roosevelt.

Leslie M. Sanders, of Orlando, Fla., a member of this group, has charged the Department of Commerce with trying to squelch further activity. He said the committee would meet, nevertheless, here Friday to prepare for nation-wide organization on a permanent basis.

Other groups have been organized in New York City and Rochester. Each contends it has a mission which has been neglected by other business associations, which, department files show, total at least 11,000.

## Schlesinger Back From Sunny Clime

POUGHKEEPSIE, N. Y., April 2.—Al Schlesinger, of the Square Amusement Co., is back at his desk after a two-month sojourn in Miami. He reports he had a lot of fun on his vacation and that a great deal of it was due to the hospitality of Jimmy Bonnie, one of Miami's well-known operators.

"Not only did Bonnie keep me supplied with the best cigars I've ever smoked," stated Schlesinger, "but he arranged some parties that were really tops for entertainment. He is fast gaining a reputation in Miami and his headquarters are rapidly becoming the gathering place of all operators."

Schlesinger stated that now that he is all rested up he's rarin' to go out and make things hum in his territory.

SEE  
OUR AD ON THE NEW  
COIN OPERATED JAR DEAL  
MUNCIE NOVELTY CO.  
MUNCIE, IND. AD on PAGE 171

## TOM THUMB JAR TICKETS

Every Set Individually Coded. Price, per dozen, express paid, 1850 \$10. 2052 \$10.50. 2280 \$10.25. 2520 \$12.25. Assortment of Labels Free with Order. Jack Pot Cards, 5¢ or 15¢ Games, 50¢ Each. No orders accepted without one-third deposit.

TOM THUMB, Dept. 51, Nampa, ID.

## OPERATORS!

This business good all year—No closed territory

- ★ Positive Earnings
- ★ Small Investment
- ★ Big Money
- ★ Clean-Dignified
- ★ U. S. Patent 2011322

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Only  
\$125<sup>00</sup>

terms to qualified operators

BEER COILS MUST BE CLEANED  
Every Tavern-Night Club where beer coils are used is a prospect. YOUR locations now are looking for this service. NO SELLING. This machine does all the work. Operate a route of Premier Coil Cleaners and be in the money.  
Write or Wire

## PREMIER COIL CLEANER CO.

455 St. James Place, CHICAGO, ILL.  
Dept. 88.

## Proposes Czar for French Industry

PARIS, April 2.—In a well-attended meeting of the Syndicate of Automatic Candy Distributing Machines on March 24 it was decided to fight the law passed here on August 31, 1937, which banned all types of coin-operated machines involving any element of chance.

As reported in last week's issue, the syndicate was upheld by the Court of Appeals in Colmar (Haut-Rhine) when the court decided that machines of the crane type were vending machines and not to be classed as gambling devices. This decision has given members every hope that the Paris court will render a favorable verdict, too. At the meeting Thon and Roussel, lawyers for the group, stated that from a legal point of view they believed the law unconstitutional.

Bene Godin, editor of the French coin machine trade paper, *La Revue de l'Automatique*, proposed that a czar be appointed with full powers to govern the industry. As examples of what such a czar can do he pointed to what Landis had done for baseball and Will Hays for the movies in the U. S. A. The idea was favorably received and instructions were given President Derouin to appoint a committee to study the question and the powers that could be invested in such an appointee.

It is thought by several men close to the government that such an appointment would have decided advantages provided the man chosen for the job is amenable to the powers that be.

With the right man in this position they see a chance whereby government officials could look upon the coin machine industry with a more lenient eye and the bad taste left by the incidents leading up to the passage of the law could be forgotten.

PARIS, April 2.—The annual convention and exposition of "Industrie des Appareils Automatiques" will be held in May. Dale has not yet been decided, but it is thought that it will be May 25. The location this year will be uptown at the Salle Roche, which those in charge believe will prove to be



ing the interests in the machines and caring little or nothing for what happens to the machines after that? No hard and fast answer can be given, but certainly the promoters must be at best divided between these two motives. Some may genuinely feel that their best service to the owner will be given thru their method of operation. Is it not more likely, however, that the bulk of promoters will be more tempted by the quicker and easier profits of salesmanship and forget the slow but steady returns of operation?

It will be admitted in fairness that a well-planned system of investment operation would work satisfactorily if operated by experienced men who only found the sale of small shares the easiest way of financing.

A few months ago things looked a bit different to the Michigan Corporation and Securities Commission, and a statement was made at the time by Homer S. McElowney, manager of the Detroit Better Business Bureau, linking promoters of the investment plan with promoters of a flood of liquor receipt plans a year before:

"In some instances the companies pushing this scheme are the same which peddled whisky warehouse receipts that proved so very costly to investors a year or more ago. Complainants have informed us that these companies are now accepting whisky receipts as partial payments for the vending machines. The owner gets about \$25 allowance for what he paid \$50 to \$85 to the same people a year ago."

This investigation by an impartial business body may prove an index to the caliber of some of the promoters of these schemes. It is obvious that an organization interested primarily in selling such shares in machines is not a good operating organization.

**Secrecy of Promoters**

The most telling argument against the investment promoters is their secrecy and reluctance to disclose anything about their business to the interested industry. They cannot be this way to everyone or they would never make sales. There must be names on their "sucker list" to whom they will talk freely. Is it possible that the trade is too well informed for them to dare discuss their operations? Certainly they have been very reticent as far as the trade press is concerned.

Some such "investment" enterprises have quietly closed up after a few weeks or months of operation while others continue, sometimes under more than one name. The idea is by no means dead and will probably be periodically revived. It is easy to understand why it looks like a perennially easy way of making money to a professional promoter. What do other people think?

**Who Benefits?**

The professional promoter must look upon it as dangerous competition. Every individual operator resents the invasion of his field by a large corporation. He sees the competitors he can sit down with at a round table and fight and have a game of poker. He can't do that with a corporation, and the route man looks just like a mere hireling to him. Occasionally the operator may be tempted by the idea that the job of working for absentee owners would be a soft way of earning a living. But the man who seriously takes up that idea would hardly be called an operator anyway. To avoid misunderstanding, let me make it clear that there are plenty of large companies where there is fine spirit de corps and the route men have just as much interest in their jobs as if they owned the business themselves. These are those successful cases, including those mentioned above, where personal ownership, or at least manage-

ment, is in the hands of professionals who know and like the business.

The distributor or jobber has little to gain from the investment plan. Such companies will buy direct from a manufacturer and not from him anyway. There will be only that much more potential operators' trade in his territory lost to him if an investment company operates locally.

The manufacturer, however, may have some interest in the investment idea. In the first place there will be a new outlet for so many more of his machines. He can sell them under a separate name, perhaps, and his regular customers will never know that he is building a model in competition with those that they buy from him. The manufacturer who pursues such a policy is only kidding himself. Operators are not dumb these days and they soon manage to find out what kind of machines they are competing with. The manufacturer is going to lose more good will than the temporary profit from the "investment" machines is worth to him.

**The Poor Investor**

The investor, if he is unwary, can easily be led to believe that he is putting his money into a good, sure thing. The operator should remember, by the way, that the investor is almost always innocent of any intention of wrongdoing or unethical practices, and is more than likely deserving of sympathy as the "wucker" who foots the bill in the end.

Coming into the business with no previous knowledge of coin machines, he sees how widespread they are and is probably impressed by the common feeling that there must be a huge fortune in machines. Outsiders always seem to think that the industry is a genuine gold mine, and hence some true propaganda might profitably be directed to convince them that, while profits are reasonable and even very good for soundly operated routes, coin machines are not a bonanza for those with get-rich-quick ideas.

The investor thinks the idea sounds good and puts his money in. Examples of profit can be cited—the success of the Automat Restaurants is perhaps one notable case, but there is definite management responsibility in the case of the Horn & Hardart chain to account for this fact. Moreover, the case is really different, in spite of the use of automatic machines. The location, despite its different principles of operation, is still a restaurant and operates on the same principles of corporate finance as a drug or grocery chain.

It cannot be too strongly emphasized that the coin machine investment plan, on the contrary, proposes to sell interests in machines scattered over many locations with one or at most a few (and usually one only of the larger types of machines, such as large selective cabinet venders) at each location. The centralization of responsibility is in the operator who goes over the route, and he needs to command the co-operative interest of all his location owners. There is little guarantee that the remote control of corporate management can ever possibly insure that, no matter how successful it may be in controlling a business where proper managers can be assigned to each sizable unit, as an entire restaurant.

**Little Legal Grounds**

There is probably little ground for attacking the investment idea by legal tactics, and reliance must be placed upon sound propaganda methods and the ultimate good sense of the industry. A thorough airing of the investment problem is necessary and would be a good thing for the trade as a whole. The arguments pro and con need to be stated and operators and others should be informed of developments. Business interests are willing to co-operate in the spread of accurate information on this plan as the action by the Better Business Bureau referred to indicates.

Perhaps the case for the investment plan has been understated because of personal opposition. There is the possibility, as admitted above, of a well-conducted operation. The intelligent coin machine operator who knows how to handle the business correctly, how-

# SPRING SALE

NOW  
**\$65.00**  
PLUS 10% TAX



**\$20.00 SAVED BY ORDERING THE ROL-A-TOP NOW!**

The above price is on brand new Rol-A-Tops with the money design in the Bell type or with the Front Vender, with or without the Gold Award, in 1c, 5c, 10c or 25c play, all at one price. This price subject to change without notice, no trade-ins. All machines shipped on our famous 10-day guarantee. If not satisfactory they can be returned and money refunded. Wire order.

**SWITCH TO ROL-A-TOP — SAVE MONEY**  
**WATLING MANUFACTURING CO.**  
4640-4660 W. FULTON ST., CHICAGO, ILL.  
Est. 1889—Tel., Columbus 2770  
Cable Address "WATLINGITE," Chicago

ever, is going to be more interested in running routes for himself than in making money for someone else. The route man for another company, who has the capital, usually winds up by having a route of his own if he has any personal initiative at all. Of course, a good manager could be hired by the investment company at a salary or commission agreement that would make it worth his while to do the job. But in that case the investors would be forced to pay out too large a proportionate share of their income for management costs. That, however, may easily be the best solution for some existing companies when they face difficulties.

The essential point of the whole problem is that the promoter is bound to lose active interest as soon as the returns drop off seriously. His first interest is in sales of the shares or whatever form the investor's purchase may take. When they stop he is not very likely to care about assuming the burden of running the business. That will be up to the investors, who probably know very little about the details of their "investment," and may be in for an old-fashioned "milking" by a reorganization process to boot if anything is to be salvaged from their ruinous investments.

When looking for dependable and good earning used and new equipment, write to  
**SEIDEN DISTRIBUTING CO.**  
1240 Broadway, Albany, N. Y.

**A Few of Our Spring Specials!**

Track Times (late heads)	\$124.50
Derby Day Console (slant top)	69.50
Ray's Track (4,000 ser.)	119.50
De Luxe Bell	47.50
Rosemont	47.50
Bally Favorite	69.50
Tanforan	69.50
Longchamp (double slot)	69.50
Wurlitzer P-12	74.50
Northwestern	
5c Merchandisers	6.75
6-Column Stewart-McGuire	
Cigarette Machine	34.50
Miscellaneous Slots	WRITE

**1/3 Deposit Required With Order**

SEE OUR AD ON THE NEW MUNCIE OPERATED JAR DEAL MUNCIE NOVELTY CO. AD on PAGE 171

# The New A.B.T Silent MODEL F TARGET SKILL



with the Silent Clock Motor

Provides **MORE PLAY-  
GREATER PROFITS** on YOUR  
COUNTER GAME LOCATIONS

TARGET SKILL, the counter pistol game with big rifle range appeal and exciting power, incorporates 3 superior features that insure constant player appeal, consistent ever growing profit and permanent trouble-free operation!

- NO ELECTRICITY — NO BATTERIES!**
1. SKILL PLAY.
  2. SILENT CLOCK MOTOR.
  3. AUTOMATIC VISIBLE SCORING REGISTER.
  4. 5 MOVING TARGETS.
  5. 10 SHOTS FOR ONE COIN.
  6. ARMY TYPE PISTOL.
  7. MODERN CABINET DESIGN (Fishy Red and Yellow Cabinet).
  8. ALL ACTION MECHANICAL.

Designed and made by

## A.B.T MANUFACTURING CO.

715-723 N. KEDZIE AVE.

CHICAGO, ILLINOIS

ONLY  
**\$39.50**

1c or 5c Play Optional. Small Extra Charge for Vending Counter. Vendor Model at Slight Additional Cost.



## Detroit Firm To Sell Used Games

DETROIT, April 2.—In an effort to clear up the used coin machine situation in this territory, the Robinson Sales Co. was founded here this week by Ben Robinson, prominent figure in the industry for the past eight years. The new company will handle used machines of all types, specializing in amusement games, slots, etc.

Headquarters are at 2905 West Grand River avenue, just across the street from A. P. Sauer Co. The new store will serve as salesroom and office, as well as warehouse. Drive-in facilities for trucks and parking space in the rear will offer additional facilities for customers.

The Robinson Sales Co. will act as an affiliate of the A. P. Sauer Co., which will handle the new games only. Independently established by Robinson, it will work in close co-operation with the older company, which is one of the best known in the business, and will work to handle the distribution of used machines as they accumulate in the territory, thereby also facilitating the sale of newer models.

Robinson was with several well-known Chicago manufacturing organizations as salesman on the road and has covered many parts of the country. He is thoroughly familiar with all departments of the business.

## Calcutt Prepares For Big Closeout

FAYETTEVILLE, N. C., April 2.—Joe Calcutt, of the Vending Machine Co., reports that his firm has been gathering up machines for the past two months in preparation for the close-out sale it is now staging. "We have held these sales at regular intervals," Calcutt stated, "and each one has made a big hit with ops thruout the country. The sale which we are now featuring is one of the biggest in our history. All the machines we have on hand in our warehouse are being offered at unusually low prices."

Calcutt also states that ops in his section are doing big things with the One-Two-Three and Rio games. "These games stand up exceptionally well," he maintains, "and their fast money-earning power is making them real favorites with our customers."

## Pitts Glass Net a Record

NEW YORK, April 2.—Tho it is not known what proportion sales to the coin-machine industry played in enabling Pittsburgh Plate Glass Co. to hang up the largest earnings since 1923, the figures for 1937 recently released disclosed that they were 19.25 per cent better than the 1936 figures. Consolidated net income for last year amounted to \$18,287,969, equal to \$8.53 a share, compared with \$15,321,034, or \$7.15 a share, for 1936. Earnings for 1923 totaled \$19,113,124.

**BIG ALLOWANCE  
ON ANY OLD COUNTER  
GAME SHIPPED PRE-  
PAID FOR THE NEW**

Groetchen's  
**SPARKS**  
TOKEN PAYOUT  
PLUS 10 DAYS FREE TRIAL



WHILE THIS OFFER LASTS—  
RUSH YOUR ORDER NOW!!

Exclusive Eastern Representatives  
**ROYAL DISTRIBUTORS**  
54 Elizabeth Ave., Newark, N. J.

## OPERATORS- MERCHANTS "Jiffy" Changers

A tap of the finger delivers five coins instantaneously. Increase your play by putting change in the hands of player WITHOUT DELAY.

Graduated slotted tube informs merchants of tube contents at all times.

Nickel Size Capacity, \$10.00  
Penny Size Capacity, \$2.50

**\$3.75** EACH  
Delivered 1c or 5c

Cash with Order or C. O. D. ABSOLUTE MONEY-BACK GUARANTEE.

Specialty Mfg. Co.  
PORT CLINTON, O.



## Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Translucent, with slug giving absolute accuracy in count, shows up slug, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set, consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



NEW PRICES  
WRAPPER TUBES in 1c, 5c, 10c, 25c and 50c sizes. 50c per 1000, \$4.00 lots, 50c per 1000, \$38.00 lots, 50c per 1000.  
PRICES SUBJECT TO CHANGE.  
Accurate Coin Counter Co.  
Pitts, Pennsylvania

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

## BARGAINS! Rebuilt Coin Machines

- 37 Caille 1936 Round Jackpots, any coin—play ..... \$32.50
  - 2 Caille Commanders, 5c & 25c ..... 49.50
  - 2 Caille De Luxe Consols, 5c and 25c ..... 98.00
  - 1—10c Walling D. J. Goose-neck Vender ..... 19.50
  - 1—25c Mills Escalator Vender ..... 27.50
  - 1—10c Jennings Triple Jackpot ..... 27.50
  - 2—5c Jennings Triple Jackpot ..... 27.50
- Send 1/3 with order, balance C. O. D.  
**CAILLE BROTHERS CO.**  
6200 Second Blvd., DETROIT, MICH.

## Fitz May Present New Sales System

NEW YORK, April 2.—John A. Fitzgibbons is making the rounds these days broadly hinting, according to reports, that his firm may soon present a new sales system to ops here that will be entirely different from present methods. "The time has arrived," Fitzgibbons states, "when it seems that a distributor for a leading factory must adopt a more logical sales method so as to insure the distribution of his machines and assure the operators of greater profits. The factory I represent has been planning such a course for some time. We may soon put this new system into effect in this area to combat some of the difficulties which have arisen due to present conditions.

"Changes in every industry are required at regular intervals," Fitzgibbons concluded. "One that is necessary here in the East seems to me to be the adoption of a program whereby, ops will be given better service and surer ways for earning larger profits. The new system which we have developed and will soon reveal has been fashioned expressly to help remedy such matters."



L. F. HEAP, of the newly formed Dixie Popmatic Co., reports sales booming on Popmatics in Kentucky and Tennessee.

**SPECIAL — Seeburg's 1937 REX Symphonolas . . \$184.50**

- 8 HOCO REELS ..... \$4.50
- 4 NUGGETS ..... 7.50
- 1 TWENTY-ONE ..... 6.50
- 5 HOLD & DRAW ..... 5.00
- 25 PACIFIC GUM MERCHANTS ..... 10.00

Terms 1/3 Deposit, Balance C. O. D.  
**AMERICAN COIN MACHINE COMPANY**  
809 N. Clinton Avenue, Rochester, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

## JOBBER AND OPERATORS NO CLOSED TERRITORY FOR THESE 100 MERCHANDISE DEALS

- A Trial Order will convince you of their quick sale and repeat business
- WORLD'S CHAMP DEAL**—Takes in \$7.00—Lowest price to Jobbers and operators in lots of 10 or more in one shipment ..... \$3.25
  - TRADING POST DEAL**—Takes in \$3.00—Lowest price to Jobbers and operators in lots of 6 or more in one shipment ..... \$5.95
  - BAZAAR DEAL**—Takes in \$5.00—Lowest price to Jobbers and operators in lots of 6 or more in one shipment ..... \$3.75

All high-grade premiums in these Legal merchandise deals—which insure plenty of repeat business. Everyone a winner.

TERMS: 25% deposit on C. O. D. order. F. O. B. Akron, Ohio. Money refunded if not satisfied.

Packed and Distributed by  
**Akron Merchandise Company**  
677 South Main Street, AKRON, OHIO

**BLOOD PRESSURE  
SELF-SERVICE  
SLOT MACHINES**  
BLOOD PRESSURE INSTRUMENTS CO.  
4532 PARK AVE., NEW YORK



**EVEN BETTER THAN BUMPER!**

**BALLY'S RESERVE**

**\$99.50**

**FREE PLAY MODEL \$103.50**

THE "WINNER TAKES ALL" IDEA OF BALLY RESERVE IS SWEEPING THE COUNTRY, GETTING THE BIGGEST, STEADIEST REPEAT PLAY IN ALL HISTORY! SHARE IN THE BIGGEST PROFITS EVER EARNED! ORDER NOW!!

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.

**Resale Value of World Series Cited**

CHICAGO, April 2.—When investing in coin-operated amusement devices a factor sometimes overlooked yet of major importance from the money-making standpoint is the resale value of the equipment. Oranted that a machine has been a good money-maker and still is popular, occasionally just for variety's sake the operator replaces it with new equipment. He is then brought to a full realization of the resale value of his machine.

This fact was recently brought out by N. L. Nelson, head of the Games Division, who says that World Series, Rock-Ola's baseball game which was introduced at the Coin Machine Show in January, 1937, is standing up exceptionally well in popularity. After being on the market for almost a year and a half it is bringing a resale price that makes it a very profitable investment from that standpoint alone. On the used market, Mr. Nelson says that World Series games almost a year and a half old are bringing an average of \$200 for the operator after he has had the machine in operation many months after the machine was completely paid for.

From this point of view, Nelson says World Series is an especially desirable game because there's no other game like it. "So naturally, because it is unusual," he stated, "and because it is built upon the popular appeal of the national sport, baseball, World Series bids fair to remain high in play appeal for a long time to come and as a consequence it brings a good resale price for the operator and for the new buyer because it still has good earning capacity.

"At a recent court proceedings in Chicago when Judge Brothers in the Circuit Court declared World Series a legal coin-operated machine," Nelson continued, "several location owners were placed on the stand as witnesses. Without exception, every one of them stated that World Series was a game they needed in their places of business to entertain the customers and keep them happy. Operators who testified at this trial stated on cross-examination by the Corporation Counsel's office that there is always a demand for World Series by merchants because the game is kept popular through the continued popularity of baseball, the national pastime of America."

**Rock-Ola Exports Soaring, Is Report**

CHICAGO, April 2.—Despite unsettled conditions in foreign countries, Rock-Ola's growing export division reports satisfying progress in the past year, with enough orders in prospect to augur even greater sales in 1938.

Robert E. Dillon, Rock-Ola's export manager, says: "Very few operators here in the United States realize the widespread distribution of coin-operated devices there is in foreign countries. In some of the advanced countries there are practically as many coin-operated machines as in our own."

Dillon cited the coin-operated phonograph as an example of a machine with an appeal to people all over the world. "Our phonographs have been well received in Mexico, for instance," he explained. "We have a letter from an operator down there telling about a group

of Mexican merry-makers who arranged dances, songs and even fiestas around the music of a Rock-Ola phonograph."

Dillon expressed particular enthusiasm over a big order of phonographs shipped this week to Helsinki, Finland. "Many people have the idea," he said, "that Finlanders are so busy battling with the frozen north that they have no time for music. Quite the contrary is true. Naturally our representatives in Finland have had a good hard job of pioneering to do because there are many physical problems involved of which we have no knowledge. The matter of transportation, for instance, is often a serious problem—the type of power available, etc. Yet, we have made the phonograph that meets the approval of our Finland representatives and the public. Our recent large orders for phonographs from there verify our decision to apply the sound principles of phonograph construction, plus the addition of features to meet the requirements of each particular country so that we can produce the phonograph that people all over the world can enjoy.

"According to the sales records, we have made the greatest showing in South America, Mexico, Finland, England, France, Hawaii and Puerto Rico," Dillon concluded. "The name of Rock-Ola is being recognized in foreign countries and our phonographs are winning loyal friends in many foreign lands. We in the export division hope to develop a foreign business for Rock-Ola which will rival our domestic market here at home."

**Pass Dog Race Bill & Mutuels Measure**

ALBANY, N. Y., April 2.—The future of betting in New York State was considerably changed with the recent passing here of the Dunnigan pari-mutuel resolutions and the Quinn bill legalizing dog racing in four counties for a one-year test trial.

The pari-mutuel resolution calls for a referendum on the question if successfully passed by the Legislature next year. Its passage ended a five-year fight by its proponents to get it thru the legislature. Senator Dunnigan, majority leader of the upper house and its constant sponsor, asserted that he expected to press the resolution at the coming Constitutional Congress in an attempt to save a year and bring it before the people in the general elections in the fall.

The dog bill is for a period of a one-year "test" trial on dog racing. It vests the power of regulation and control in the hands of the State Racing Commission, which governs horse racing. Mr. Quinn explained that the State would gain revenues from dog racing amounting to about \$350,000 annually thru the licensing of the greyhound tracks.

Under the terms of the measure, one track would be allowed to be built in Erie, Nassau, Monroe and Westchester Counties. Before such tracks can be built, however, the bill makes it clear that the track owners would have to get permission of both the local village board and the county board of supervisors for the erection of the track.

The bill is sponsored by the Greyhound Racing Association of New York, composed of leading real estate operators and brokers, who, according to Mr. Quinn, are "interested in promoting dog racing on the high level now operating thruout the State for horse racing."



TWO BALLY RESERVES in the same spot at Hotel Martin, Utica, N. Y.

**ARCADES**

WILL PAY BIG THIS SEASON WITH

EXHIBIT'S

NEW LINE OF AMUSEMENT MACHINES AND SUPPLIES

WRITE AT ONCE FOR FULL PARTICULARS ABOUT

"HI-BALL"  
Vertical 5-Ball Amusement Game.

"CHAMPION BAG PUNCHER"  
Always an Arcade Favorite

"BARREL OF FUN"  
New, Novel and Different

"LOVE METER"

"DISPOSITION REGISTER"

"PERSONALITY INDICATOR"  
A New Rage for 1938 Arcade Season

"NEW DELUXE CARD VENDOR"  
and New Line Exhibit Cards

"ONEY ISLAND"  
New 5-Ball Novelty Pin Table

"TURF TIME"  
A Compact Counter Game With Console Appeal

AND OUR BIG NEW LINE OF ARCADE SUPPLIES

Write for Descriptive Literature and State Your Needs.

**EXHIBIT SUPPLY CO.**

4122 W. Lake St. CHICAGO

**RECONDITIONED SLOT MACHINES**

Mills B. F. Mysteries (over 400,000)	\$80.00
Mills B. F. Mysteries (under 400,000)	45.00
Mills Y. F. M. (late series)	35.00
Walling Nish-Tip Del.	25.00
Walling D. J. P. G. N. (5c)	17.50
Jennings Chief (5c) (brand new)	55.00
Jennings Chief (10c) (brand new)	55.00

**NOVELTY GAMES**

Around the World	Home Stretch	\$20.00
Ball Fan 1937	Ken-O	15.00
Bumper	Line-O	5.00
Cartoon	Loop Beach	25.00
Chin Derby	Madison	5.00
Clash Baseball	Maze or Break	7.50
Dix	Mercury	20.00
Electric 21	Roaches	5.00
Five & Ten	Rose Bowl	30.00
Forward March	Sensation	18.00
Gene Baseball	Short Sox	5.00
Gene Football	Silver Flash	35.00
Glant	Stunners Races	30.00
Happy Days	Swingline	10.00
Hold 'Em	Taps	21.50
Home Run	Tornado	5.00
	Track Meet	27.50

**AUTOMATS**

College Football	Jumbo	\$5.00
Dixie	Fate Finish	35.00
(Clock)	Phantom	29.00
	Turf Champs	29.00

All machines are guaranteed in perfect mechanical condition. One-third deposit required with order, balance C. O. D.

**OLIVE NOVELTY CO.**  
3020 Olive St. St. Louis, Mo.

MUTOSCOPE

BUILD YOUR BUSINESS ON A SOLID FOUNDATION

**SEE OUR AD PAGE 71**

This Issue

INTERNATIONAL MUTOSCOPE REEL CO.  
518 W. 34th St., New York City



**ONE BALL PAYOUTS**

14 Turf Champs	3 Panna
50, 5000 \$24.50	Balls \$22.50
7 Favorites 17.50	10 Buckle combination 19.50
10 Winners 19.50	5 Challenger 15.00
5 Fairgrounds 22.50	5 Derby 12.50
7 Fleetwoods 27.50	9 Air Derby 30.00
5 Freshies 37.50	8 Pastimes, late models 22.50
10 Arlington 39.50	3 Latonia 24.50
10 Golden Wheel 27.50	2 Sunshine Baseball 15.00
7 Classics 22.50	10 Hiaback 15.00
4 Gottlieb Multiple Races 29.50	5 Monte Carlo 10.00
5 Navy 37.50	5 Gold Award 7.50
5 Racing Farms 45.00	4 Stumpede 7.50
4 Fishers 72.50	3 Juniors 10.00
2 Bump-a-Lite 39.50	4 Big Five, Jr. 7.50
5 Air-Bar-Ban 39.50	5 Ace 7.50
3 Fala Finish 39.50	3 Ten 'Em 10.00
	5 Air Race 17.50

**PEANUT MACHINES**

19 Northwestern Penny Play, Parolite 55.75
11 Omnium 1-00 Fiat Parolite 6.75
5 Dual Double Column 6.75
4 Automat Penny Vendors 9.75
23 Galvert Peanut Machines, penny and nickel play, both rings every 100th play for free beer or peanuts 8.75

**COUNTER GAMES**

4 Double Dice 517.50	5 Exhibit Goal Line 6.50
4 Wheel "21" 7.50	3 Exhibit Five 6.50
12 Mills 3.50	
12 Tinkles 3.50	

**CONSOLE TABLES**

4 O. D. Jennings Derby Day, like new \$ 87.50
10 Keeney Dark Horse, 7 coin play, like new 89.50
8 Gottlieb Derby Console, 5 coin play 109.00
3 Keeney Salutations, 7 coin play 179.00

**DE LUXE MACHINES**

6 Paces Races, brown cabinets, like new, Serials 5370, 5283, 5323, 5336, 5340 and 5349, check separator, guaranteed perfect, ready for location \$189.50
3 Paces Races, black cabinets, cash meter, Serials 2909, 4158 and 4234, guaranteed perfect 108.00
5 Radio Miras 53.00
5 Exhibit Electric Eye 29.50
3 A. C. Slot Machines, 7 play with 7 different jackpots, like new, including outside metal stand 150.00
2 Royal Comet Slot Machines in outside cabinet 125.00
25 Exhibit Merchandise, like machine, ready for location 25.00

**NOVELTY PIN GAMES**

5 Electric Scoreboards \$12.50	6 Silver Fish \$39.00
7 Kluge "21" 12.50	4 Auto Derby 17.50
10 Happy Days 12.50	7 Bally Booster 12.50
7 Madcaps 5.50	5 Snooky 15.00
12 Panamas 9.00	6 Final Score 12.50
8 Short Sox 7.00	4 Five Mystis 19.00
9 Squares 10.00	5 Gemma Baseballs 50.00
12 Rollers 10.00	8 Homestretch 17.50
5 Dazed Base Ball 19.00	6 Out 35.00
5 Sweltime 12.50	3 Hot Springs 15.00
4 Ball Fans 12.00	5 Fire Balls 8.50
6 Matoms 12.00	5 Beiss 7.50
10 Rackamups 7.50	5 Great Gans 12.50
8 Consoles 10.00	7 Beam Lite 35.00
10 Bloocheat 10.00	5 Rose Bowl 35.00
5 Tournaments 20.00	6 Toot Kings 35.00
7 Homeruns 10.00	5 Battersup 10.00
7 Battersup 15.00	
15 Bally Bumpers 10.00	

If You Are A Jobber, Contact Us for Special Jobber Prices. We Will Take Care of You 100% on Any New Game Made in America, as We Are Distributors for Every Reliable Manufacturer in the Industry.

TERMS: 1/3 With Order, Bal. C. O. D. F. O. B. Baltimore.

**THE HUB ENTERPRISES**  
450. LIBERTY ST., BALTIMORE, MD.  
Branch Office  
2721 Georgia Ave. N. W., Washington, D. C.

SEE OUR AD ON THE NEW COIN OPERATED JAR DEAL MUNCIE NOVELTY CO. AD ON PAGE 171

**Muncie Novelty Has Coin-Op. Jar**

MUNCIE Ind., April 2.—Gold Mine, the coin-operated jar deal now being marketed by the Muncie Novelty Co., is claimed by its makers to be absolutely foot-proof and cheat-proof with no chance of shortage whether from location owners or from players.

"There is no doubt that this new Gold Mine is exactly what operators all over the country have been demanding," officials report. "It is an attractive coin-operated jar that pulls in the nickels steadily and assures the operator a steady income with a perfect check on tickets."

The idea is reported to have originated with Ted Broyles, sales manager of the Muncie Novelty Co., who realized that some method must be derived to eliminate shortages on jars.

"The tickets for Gold Mine are exactly the same as in a 2250 Jar Deal," Broyles stated, "but the play is stepped up thru the fact that players punch for 10-cent awards. By using a Tickette machine with Jar Ticket combinations printed on them the operator has available a coin-operated jar at a very low cost. This coin-operated jar deal offers the operator an absolute check on tickets at very little cost. They will give the operator a steady income on location for a long time," he concluded.

**Atlas Exec Will Spend Month in Chi**

CHICAGO, April 2.—A report from Atlas Novelty Company indicates that Eddie Ginsburg's Chicago visit starting on April 7 will last about a month. "Eddie's original plans were more or less indefinite," states Morris Ginsburg, "but we know now that his stay here will last at least a month. While he is visiting in Chicago, Atlas business in Miami rests in the capable hands of Ulyce Lowe.

"Many operators do not realize," he went on, "that in our Miami office we carry a complete stock of all types of equipment that is not limited to that of one manufacturer. In addition to this large stock, we also have a great array of samples on display in our salesrooms. Operators throughout Florida, Georgia, and Alabama have found that when they order from Atlas they are assured of prompt deliveries. It is a combination of these factors which has helped our Miami office to achieve success."

**Bingo Ball Gum Opens New Factory**

HILLSIDE, N. J., April 2.—Bingo Ball Gum Mfg. Corp. announces the opening of its new factory at 58 Hillside avenue, this city. New quarters are reported to be larger, light and airy and being fitted up to accommodate a big staff of workers.

President Jimmy Cante stated that the Bingo Ball Gum which gave this firm its big start in the coin machine industry will be manufactured here, as well as its new jar deal, which he reports is in unusual demand. "We have been jammed up with orders ever since we announced our jar deal," Cante stated. "People seem to be going for these deals in a big way in this part of the country. Our Bingo Ball Gum biz is moving at a rapid pace, too. The demand for both of these products of ours made it imperative that we find larger quarters where we could take care of this business. I believe our new quarters will enable us to meet any quantity demand and to ship instantly to all points in the country.

"We will continue our New York sales offices for the convenience of our customers," he concluded.

**KOUNTER KING CATCHES THE CASH!**



Already the rage of thousands of counters, Mills Kounter King is today making the kind of money you dreamed about in the "good old days." Accepts 1c, 5c, 10c, 25c. Its exclusive Play-Back feature saves merchant's time honoring rewards. Price, F. O. B. Chicago, Illinois, \$2500

Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

**STONES HEAVEN**

1000	100	10	1
500	50	5	.50
250	25	2.50	.25
100	10	1.00	.10
50	5	.50	.05
25	2	.25	.02
10	1	.10	.01
5	.50	.05	.005
2	.20	.02	.002
1	.10	.01	.001

**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 Taken In.....	\$123.50	PRICE
Average Payout.....	78.08	\$4.60
Average Profit.....	\$ 45.44	plus 10% tax

**GLOBE PRINTING CO.** 1023 Race St. Philadelphia, Pa.  
SEND FOR LATEST CIRCULAR

**GET OUR PRICE LIST FOR USED MACHINES—Our Prices Lowest**

POWER PLAY .....	\$12.50
TURF KING .....	30.00
HARE & HOUNDS .....	32.50
STONER'S RACES .....	22.50
DUX .....	24.50

**CLOSE-OUTS**  
BASKET BALL — BOBS — EL TORO — SLUGGER.  
Write for Prices.

NOVELTY PIN GAMES OUR SPECIALTY  
**BUDIN'S SPECIALTIES, Inc.** 1745 Portland Ave. BROOKLYN, N. Y. Tel: Nevins 5-7828

THE LAST "WORD" IN YOUR LETTER TO SATISFIED WITH RESULTS

**Oriole To Drive For Outdoor Biz**

BALTIMORE, April 2. — Outdoor amusement market is going to offer increased opportunities for sales of coin-operated equipment this season, in the opinion of Ed Ross, head of the Oriole Coin Machine Co., here. Banking on hot belief, he states he has procured a complete line of equipment suitable for outdoor operation and intends to make concerted drive on this market.

"With warm weather just a few weeks

away," Ross stated, "we're beginning our drive for business from outdoor spots right now. Altho our present staff is proving itself to be one of the most talented and hard working in the business, we plan to increase it so as to cover this market completely. One of the main reasons we have been successful," he concluded, "is that we've built up a reputation for fine service and fine machines. That's why we are adding more men to our sales force right now so that we can give the new outdoor customers we plan to establish the best service and machines they have ever had."

# 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. S.  
Chicago.  
Immediate Delivery.

NEW, BEAUTIFUL DELUXE CABINET.

ORDER TODAY!

**WESTERN EQUIPMENT & SUPPLY CO.**  
925 W. NORTH AVE. CHICAGO, ILL.

**JIMMY JOHNSON**

## "Get a Run for Your Money" PARLAY

(Re-Priced Under Spectacular New Price Reduction!)

Also new feature is the new size which board now features—2520 as well as 2280 holes! \$12.00 MORE PROFIT for slight difference in price.

This sensational board 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 purchases any hole; horse finishes across card to "Win," "Place" or "Show" position, receiving \$25, \$10 or \$5. Drawer of "Parlay" ticket selects one two horses. Only one \$25 winner possible. Made in thin and thick sizes, 10¢ or 5¢ per play; average profit \$71-\$82 on 10¢ deal, \$41-\$52 on 5¢ deal. Read to operators only. Write for details.

**SUPERIOR PRODUCTS, INC.**  
14 N. Peoria St., Dept. C, Chicago, Ill.

## ARCADE HEADQUARTERS

NEW AND USED ARCADE MACHINES AT LOWEST PRICES

We are Exclusive Eastern Representatives for all Exhibitor Supply Co. ARCADE MACHINES AND SUPPLIES! We also carry a complete line of all ARCADE MACHINES of leading manufacturers.

WRITE FOR FREE ARCADE MACHINE AND SUPPLY PRICE LIST!  
"Arcade Headquarters Since 1912"

**MIKE MUNYER CORP., 145 PARK ROW, NEW YORK**

**BASEBALLS.**  
World Series  
All-Star  
All-American  
**RIFLES.**  
Electric Range  
Shooting Galleries  
Exhibitor's Auto Range

Radio, 10 & 50 Ray Rides  
**PICTURE MACHINES**  
Mutoscope Drop and Mutoscope Pict.  
**ATHLETIC MACHINES**  
Punching Bag, Lifters, Swingers, Etc.

**FORTUNE TELLERS**  
Grandmother, Daidino, Egyptian Series, Palm Reader, Card Reader  
**EXTRA BALL ALLEYS**  
All Makes on Hand.  
Wurlitzer \$39.00  
Genco's Saks \$49.00  
**SUPPLIES.**  
All Types of Cards and Other Supplies  
Largest Assortment of Bumpers or Type Pin Games, including Latest Models. **WRITE FOR LIST!**

EXPORT AND OUT-OF-TOWN DEPT., 535 West 157th St., New York.  
ARCADE MACHINE SALESROOMS, 24-32 New Chambers St., New York.

## ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

WURLITZER 412 PHONOGRAPHS, \$90.50 (Late 1936 Models — Perfect Condition)

RECONDITIONED PAYOUTS	CONSOLES	SLOTS
Arlington ..... \$ 48.50	Saratoga ..... \$ 67.50	1c Mills Blue Fronts ..... \$37.50
Casino ..... 22.50	Relicta, Jr. .... 50.50	1c Mills Blue Fronts ..... 47.50
Golden Wheels ..... 25.50	Facet Room (Brown Cabinet, Serial 4500) ..... 192.50	5c Mills Blue Fronts, D.J. .... 39.50
Freakness ..... 39.50	Bangtails ..... 129.50	10c Mills Blue Fronts, D.J. .... 41.50
Rover ..... 39.50	Dominos ..... 82.50	25c Jennings Chiefs, (Late Series) ..... 32.50
Footwood ..... 110.00	Liberty Bell (Slant Top) 72.50	10c Jennings Chiefs, (Late Series) ..... 32.50
Foto Finish ..... 41.50	Liberty Bell (Flat Top) 62.50	10c Mills Extraordinary ..... 28.50
		5c Mills War Eagles ..... 30.00
		5c Pace Bantam ..... 21.00

Write for list of 250 additional Paytables, Novelty Games, Slots and Counter Games, all rebuilt and guaranteed mechanically perfect. Terms 1/3 Deposit, Balance C. O. D., all addresses.

## ATLAS NOVELTY COMPANY

2200 N. Western Ave., Chicago. 1326 W. Flagler St., Miami. 1901 Fifth Ave., Pittsburgh, Pa.

## COIN MACHINE CLOSE OUTS

12 CARNIVALS ..... \$19.50	11 CHICO DERBIES ..... \$17.50
31 HOME STRETCHES ..... 14.50	14 LONG REACHES ..... 17.50
24 STONES RACES ..... 22.50	21 CHICAGO BASEBALLS ..... 8.50
42 BALLY BUMPERS ..... 7.50	9 FORWARD MARCHES ..... 24.50
14 CHICAGO EXPRESS ..... 37.50	22 RUNNING WILDS ..... 12.50

AND 200 OTHER LATE NOVELTY GAMES.  
Write for Special Prices on 210 MILLS BLUE FRONTS, FREAKNESS AND DERBY DAYS. All games ready to operate.

1/3 Deposit With Order. Reference: A. F. Sauer Co., Detroit, and Genco, Chicago.  
**ROBINSON SALES CO.**  
2995 Grand River Ave. DETROIT, MICH.

## Recession

By LE ROY B. STEIN

Manager Cigaret Merchandisers Association of New Jersey

Depression, recession and bad times are largely the result of a loss of confidence in business. Sometimes adverse legislation, revolutionary policies of administration, wild spending, or ill-timed enforcement are underlying causes for the breakdown of business progress. But under these conditions, trade associations, which are among the first to suffer, should be booming. Business men should flock to their associations for protection, advice, knowledge and experience. When business is faced with stormy weather, the trade association should be a haven of refuge, for it is only thru close cooperation that a business storm can be weathered.

This admonition in principle was directed to the International Trade Commission Association by Sol M. Cantor, its president. What applies to that association is applicable to all others, especially the C. M. A. of N. J. Every effort must be made to continue the function of the association and its determination to secure the utmost in service among its members. It is only thru the honest cooperation of all members that conditions in our industry can be improved. Certainly, the C. M. A. of N. J. is the only logical body thru which all can cooperate. "This is a time for sticking together."



## INVISIBLE 20 ON 2

The Greatest Money-Making, Thrill-Producing Deal on the Market. Featuring the INVISIBLE Number Tickets. 20 on 2's are printed in MAG-INK. Cheat-Proof, Light-Proof, Dip Tickets in water and numbers never fade. Order a SAMPLE DEAL TODAY. Cash in on the fastest moving game ever produced. Nothing like it anywhere.

Sample Deal Complete .. \$3.50  
Deal Taken in (2022) Tickets .. \$117.00  
Extreme Payout ..... \$5.00

Profit ..... \$32.00  
1/3 Deposit. — Write Us Your Needs.

**CLIMAX PRESS**  
Exclusive Manufacturers of MAG-INK Tickets  
4204 N. Western Ave., Chicago, Ill.

- 1 TOM MIX Electric Rifle, bought new used 20 days ..... \$100.00
- 3 Wurlitzer 1937 Sixe Balls, same as new ..... 50.00 ea.
- 2 Target Rifle, used 2 weeks ..... 48.00 ea.
- 1 Target Rifle, bought new, used 20 days ..... 50.00
- 1 Jumbo Dodge Electric Rifle, like new ..... 29.50
- 1 Flying Duck Electric Rifle, perfect shape ..... 25.00
- 1 A.R.Y. Target Rifle, latest model ..... 15.00
- 3 Superior Selective Six Phonographs A/O notes ..... 25.00 ea.
- 1 Blue Blazer Shooting Gallery Game, used 10 days ..... 20.00
- 2 Spot the Spots, used 2 weeks ..... 10.00 ea.
- 3 Superior Real 10 Cigarette Machines, Paces Races, perfect shape guaranteed ..... 7.00 ea.
- 2 A.C. Collier 7-Shot Six Balls, like new ..... 85.00 ea.
- 1 Black Jack 21 Counter Machine, 7.00
- 1 Mercury, 4 Bally Bumpers, 2 Mystic Bumpers, 1 Firecracker, 1 Light Gun, 1 Short Gun, ready to go \$10 Each; Lot 10 Games ..... 85.00
- 1 Sky High, 1 Bally Derby, 1 Jumbo, payout games, \$12 Each; Lot ..... 50.00

**KENYON COMPANY**  
108 HIGH AVE., N. W. CANTON, OHIO

## SILVERWARE DEAL

26-Piece set, in attractive package, guaranteed to Win. Budget. Includes complete with 60-100 Piece Cutlery to \$14.50. Cost You \$4.50.  
**ONE FREE WITH TEN.**  
TERMS: One-Third Deposit. Balance C. O. D.  
**M & S NOVELTY COMPANY**  
412 1/2 Front St., Marietta, Ga.

## CLOSING OUT \$10.00

10 Bumpers, 10 Bumpers, 3 Home Run, 2 Shoots, 2 Shoots, 2 Fireballs, 2 Super Shoots. Daytona, \$18.00. All are in perfect condition. Cash or order.  
**SAFFRON MUSIC AND NOVELTY CO.**  
205 Eagle St., YOUNGSTOWN, OHIO



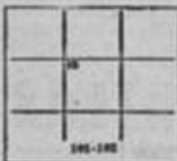
A GROUP OF OPERATORS admiring Skill Derby at D. Robbins & Co., Brooklyn.

**COIN OPERATED JAR DEALS**  
THE ANSWER TO EVERY OPERATOR'S NEED

# OPERATORS at last here IT IS!

- Gives Perfect Check on Tickets
- All Payouts Registered
- No Shortage Possible
- Uses Mills "Tickette" Machine
- Play increased 100% on Test Location

TAKE IN.....\$114.00  
AVERAGE PAYOUT.....73.30  
AVERAGE PROFIT.....\$40.70



### PRICE

TICKETTE MACHINE, 2250 TICKETS, CARD HOLDER, JACKPOT CARD

Only \$11.50 Complete Deal.

Refills and Cards \$6.00

\$61.50 Per Doz.

Ticket printed same as 2250 Jar Deal with the exception that that players punch for 10c awards.

Combinations run from 101-102 to 119-120

**IF YOU HAVE "TICKETTE" MACHINE, BUY REFILLS ONLY**

TERMS: 25% Deposit With Order, Balance C. O. D.

**MUNCIE NOVELTY CO.**

Sales Office, 206 No. Mulberry

P. O. Box 823

Muncie, Indiana

## Bally's Millwheel New Counter Game

CHICAGO, April 2.—Enthusied over the newest 1-5-10-25 cent counter game release, Ray Moloney, president of Bally Manufacturing Co., turned crooner long enough to give his version of a song hit of long ago. "When the Millwheel starts turning," Moloney chanted, "you'll start earning the sweetest profits you ever knew!"

"My crooning may not be so hot," Ray added, "but the game is! For one thing it's the first really new counter game this industry has seen in years—new in appearance, new in action, new in appeal. Yet the plan principle behind it is one which has been proven right in many of the most successful games in coin machine history.

"Most important is the fact that they can 'see thru' the Millwheel machine. No chance for a 'Doubting Thomas' to growl about what goes on inside the machine. He can look in the side window and front window and see the violent agitation of the many-colored marbles—dozens of marbles continuously and completely scrambled in the visible hopper—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' when the machine stops.

"Big winners are always in sight and when you see three or four winners on the wheel at one time—climbing up toward the 'Win-dicator' line—and you wonder 'Will a winner stop on the line?' Operators anxious to really blanket their territory with a sure money-maker will welcome the sensationally low price placed on the Millwheel machine," Moloney concluded.

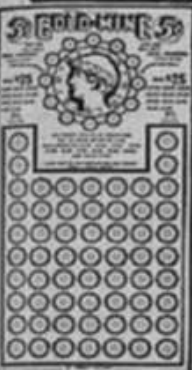
## Florida Follows Thru on Gambling

MIAMI, April 2.—Unusual closing of big-time gambling centers has been reported from various centers in Florida, due to a stop order issued by the Governor. An exclusive location belonging to Col. E. R. Bradley, well-known breeder of horses in Kentucky, was reported in the newspapers to have been closed "after being open continuously for many years."

Governor Cane said that, acting on a "lot of complaints," he had issued stop orders against gambling in Dade, Palm Beach and Broward counties tourist resorts of Florida's lowest east coast.

In Fort Lauderdale it was reported that a city-licensed bingo game and a huge casino at Hallandale were closed. The Hallandale resort is said to have been running all winter, with nightly crowds of 1,500 to 2,000, principally from Miami. Roulette and other games were played, but the feature was a bingo game in which cards sold for \$2 and the prize often was more than \$1,000.

Florida licensed slot machines for two years, but repealed the license October 1, 1937, after a statewide crusade against the slots conducted by church and bookie interests.



**IMMEDIATE DELIVERY!**

**STONER'S ELECTRO AND SKILL DERBY**



WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

**D. ROBBINS & CO. 1141-B DEKALE AVE. BROOKLYN, N.Y.**

<p><b>CONSOLES</b></p> <ul style="list-style-type: none"> <li>2 Saddle Club ..... \$ 50.00</li> <li>2 Ducky Consoles ..... 65.00</li> <li>1 Jockey Club, 7 coin head ..... 60.00</li> <li>1 Jockey Club, Single Coin ..... 35.00</li> <li>2 Silver Bells, 7 Coin Head ..... 60.00</li> <li>1 Saps Track, Flyer Sample, No. 3736 ..... 125.00</li> <li>2 Wey's Track ..... 80.00</li> <li>2 Domestic ..... 50.00</li> <li>1 Galliano Dream ..... 100.00</li> <li>1 Brass Cabinet ..... 115.00</li> <li>1 Steamboat ..... 29.50</li> <li>1 Yassar ..... 23.50</li> <li>2 Thumbrods ..... 75.00</li> </ul> <p><b>PHONOGRAPHS</b></p> <ul style="list-style-type: none"> <li>1 "36 Rockett Nite Club" ..... \$ 87.50</li> <li>2 Copburn B-I-W ..... 60.00</li> <li>1 P-50 Wurlitzer ..... 100.00</li> </ul> <p><b>USED PAYOUT GAMES</b></p> <ul style="list-style-type: none"> <li>1 Felt Patch ..... \$ 25.00</li> <li>2 Ducky Day Single ..... 30.00</li> <li>2 Panna Race ..... 30.00</li> <li>1 Ball Park, Original Crates ..... 20.00</li> <li>6 Classics ..... 15.00</li> <li>2 Ducky Races, Wps. 1 Mile Dol. Header ..... 15.00</li> <li>1 Railroad ..... 15.00</li> <li>1 Seattle ..... 15.00</li> <li>1 Ball Park ..... 12.50</li> <li>2 Springtime ..... 12.50</li> <li>2 Bump-a-Lite ..... 12.50</li> <li>1 Flying High ..... 12.50</li> <li>1 Panna Ballot ..... 12.50</li> <li>4 Heavyweight ..... 12.50</li> </ul>	<p><b>ROYAL RACES</b></p> <ul style="list-style-type: none"> <li>7 Queens ..... \$12.50</li> <li>4 Majamas ..... 12.50</li> <li>1 Padlock ..... 12.50</li> <li>1 Lito-a-Pal ..... 12.50</li> <li>1 Maple Lamp ..... 10.00</li> <li>2 Sappers ..... 10.00</li> <li>2 Gambling Plugs ..... 10.00</li> <li>2 Roundups ..... 10.00</li> <li>5 Daily Races Mult. 1 Panna Tour ..... 10.00</li> <li>4 Bally Derby ..... 10.00</li> <li>3 Hi-Lo-No One Betler ..... 7.50</li> <li>4 Bally Peerless ..... 7.50</li> <li>3 Alamos ..... 7.50</li> <li>4 Panna Parlay ..... 7.50</li> <li>3 Bally Stars ..... 7.50</li> <li>4 Ten Strikes ..... 7.50</li> <li>2 Flickers ..... 7.50</li> <li>5 Sunshine Derby ..... 5.00</li> <li>1 Jumbo ..... 5.00</li> <li>2 Daily Link ..... 5.00</li> <li>4 Silver Guze ..... 5.00</li> <li>5 Stompede ..... 5.00</li> <li>6 Raffle Ball ..... 5.00</li> <li>1 Kentucky Derby ..... 5.00</li> <li>3 Manmuck ..... 5.00</li> <li>3 Mystery Three ..... 5.00</li> <li>2 Grub Skates ..... 5.00</li> <li>2 DeLuxe ..... 5.00</li> <li>4 Credits ..... 5.00</li> </ul> <p><b>SLOTS</b></p> <ul style="list-style-type: none"> <li>1 10c Q.T., 10912 ..... \$40.00</li> <li>4 De Blue Fronts ..... 30.00</li> <li>305339, 309060 ..... 30.00</li> <li>317090, 317814, 49.50 ..... 49.50</li> </ul>	<ul style="list-style-type: none"> <li>1 10c Mills YIP, 307648 ..... \$55.00</li> <li>1 5c Mills DJP ..... 30.00</li> <li>1 25c Mills Y. F., 532867 ..... 35.00</li> <li>1 5c Mills Futurity, 39821 ..... 65.00</li> <li>2 5c Mills Dial, 207, 215 ..... 29.50</li> <li>1 25c Mills G.A. DJP ..... 35.00</li> <li>1 5c Mills Skyraiser, DJP ..... 30.00</li> <li>1 5c Mills Goodenock, DJP ..... 25.00</li> <li>1 5c O.T., 4400 ..... 22.50</li> <li>7 5c Mills Rockola Prt. ..... 25.00</li> <li>1 10c Jennings Chief, 123234 ..... 65.00</li> <li>1 5c Jennings Chief, 123580 ..... 55.00</li> <li>1 1c Jennings Duchess, 30.00</li> <li>1 5c Jennings Duchess, 30.00</li> <li>2 5c Jack ..... 35.00</li> <li>2 5c Castle Commanders, Rev., 111050, 111709 ..... 55.50</li> <li>1 5c Castle Dictator ..... 25.00</li> <li>1 5c Castle Sphinx ..... 15.00</li> <li>1 5c Castle SJP ..... 15.00</li> <li>1 10c Castle SJP ..... 15.00</li> <li>1 10c Panna Bantam, 3456J ..... 20.00</li> <li>1 1c Panna Bantam ..... 25.00</li> <li>2 25c Watling Hatlap, 1360 ..... 27.50</li> <li>2 5c Watling Gold Seal, 20.00 ..... 20.00</li> <li>1 2 1/2c Watling Gold Seal ..... 20.00</li> <li>1 25c Reliance ..... 22.50</li> <li>1 5c Reliance ..... 22.50</li> </ul>
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**NATIONAL SCALE CO.**

1415-17 Washington Ave., S.

Minneapolis, Minn.

## THE STANDARD MINIATURE BOWLING ALLEY

How many units of the season's hit have you installed? The Standard Miniature Bowling Alleys are a positive money investment. Beaches, Sportlands, Recreation Rooms and Carnivals.

**THE BRASSAW NOVELTY CO.**  
Montpelier, Vt. Phone 70.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



GRANT SHAY, a genuine good fellow who helps to bring operators and Mills machines together.

Stoner's ELECTRO R O

We're Shipping . . .  
They're Playing . . .  
They're Profiting . . .

with

# Snookerette



It's LEGAL!  
It's a skill game!  
It's a thrill game!  
It's a MONEY-MAKER!

Read what these farsighted operators say that today's amusement sensation has meant to them and their profits:

"... one of the finest money-making units I have ever seen . . . Average earnings surprisingly high . . . I hope to be the proud owner of at least 100 tables."—R. S., Detroit, Mich.

"I have had all kinds of amusement devices but I never had a game that made real friends and new patrons until I got SNOOKERETTE . . . Cash revenue considerably increased both from table intake and increase in food, beverage, cigarette purchases."—B. C., Tulsa, Okla.

"SNOOKERETTE is very popular here . . . Weekly receipts highly satisfactory . . . Also increased revenue from players buying more cigarettes, sandwiches, etc."—J. R., Toronto, Ont.

"Our members think it a splendid pastime . . . an interesting game . . . Despite fact that our membership uses the club mostly on week-ends, SNOOKERETTE earnings have easily averaged \$75.00 per month."—T.W.T., Ass'n., New York.

You, too, will be able to volunteer testimonials such as these if you'll act NOW—before someone else snaps up SNOOKERETTE in your community . . . before you have to wait on an already heavily-taxed production line for delivery of YOUR dime-a-game opportunity for attractive profits out of an amusement that is proving itself as permanent a pastime as pool or billiards.

Write today for descriptive literature and full particulars

**AUTOMATIC BILLIARD CORP. OF AMERICA**

22 W. Monroe Street,

Chicago, Illinois

## Berkowitz Predicts Boom for Universal

KANSAS CITY, Mo., April 2.—"Judging by the tremendous popularity that our jar games are enjoying this early in the season," declared Joseph Berkowitz, general manager of the Universal Manufacturing Co., "I am convinced that 1938 will prove a boom year for us. Never before have we been showered with so much attention as we are receiving now. Our sales have been shooting steadily higher since the first of the year, and this increased demand for our products has forced us to enlarge our floor space and add several new pieces of machinery.

"I believe that one of the reasons for the popularity of our line," he continued, "is that we have always continued our policy of giving operators new deals at regular intervals. We have incorporated the most popular and most profitable features in the industry along with our own new ideas and the result is that we have made jar games a permanent and successful thing. We now have a jar game to suit the needs of every type of location."

Richard Chandler, superintendent of the firm, busy at work superintending the production of a new jar game, stated that the firm has endeavored to give the public the finest merchandise possible. "I believe this policy was one of the deciding factors in our gaining the reputation of 'the most-talked-of jar game manufacturers in the United States today,'" stated Chandler. "We are hard at work on a complete catalog of our merchandise, which will be ready within the next 15 days."

Both Berkowitz and Chandler agreed that they had many more ideas that they are planning to incorporate into their jar games during the 1938 season. As a final statement Berkowitz added: "I'm going to startle the industry! We have worked out a game that is entirely different from the usual run of jar games, and will be ready to go into production on this new number within the next 60 days."

## Need for National Retail Org Cited

PHILADELPHIA, April 2.—To produce a better understanding between the retail industry and the government, a national organization of retailers with state groups formed into a central federation is needed in the opinion of Dr. David C. Craig, of Washington, president of the American Retail Federation. Craig expressed his views recently before the retail merchants' committee of the Chamber of Commerce here.

"Obviously, the Federal Government cannot deal with 1,500,000 retailers," he stated, "and up to now a spokesman for the industry has not come forward." Asserting that at present retailers lacked an authoritative voice, Dr. Craig agreed that a central organization in the field would aid in gaining the confidence and the respect of the consuming public thru a reasonable, impartial presentation of facts about legislation and about the retailers themselves.

"When the government has asked for the opinion of retailers," he said, "it has received a thousand opinions, all differ-

## NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS  
Receive Prompt and Efficient Attention  
Through Our Export Department.  
Cable Address: NATCOINCO.  
FACTORY RECONDITIONED

PAYOFFS	
Multiple Races . . \$110.00	Derby Day, No Clock . . \$29.00
Fair . . . . . 95.00	College . . . . . 29.00
Grounds . . . . . 90.00	Football . . . . . 29.00
Flusher . . . . . 85.00	Quinn . . . . . 24.50
Stables . . . . . 80.00	Grand Prix . . . . . 23.50
Clock . . . . . 75.00	Winner . . . . . 22.50
Arlington . . . . . 70.00	Corns . . . . . 22.00
Protektor . . . . . 65.00	Prestige . . . . . 20.50
Ticket . . . . . 47.00	Slipper . . . . . 19.50
Foto . . . . . 45.00	Bluetint . . . . . 18.00
Flush . . . . . 45.00	Flusher, Late Model . . . 18.00
Protektor . . . . . 43.00	Shed . . . . . 18.00
Miss America, T.L. . . . . 40.00	Salmon . . . . . 18.00
Derby Day with Clk. . . . . 39.00	Alamo . . . . . 17.50
Turf . . . . . 37.00	Puerlos . . . . . 16.50
Change . . . . . 37.00	Multi-Play . . . . . 15.00
Latinia . . . . . 29.00	Senus . . . . . 9.00
Golden Wld. . . . . 29.00	Proprietor . . . . . 7.00
	Billy Jumbo . . . . . 6.50

NOVELTY GAMES	
Billy Air . . . . . \$39.00	Forward March . . . . . \$22.00
Way . . . . . 32.00	Sea Hoop . . . . . 20.00
Top . . . . . 32.00	China Derby . . . . . 19.00
Silver Flash . . . . . 32.00	Home Stretch . . . . . 17.00
Dix . . . . . 25.00	Billy . . . . . 15.00
Power Play . . . . . 22.00	Shooter . . . . . 12.00
Shooter's . . . . . 20.00	Roocher . . . . . 12.00
Races . . . . . 20.00	Dual Baseball . . . . . 10.00
Long Beach . . . . . 24.50	Ball . . . . . 10.00
Gene Football . . . . . 24.50	Billy Burger . . . . . 10.00

CONSOLES	
Track Time, Cash and Ticket, Late Model . . . . . \$134.50	
Bank Yards . . . . . 95.00	
Galloping Dominoes . . . . . 95.00	
Ray's Track . . . . . 79.00	
Paces Races, Check Sep., Blank Cabinet . . . . . 75.00	
Liberty Bell . . . . . 59.00	

SLOTS	
Millie Blue Front Single Jack . . . . . \$45.00	
Millie Blue Front Gold Award . . . . . 40.00	
War Eagle . . . . . 32.00	
Walling Red-A-Top, 10¢, 25¢ . . . . . 32.00	
Miss Q. T. S. . . . . 30.00	
Junior Chief, 10¢, 25¢ . . . . . 30.00	
Paces Comet, Blue Front, 5¢, 10¢ . . . . . 30.00	
Miss Q. T. S. Late Model . . . . . 28.00	
F. O. K. Excelsior . . . . . 20.00	

COUNTER GAMES	
A. B. T. Top . . . . . \$18.50	Reel Races . . . . . \$ 6.00
Red Spot . . . . . 9.00	Reel 21 . . . . . 5.00
Tri-Pak . . . . . 9.00	David "21" . . . . . 5.00
Penny Smoke . . . . . 6.50	Funchetta . . . . . 4.00
Groceries . . . . . 5.00	Tic-Tac-Toe . . . . . 4.00
Clg. Mach. . . . . 5.00	Tickets . . . . . 4.00

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.



PART OF THE OFFICES of the Great States Mfg. Co., Kansas City, Mo. Standing at the right is A. E. Sandhaus, firm president.

**Three Times  
The Profit  
OF THE REGULAR BELL**

# Triplex Chief

Triplex plays nickels, dimes or quarters — and gives one play for each five cents. Think how this simplifies the question of change. Think of the tremendous appeal this feature has to player that has used up his available nickels, but has a couple of dimes or quarters left in his pocket. You're right . . . if it's a Triplex, he'll play these dimes and quarters, but if it's a regular bell, he'll probably walk away.

Experienced and outstanding operators using Triplex report earnings two to three times that of other machines — and over half the coins in the cash box are reported to be in dimes and quarters — Proof that Triplex gets two to three times the play of the nickel machine.

And remember, Triplex has the same standard Jennings mechanism that has made the Chief famous as the most sturdy, reliable and smooth operating bell machine on the market today. Order sample on our 10 day money-back trial privilege. If Triplex doesn't make 100% more money, don't keep it. Operators' quantity prices \$148.00, plus tax, F. O. B. Chicago.

plays  
**NICKELS  
DIMS  
QUARTERS**



## SILVER CHIEF



Unquestionably the smartest looking bell machine made. Its gleaming chromium finish and new modern streamline design make it just the machine for those finer locations, as clubs, cocktail lounges, hotels, etc.

- "Positive-Stop" Reels — No Bounce
- New Heavy-Duty Lifetime Clock
- New Smooth Operating Perfection

"CIGA-ROLA" — a new idea in cigarette venders

"SUPER-CHARGER" — remote controlled — does not have a coin slot

Send for General Catalog

## O. D. JENNINGS & COMPANY

4309 W. LAKE STREET  
CHICAGO, ILLINOIS

Manufacturers of Coin Operated Devices—Parking Meters, etc.

### TURN PENNIES INTO DOLLARS



With This Baseball Game and Trade Stimulator.

Attractive Cabinet Well Built.

Cylinder Lock.

Check no Awards.

**\$15.00**  
EACH  
F. O. B.

1 Free With Every Tenth Game.  
Send 1/2 Cash With Order, Balance O. D.  
**BONUS SALES COMPANY**  
—COIN MACHINE JOBBERS—  
Union St. LAWRENCE, MASS.

**PENNY ARCADES  
and SPORTLANDS**  
Installed on percentage basis.  
**LINDY SALES**  
Fort Lee, N. J.

### Notice Given of Changing Name

"To the Editor: Owing to a similarity of names the Vending Machine Co. of Georgia has changed its name to A. W. P. Vending Machine Co., as there is another older and larger firm at Fayetteville, N. C., that has used the name of the Vending Machine Co. for many years. We are of the opinion that a change of names while we are still young would benefit both of us. Will you please make note of this in your comment column.—A. W. P. Vending Machine Co., 1050 Highland Avenue, N. E. Atlanta."

### Angott Moves to Its New Quarters

DETROIT, April 2.—The recent move to new quarters across the street has given the Angott Coin Machine Exchange Co. an attractive store right on a corner, a visit this week disclosed. With this advantage, extra window display space for showing of machines is available.

Offices have been erected along one side of the store, neatly curtained off by Venetian blinds that lend a dignified business atmosphere to the store. Michael A. Angott Jr., head of the company, and the sales and service departments occupy these spaces.

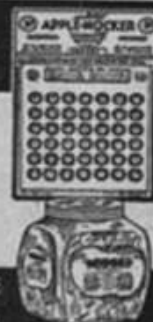
## APPLE-NOCKER

Jar games deluxe

Midget (1/2 gallon) Jar Deals—  
Regular Jar Deals—Box Deals

- Wide Variety of Distinctive Jack Pot Cards
- Beautiful New Protected Tickets Just Off the Press
- Write for Complete Information

**PROFIT NOVELTY CO.** 510 B KING HILL AVENUE  
(MANUFACTURERS ONLY) ST. JOSEPH, MO.



## LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.  
A 3,200-hole board with six genuine leather hand-bound purses containing coupons ranging from \$1.00 to \$5.00. Real awards, cigarette and seasonal payouts give this board more than 50% winners. Takes in \$60.00, pays out approximately \$20.00.

Sample \$9.75; Lots of 10 or More, \$3.50.  
Deposit required on all orders.

**H. G. PAYNE COMPANY**

812-814 BROADWAY.

NASHVILLE, TENN.

# GAY TIME

**HIGH SCORE NOVELTY GAME  
with a PROGRESSIVE  
SCORE SYSTEM!**

Gay—fresh and alive with design, color and super playing appeal. There are 3 holes in the lane at the center of the playing field. A ball that rolls over the No. 1 switches at the top or lower center of the playing field advances the ball in the No. 1 hole in the lane to the next lower hole, adding 1000 points to the score. If balls are in the 2d and 3d holes, the ball in No. 2 advances to No. 3, adding 1000 points to the score, and the ball in No. 3 is ejected onto the field, where it may strike more bumpers. When a ball passes over the No. 2 switch at the top left the No. 2 and No. 3 balls in the center line are advanced. An adjustable contact permits the veeeder counter to register awards from 8,000 to 11,000.

*Immediate Delivery!*

## GENCO, Inc.

2621 N. ASHLAND AVE.

CHICAGO, ILL.

*A Tonic  
Spring  
for  
Sick  
Locations*



## 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  
Wallup.

PRICE **\$2.26**  
EACH  
Plus 10% Tax.

**HARLICH MFG. CO.,** 1413 W. JACKSON BLVD-  
CHICAGO, ILL.



**NO MORE CHISELING**  
POLISHED ALUMINUM SLOT GUARD COMPLETE  
WITH SCREWS, **\$1.00** EACH

**CENTRAL DISTRIBUTING CO.,**  
105 West Linwood, KANSAS CITY, MO.

WORLD SERIES, \$195.00. STABLES, \$90.00. SPORTSMAN DE LUXE, \$39.50. DUX, \$25.00. SPEED KINGS, \$39.50. DERBY DAY, \$39.50. TURF CHAMPS, \$39.50. OPEN SEASON, \$169.50. FOTO FINISH, \$45.00.  
Write for list of other GAMES.  
One-Third With Order, Balance C. O. D.

**A. S. L. SALES CO.**  
133 Washington St., DAYTON, O.

## Salkind Reports Up in Jar Deals

CHICAGO, April 2.—Many well-known operators are including jar deals along their routes due to the growing wave of popularity for this type of amusement device, according to My Salkind. Salkind, head of the well-known Winner Sales Company, advises that there has been a sharp increase in new operator orders for their jar deals called Get-a-Natural, Banco, and Half-a-Hundred. The products of Winner Sales Company are said to be the result of intensive study on the part of Salkind. Company claims they spend many weeks testing and proving each jar and sales-board set-up. In order to assure their customers they will get the proper type of deal each time they order.



A. V. COOLEY, Mills Novelty Co., smilingly says, "the new craze is Rio."

## HIGHEST BIDDER GETS 'EM

ALL MACHINES IN THIS LIST MUST BE SOLD REGARDLESS OF PRICE! All machines OK'ED by our Repair Department.

- 8 SKI-HI 2 CARGO
- 1 STONER'S BALL FANS
- 1 1937 AIR WAY
- 2 HI BALL
- 2 STONER'S RACES
- 1 1935 CHICAGO EXPRESS
- 4 BLUE PLAZER
- 2 BALL CROSSLINE
- 5 TRACK MEET
- 1 REPLAY
- 5 REEL SPOT
- 2 DAVAL DERBY (used one week)
- 1 DOUBLE DECK
- 1 POK-O-REEL
- 10 GEM THREE-REEL CIGARETTE (Vdr.)
- 24 SUPERIOR THREE-REEL CIGARETTE (Vender)
- 1 DIXIE DOMINOS
- 10 MILLS TICKETTES
- 1 MASTER ROULETTE (Cigarette Payout)
- 1 COTTLES GRIP TESTER (8469)
- 10 A B T TARGET SKILL
- 1 HOLCOMBE HOKE POPCORN and PEANUT ROASTER, originally cost \$1,000
- 2 BANG TAIL (First Model)
- 2 GALLOPING DOMINOS (First Model)
- 1 RAY'S TRACK (2570)
- 2 JENNINGS SPORTSMAN
- 1 CLASSIC
- 1 BALLY CAROM
- 5 BALLY BLUEBIRD
- 2 BALLY PEERLESS
- 10 BALLY DERBY
- 5 BALLY BONUS
- 10 TRAFFIC (Ticket)
- 5 5c MILLS BLUE FRONT
- 3 10c MILLS BLUE FRONT
- 4 5c MILLS COOSENECK (Skyscraper)
- 5 5c MILLS TWO PULLS (Skyscraper)
- 10 5c F. O. K. FRONT VENDERS
- 53 STRAIGHT FRONT, All Makes
- 89 SINGLE JACK POT, All Makes
- 18 1c LITTLE DUKES, Single Jack Pot
- 4 1c MILLS GOLD AWARD
- 23 ROCK-OLA PHONOGRAPHS, Imperial 20s
- 75 PENNY, NICKEL MASTER VENDERS, No. 77, \$6.50 each.

TERMS: One-third deposit, balance C. O. D.  
**MARIETTA SERVICE COMPANY**  
412 FRONT ST., MARIETTA, OHIO

ADVERTISE IN THE BILLBOARD  
YOU'LL BE SATISFIED WITH RESULTS

# New! GLOBE TROTTER

5-B ALL NOVELTY  
SENSATIONALLY  
LOW-PRICED



You'll be going places with this honey of a money-maker! Massive in size, has features found only in highest priced payouts, yet sells at a record-breaking low price! Mystery Slot revolves twin spinner discs. Top disc shows miles player must travel to win, lower shows destination, which represents odds. Award Cards furnished. New Odometer mileage totalizer, new-type bumper springs, new simplified mechanism, fully accessible. Colorful playing field, modern cabinet, Only

**\$69.50**

Cabinet  
22"x44"  
Backboard  
22" square

COMING  
**REGISTER**  
PENNY  
PIN GAME  
22" x 44"  
**\$39.50**

# 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!** • 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

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO

STILL IN PRODUCTION!  
GIANT GRIP SCALE, \$17.50

	EACH
3 5c JENKINGS CIGAR-ROLAS (Practically Brand New).....	\$125.00
2 5c Jennings Sportsman Deluxes.....	59.50
13 5c Late 1937 Model Jennings Chief, Serial around 128,000 to 129,000.....	42.50
2 10c Late 1937 Model Jennings Chief, Serial around 128,000 to 129,000.....	42.50
2 25c Late 1937 Model Jennings Chief, Serial around 128,000 to 129,000.....	42.50
1 5c Mills Blue Front D.J. Pot.....	40.00
2 1c Late 1937 Model Jennings Chief.....	40.00
1 1c Mills Golden Bell, 2 & Pay.....	35.00
1 10c Mills Golden Bell, Mystery Pay.....	35.00
1 25c Mills Golden Bell, Mystery Pay.....	35.00
3 5c Jennings Chief (Jack Pot on Cabinet).....	32.50
10 5c Jennings Grandstands.....	20.00
1 5c Jennings Century.....	25.00
3 5c Mills Extraordinary, Mystery Pay.....	35.00
1 5c Rock-Ola Photograph (Night Club).....	75.00
2 5c Rock-Ola Photographs (Rhythmic King).....	100.00
1 5c Mills Dance Master.....	50.00
1 Wurlitzer Skis Ball.....	50.00

TRI-STATE NOVELTY CO.  
1114 LAWSON ST., PORTSMOUTH, O.

## May Have Gained Case by Silence

BOSTON, April 2. — At the second hearing within two months, representatives of coin machine interests won a "silent victory." The hearing on March 29 related to S. B. 263 and H. B. 1952, worded identically for the licensing of "slot machines and other automatic weighing and vending devices."

Armed to the teeth with facts, and aided by the moral support of manufacturers and distributors in the State, Stoughton Bell, counsel for the coin-machine trade, refrained from voicing a protest at the hearing. The two backers of the bill were not there, so silence was considered the best defense. Coinmen fully expect that the two bills will be tabled for later disposal.



HAROLD L. BAKER, who heads the new Baker Novelty and Mfg. Co., Chicago, which will offer the Tri-Putt golf machine.

**SALESBOARD OPERATORS**  
Read  
"DEALS"  
A column about new salesboard ideas, deals and personalities.  
In the  
**Wholesale Merchandise Department**  
THIS WEEK AND EVERY WEEK

CLOSING OUT AT POSITIVE  
ROCK-BOTTOM PRICES

SLUG MACHINES, AUTOMATIC PIN GAMES, ELECTRIC PHOTOGRAPHS. Write for Prices on What You Want. WENDING MACHINE SALES CO., 812 N. Grand Ave., St. Louis, Mo.

## MORE POPULAR EACH DAY!



BEAN 'IM has been the answer to closed and inactive locations everywhere. Get ready for the spring and summer business with this sure-fire legal game.



ALL BACK ORDERS HAVE NOW BEEN FILLED...

and we are again making immediate deliveries at a price based on volume production. Don't miss this chance to be the first in your territory with this popular bean bag game.

**\$49.50** TAX PAID F. O. B. Kaukauna, Wisconsin

**RISTAUCRAT MFG. CO.**  
KAUKAUNA, WISCONSIN



## WIN A RADIO

THE SENSATIONAL BOARD THAT IS MAKING REAL MONEY FOR GREAT OPERATORS. TRY A SAMPLE BOARD, 2625 Helen, St.

Takes in ..... \$151.25  
Less 525 Free Purchases ..... 26.25  
Total Cash in ..... \$100.00  
Paid Out in Cash:  
1—\$5.00, 2—\$1.00, 4—50c, 10—25c,  
82—10c, Total Payout..... 19.70

AND ONE RADIO.  
JACK POT contains 100 Holes, with 40 Open Numbers. Balance of 60 Holes remain for Last Sale on Board, giving the Radio a chance to stay for the Last Sale on Board.

PRICE \$5.54 Plus 10% U. S. Tax  
**AJAX MFG. CORP.**

119-125 No. 4th Street, Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE ADVERTISERS, "BILLBOARD"



CHICAGO COIN'S

★ 1000 PLUS 600 TUNNEL

GORGEOUS  
PLAYING  
FIELD

NEW Novelty  
Game Sensation

A CHI-COIN  
HIT GAME

**Swing**

INCORPORATING NEW  
FEATURES THAT WILL MAKE  
IT THE HIGH SCORE  
NOVELTY GAME \$74.50  
GOLD MINE

Immediate Delivery

★  
OUT BALL  
REGISTERS  
600 POINTS  
IF SWING  
LIGHT IS  
LIGHTED

★ 2 WAY 600 OR 1000 SWING GATES

**CHICAGO COIN**

MACHINE MFG. CO.

1725 DIVERSEY BLVD. . . . CHICAGO

Joe Louis Meets Max Schmeling in June  
**PUNCH - PUNCH - PUNCH**

Round for Round—Thrill for Thrill, all unfolded in this exciting board. It's a ring-side seat in itself, so get yours now and enjoy the fight!

FORM 2810-C—600 Holes.  
Takes in ..... \$30.00  
Pays Out ..... 18.50  
Price ..... 1.10  
Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Out Sheets.

**CHAS. A. BREWER & SONS**  
6320-22 Harvard Ave. Chicago, U. S. A.  
Largest Board and Card House in the World.



Things Humming at  
Banner, Is Report

PHILADELPHIA, April 2.—Things are happening thick and fast at the offices of Banner Specialty Co. here, according to reports. Two more people have just been added to the sales force of the firm and another field representative has been sent out by the company. Besides that, the firm is rumored to be contemplating another expansion move.

With regard to their new field representative, the firm reports: "He will devote his time to installing the Banner system in each one of our offices. He is thoroughly experienced in coin machine matters and will be of great help to all the operators whom he contacts."

Definite information about the expansion is being withheld until all plans are complete. It is reported. At the present time the firm has offices in Pittsburgh and Newark besides the home office here. Harry Rosenthal is in charge of the Pittsburgh branch, while Jack Kay heads the Newark office.

Hankin Opens New  
S. Carolina Branch

ATLANTA, April 2.—Morris Hankin, president of Hankin Music Co., reports that his firm has purchased the Tropical Music Co., of Columbia, S. C. In commenting on this move, Hankin stated: "The many opa believe that the music business has been hard hit during the last few months, we have checked our records and are convinced that this is the best business in the industry. That's why we have taken advantage of a chance to increase our business and purchased the Tropical Music Co."

"Bill Lancaster will be manager of the new branch," Hankin went on. "He has been with the firm for many years and is one of the best music men in the South. Other members of the staff will be announced soon."

Complete Stock of  
**ALL ELECTRICAL EQUIPMENT**  
FOR AMUSEMENT GAMES

POWER PAKS  
RECTIFIERS  
VIBRATORS — TIME SWITCHES — FUSES  
CORDS — CONVERTERS  
Write for Complete Information and Prices.

★ WE EXPORT ★  
**LEON BERMAN & CO.**  
85 West 42nd St., New York, N. Y.

**You Can't  
Take It  
With You!**

If you've heard that told you time after time when you've called around to get a new machine and found only a sample on the floor—make it your business to—

**NEXT TIME TRY ...**  
**ORIOLE**  
COIN MACHINE CORP.,  
ORIOLE BLDG., BALTIMORE, MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo

**ATTENTION**  
Operators & Distributors  
Exclusive Territorial Franchise Open on  
**KRAZY HOUSE**  
100% Legal  
NO BLANKS NO NUMBERS  
ENTIRELY DIFFERENT

The only Novelty Box on the market containing ALL AMERICAN-made merchandise.  
Write or wire  
**Jada Novelty Mfg. Co.**  
5920 Bryant St., Pittsburgh, Pa.  
Free Catalogue, Novelties, Prizes, etc.



**SAVE MONEY IN A BIG WAY  
WITH HERCULES USED GAMES!  
WRITE FOR NEW LIST TODAY!**



HERCULES MACHINE EXCHANGE, Inc., 1175 Broad Street, Newark, N. J.

When Writing to Advertisers Mention The Billboard.



**MOST REVOLUTIONARY IDEA IN PHONOGRAPH HISTORY**

*Evans'* **PROFIT SHARING PHONOGRAPH**

**MUSIC**

*Plus* **PAYOUT**

**WITH REMOTE PAYOUT CONTROL**



NEW sensational phonograph with a new automatic payout feature that increases earnings 300% and more!

For every coin deposited, 15 beautiful catalin sets, mounted on the speaker grille, flash and flicker in dazzling colors. Then three of them come to rest. If it is on a winning color combination, the machine automatically pays out from 2-1 to 40-11 at the same time the newest true-tone sound equipment faithfully reproduces the finest music.

Licensed under the DAILY PATENTS. Crystal set-up, latest type full-range 15" speaker. Volume control to suit any location. Latest automatic sound changing device.

Either music or payout may be operated alone in combination. Available with or without

ingenious Evans' Remote Payout Control. Equipped with famous Evans' Anti-Slug Coin Chute. Magnificent, custom-built cabinet, 31x24x50 inches.

Why be satisfied with small change? There's BIG money waiting for you.

Write for Evans' Franchise Plan—the biggest money maker in the phonograph business. Get the depe quick for your territory!

**OTHER EVANS WINNERS! WRITE FOR CIRCULARS: BY-A-BLADE, ROLLETO, SR., MIALEAH Special.**

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

AT YOUR JOBBER or Write, Wire or Phone Haymarket 7630.

**RECONDITIONED---GUARANTEED**

- |  |  |
|--|--|
| Bits Big Race Floor Sample \$100.00<br>Footwood 85.50<br>Fairgrounds 79.50<br>Wuzens Fodder 79.50<br>Mills Fishers (Horse Top) 50.00<br>Pumps Races 7 Cole Head 30.50<br>Ar. Rep. 30.50<br>Antiquara 39.50<br>Gull Speed Kings with Clock and Wst. Stat. 38.50 | Gottlieb Derby Day, no Cts. 29.50<br>Nye 29.50<br>Fols Fishah 24.50<br>Turf Champs 24.50<br>Ball Park 20.00<br>Classics 18.50<br>Mills Dble. Meador 7.50 |
|--|--|

**CONSOLES**

- |   |
|---|
| Jenn. Derby Day, Blank T & B, 2400<br>Atch. 895.00<br>Pumps Ream-mont, 2-250<br>PIER BALL Atch. 75.00 |
|---|

123 Deposits — Balance G. O. D. Prior F. O. B. Baltimore — WRITE OR WIRE for Further Information!

**SAVOY VENDING CO.**  
406-B W. FRANKLIN ST. BALTIMORE, MD.

**Hurviches Plan To Add More Distribs**

BIRMINGHAM, Ala., April 2.—Now that they are finally caught up on back orders, Max and Harry Hurvich, of the Birmingham Vending Co., report that they are at last able to comply with the requests of many operators in the coin machine business to arrange to have distributors in key points throuth the country display their coin-operated Imperial Billiard Table.

"Heretofore," Harry Hurvich pointed out, "we haven't been able to spare any tables for display purposes. As fast as we could turn them out orders were on hand to claim them. But now that we have speeded production up to a point where we will soon be able to get ahead of orders we plan to have these tables on display all over the country so that operators interested in this type of equipment can see it and play on it before investing."

**Modern Appoints Rep. for Conn.**

NEW YORK, April 2.—Modern Vending Co. announced the appointment this week of Yale Amusement Co., of New Haven, Conn., as its new representative in that State. "Max Abeshouse and Jerry Aitro, who head Yale Amusement, are well known to all Connecticut operators," stated Nat Cohn, president of Modern. "They will give the men in the New Haven region the same kind of service on their phones that they have received from us. At the same time they will also carry a complete supply of parts and supplies on hand which we will send them daily from our offices here in the Big Town."

Cohn also stated that Abeshouse and Aitro were planning a huge party to celebrate this appointment. It will be held on April 13, and they promise it will be long remembered by all who attend.

**GOTTLIEB'S NEW 3 WAY DELUXE GRIP SCALE**  
\*\*\*  
NEW IMPROVED GIANT GRIP SCALE  
Immediate Delivery  
**A. S. L. SALES CO.**  
131 Washington St., DAYTON, O.

**NEW MOTO SCOOTERS \$49.50**  
WORLD'S GREATEST ECONOMY.  
1231 Ave. Third, Dayton, O. O. D.  
**A. S. L. SALES CO.**  
1231 Ave. Third, Dayton, O.



**ZEPHYR \$18.75 TAX PAID**  
Two Machines in One—Cigarette Vender or Ball Fruit Vender, Visible Ball Gum Vender, Cigarette or Fruit Swirls, 4 Reward Cards. Entirely new Mechanism designed for this machine. Heely spin crush factor, completely without noise and are brought to a positive stop from which they cannot be shaken.



**BALL GUM**

150 a Box (100 Pieces) Case Lots (100 Boxes) \$12.00

**MINTS**

100 Refs. 70c. Case (1000 Refs) \$6.50

**GINGER TOKEN PAYOUT \$27.50 TAX PAID**

Lowest automatic payout machine in lowest price field. Tokens coil for 1, 2, 3, 5 or 10 pieces of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

**BADGER'S SPRING SPECIAL MACHINE BARGAINS**  
Reconditioned Phonographs

Rock-Ola 1937 Rhythm King \$109.50	Wurlitzer Model 412 \$89.50
Rock-Ola Rhythm Master (12) 124.50	Rock-Ola Rhythm Master (16) 134.50
Rock-Ola 1936 Regular 74.50	Seeburg Symphonolas "A" 59.50

**Legal Machines**

Rock-Ola Late World Series \$149.50	Seeburg Ray-O-Lite Guns \$114.50
Tom Mix Ray Guns 114.50	Bally's Baskets 49.50
Keeney's Bowlette 10' 42.50	Shoot-A-Gun 69.50
3-Way Grip Testers 8.95	Rotary Merchandiser 49.50
Bally's Eagle Eyes 89.50	Pamco's Flying Duck 24.50

One-Third Certified Deposit With Order.  
**BADGER NOVELTY COMPANY**  
2546 N. 30TH ST., MILWAUKEE, WIS.



9 in. by 14 in.  
12 in. high.

# New! Different! MILLWHEEL

1-5-10-25 CENT COUNTER GAME  
with fascinating "Marble Mix-up" idea

First really new counter game in years. Fascinating "Scrambled Marbles" action gets immediate attention. REPEAT PLAY guaranteed by four great stimulator features: (1) EVERY GAME "COMES CLOSE," (2) FREQUENT WINNERS, (3) PLAYER CAN SEE "WHAT GOES ON" INSIDE MACHINE, (4) BIG WINNERS ALWAYS IN SIGHT.

### HERE'S HOW IT WORKS

Dozens of marbles in 6 different colors continuously and completely churned around—in full view of player—then scooped up, absolutely at random, by the revolving wheel. Awards based on Two-of-a-Color and Three-of-a-Color lined up at Win-dicator when action stops.

Be First! Order Today!

**\$27.50**

F. O. B. Chicago.

One-third with order,  
balance C. O. D.



## Bally's HOT VENDER

HEATS AND VENDS  
POPCORN  
AND MANY OTHER  
HOT CONFECTIONS

Why limit your opportunity for profit? When you operate BALLY'S HOT VENDER you can vend a variety of popular confections and thus be sure of year-round profits. Start now to build a HOT VENDER route for a lifetime income.

Write for Price

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# ROCK-OLA'S 1938 *Permanent Profit Producers!*



Rock-Ola's new 1938 streamline phonographs are breaking all records as musical money-makers. The new 1938 Monarch-20 and Windsor-20 incorporate sensational new features, such as new 99% slug-proof drop-style coin chute, new streamline cabinet with "Borealis" light-up grille, new slant-top record changing mechanism display, 20-record selection, matchless tone, simple mechanism—all of which increase and assure continuous earnings.

## *"Monarch"* PHONOGRAPH



Rock-Ola's EASY STEPS is the novelty game that's "laying 'em in the aisles" in point of play appeal. Operators report sensational earnings on locations. A player—always close to a winner—may win on anything from the first to the fifth shot. The lightning-fast action and the flash of the changing numbers on the back panel draw him back again and again. Get in on this lively money-making game.

## EASY STEPS



Nothing ever conceived before equals Rock-Ola's "World Series" baseball machine for steady profits. Capitalize on the intense interest in baseball and put Rock-Ola's "World Series" in your locations. Customers like to play a real baseball game by depositing their nickels and gaining control of the batter. It's a LEGAL skill game that is profitable everywhere in America.

## WORLD SERIES



When wise operators invest in a route of LoBoy Scales they make a secure long-time profitable investment. They receive steady earnings throughout every season for many years because LoBoys are guaranteed by Rock-Ola for FIVE years and they have long earning capacity. Because of LoBoys' perfect mechanism operators need only make collections calls at convenient intervals.

## LO-BOY SCALES



Here's the answer to your need for fast money-making equipment. This sensational one-shot payout table will double your profits because you get two games in one. 3-UP with Bell-Fruit symbols on back panel transforms itself into ACROSS THE BOARD with horse race symbols simply by changing panels. The most dependable pay table of all time, say operators. Mechanically trouble free, 90% of the usual service calls are eliminated.

## 3-UP, PAYOUT



There's no question about the permanency of Rock-O-Ball as a popular bowling game with a consistently high earning power. The triple score feature gives previous high score, score of game being played and number of balls played. Extra Veeder register on shelf in back of machine protects operators by recording awards.

## ROCK-O-BALL



*Rock-Ola Mfg. Corp.*

800 N. KEDZIE AVENUE  
CHICAGO, ILLINOIS, U. S. A.

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"swings to Gabriel  
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swing with him



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